

Tag Team Media

Services



SOCIAL PACKAGES

The Essentials

- Develop specialized brand filter to apply on all visuals
- 1 social platform (Twitter, Facebook, Instagram, YouTube, LinkedIn etc.)
- Review of platform profile to determine audience, optimal send times and high performing content
- Research campaign materials and assets for potential social content
- Draft and finalize 2-3 tweets/posts per week
- Create 2 social assets optimized for desired platform
- Draft content timeline and share social media calendar for client to publish

The Essentials Plus

- Develop specialized brand filter to apply on all visuals
- 1 social platform (Twitter, Facebook, Instagram, YouTube, LinkedIn etc.)
- Review of platform profile to determine audience, optimal send times and high performing content
- Research campaign materials and assets for potential social content
- Draft and finalize 2-3 tweets/posts per week
- Create 2 social assets optimized for desired platform
- Draft content timeline and publish tweet/posts on behalf of the client
- Prepare a basic monthly analytics report (includes raw number growth)

The Game Changer

- 3 social platforms (Twitter, Facebook, Instagram, YouTube, LinkedIn etc.)
- Develop specialized brand filter to apply on all visuals
- Review of platform profile to determine audience, optimal send times and high performing content
- Research campaign materials and assets for potential social content
- Draft and finalize 3-4 tweets/posts per week
- Create 3-4 social assets optimized for desired platform
- Draft content timeline and publish tweet/posts on behalf of the client
- Weekly monitoring and engagement across all platforms (responding to comments, retweets/reposts etc.)

Monthly profile and social content analytics reports (this doesn't not include hashtag analytics, please see below for additional)

The Expert

- 3 social platforms (Twitter, Facebook, Instagram, YouTube, LinkedIn etc.)
- Develop specialized brand filter to apply on all visuals
- Review of platform profile to determine audience, optimal send times and high performing content
- Research campaign materials and assets for potential social content
- Draft and finalize 4-5 tweets/posts per week
- Create 3-4 social assets optimized for desired platform
- Repurpose videos and images specifically for your social platforms
- Draft content timeline and publish tweet/posts on behalf of the client
- Daily monitoring and engagement across all platforms (responding to comments, retweets/reposts etc.)
- Trend analysis and influencer outreach (searching relevant conversations and hashtags, researching and engaging with influencers through direct messaging)
- Monthly profile and content analytics reports (this doesn't include hashtag analytics, please see below for a la carte options)

A la Carte Features: (One-Time Payments)

- Advanced Social Media Strategy – researching the communications strategy, suggesting appropriate social platforms, tips to building a following, advising on content styling, tone of voice and actionable targets and social media goals etc.
- User Generated Content Curation – We'll reach out to key followers sharing great content and secure rights for you to repurpose their tweets/posts/image into other content.
- Social Toolkits – a customized social media toolkit around a specific campaign push or key moment (this includes suggested tweets, assets and important links) to share with partners/fiscal sponsors.
- Custom Video Creation – create specialized videos that are fit for (i.e. subtitles, logos added, frame size etc.) and optimized for social media up to three minutes in length. Clients can offer two sets of edits.
- Hashtag Analytics and Social Media Wall – Track the reach and influence of a campaign hashtag and gather key analytics and a monthly update on the most influential and active followers engaging in the campaign. The Tag Team works with the TINT platform to track, collate and visually display all social activity around a specific hashtag.
- Blog Post Prep – The Tag Team writes one 500-800 word blog post for a client's website or newsletter purposes tailored to their goals and topical interests.
- Email Marketing Campaigns – An effective way to nurture existing leads. Keep them up-to-date with company news, offer discounts, etc. We offer: Email template design, campaign creation, content curation