



Build Facebook Branding via Personalized Schedules

EB & A will execute social media-driven content and consumer engagement strategies on Facebook aligned with client's brand marketing goals. EB & A will ensure Facebook marketing is integrated in all company platforms for the client.

EB & A Facebook Pro Packages

Step 1:

New User Set Up- Build Your Facebook Page

Technical back-end work including name set up, info, privacy settings, etc.

Upload of photo Albums

Upload of videos (if applicable)

Design of a professional and edgy profile picture (EB & A to create)

Price: \$350 - \$500 (depending on the amount of content available for upload) Timeframe: 2 – 4 days

Step 2:

Strategic Forecasting and Communication Planning-Optimize Your Facebook Presence

Drive relevance, engagement and growth for the page towards targeted clientele

Communicate key themes and messaging that match company mission, marketing programs, product launches and campaigns

Develop a communication strategy that provides outreach to your customer list via email, in house clients, direct mail and more.

The calendar and posting plan will be developed at this time.

Price: \$500/month

Timeframe: 6-month minimum contract required

*Beginning concept fees may apply

Step 3:

Translation to Sales Strategies- Monetize Your Campaign

Develop and manage a sales promotion directed at a specific offer or campaign

Develop a communication strategy to your customer list via email, in house clients, direct mail and more.

Price: \$1250 flat rate/sales promotion

Timeframe: 45 days (15 day set up, 30 day execution and management)

*Beginning concept fees may apply

*All programs include client tracking reports.

In addition to just getting your Facebook presence up and running with our team, there are a number of benefits that make social media outsourcing to EB & A a good idea - regardless of the size of your organization or the scope of your social media plan.

1. **Speed:** If you are new to social media - or ready to embark on a broader social media strategy - outsourcing can get things up and running quickly.
2. **Training:** The EB & A team can teach you how to do things, set up workable systems and schedules, and then transition some duties back to your internal team over time if that makes sense for your organization.
3. **Experience:** You'll benefit from EB & A's team expertise in the social media and marketing realm.
4. **Synergy:** An experienced team will be able to create an integrated system of social media tools and channels, rather than a loose patchwork, allowing you to maximize your social media "nodes" for greater impact.
5. **Branding:** EB & A is the right partner to help you with marketing and design capabilities in addition to social media know-how and calendar posting. EB & A can also make sure that everything you do supports your overall marketing strategy, including branding and identity.
6. **Strategy:** An outside social media team like the one we provide at EB & A can help you develop strategies to keep you focused on achieving long-term goals.

Execution and Knowledge

We're a team of doers, not talkers. Our account team has been forged from successful, ROI-driven campaigns and experience. At EB & A, our Social Media Directors are consultants, marketing strategists and ultimately become your partner.

And because we have a focus on integrity at our core, we give you the luxury of telling it to you straight. If you're not ready for a social media program, you'll hear it. Our clients always get the truth. We won't execute if it's not right for you. That's our difference. Be ready to get an objective point of view.

At the end of the day:

If you want a flexible package of no-nonsense, top-level social media strategies and execution from a caring, successful marketing firm, EB & A is your answer. Call 201.217.6608 to hire our team to get to work for you on the social cal.