

Social Media Marketing

Rates and Details

Conceptulized for small to
medium sized businesses

Ideal for: Education, Law,
Real Estate, Medical,
Beauty, Construction,
Events and Food Companies



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Price List

Package 1

- 4 Static Posts (promo, educational, client-focused)
- 1 Short Video (15-30 sec; Reels/TikToks/Testimonials)
- 1 Branded Calendar or Event Post
- 1 Team Photo or Candid Shot
- 1 Post by AI-Powered Brand Ambassador

\$1000

Package 2

- 8 Static Posts (promo, educational, client-focused)
- 2 Short Videos (30 to 60 sec; Reels/TikToks/Testimonials)
- 1 Graphic Quote or Trivia Post
- 1 Branded Calendar or Event Post
- 1 Team Photo or Candid Shot
- 2 Posts by AI-Powered Brand Ambassador

\$1600

Package 3

- 12 Custom Posts (educational carousels, wins, testimonials)
- 4 Short Videos (client testimonial, day-in-the-life, FAQ answers, or Reels)
- 1 Professionally Shot Explainer Video (up to 1 min)
- 2 Employee Highlight Graphics or Interviews
- 2 Trivia / Myth-Busting Posts
- 2 Event / Awareness Calendar Posts
- 3 Posts by AI Brand Ambassador

\$2400

Modes of Discount

With Zurna Creative logo included on all promotions

25% Off

6 months deal

5% off

12 months deal

10% off

Goals

1. 15 to 45% increase of brand awareness.
2. 20 to 30% increase in engagement rate.
3. 10% more sales.

6 to 12 Months Objectives

1. Establish Credibility and Trust in the Digital Space
2. Differentiate From Competitors
3. Generate Inbound Leads Organically
4. Humanize the Firm and Foster Connection
5. Enhance Public Understanding of Your Practice Areas.
8. Create a Scalable Media Library

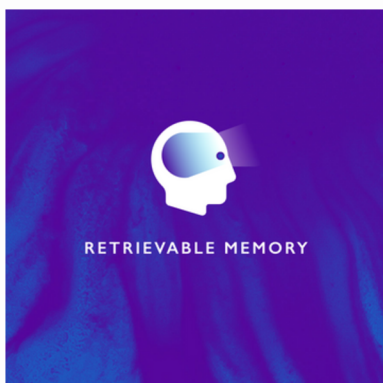
Content Pillars

Educational	Entertaining	Promotional	Engaging
Tips	Memes	Sales	Questions
How-tos	Pop Culture	Events	Polls
News Analysis	Trivia	Staff Stories	Prizes

Media Types



Content Samples



Social Media Feed

Terms & Conditions

Between: Zurna Creative (Service Provider) And: Sample Client
Service: Social Media Marketing Campaign

1. Scope of Work

Zurna Creative will provide social media content strategy, creation, and management services for client, including (but not limited to):

- Graphic design and copywriting for posts
- Short-form video production (e.g., Reels, Testimonials)
- Scheduled posting to designated platforms (Platforms TBD)
- Analytics reports and performance tracking

The full scope will be detailed in the accompanying SOW document.

2. Duration

The agreement covers a campaign lasting [4, 6 or 12 months], beginning on [Start Date] and ending on [End Date], unless otherwise extended or terminated in writing.

3. Deliverables

Zurna Creative will deliver a set number of content assets each month as outlined in the selected package, including:

- Custom social media posts (photo/video/graphic)
- Promotional, educational, and engagement-driven content
- Branded video and/or testimonial content
- Exact formats and quantities will be itemized in the SOW.

4. Client Responsibilities

Client agrees to:

- Provide timely access to branding assets, logos, and relevant firm materials
- Approve or give feedback on drafts within 3 business days
- Designate a point of contact for communication and approvals

5. Payment Terms

- Fees will be invoiced monthly in advance
- Payment due within 15 days of invoice date
- Late payments may incur a 5% monthly late fee

Terms & Conditions (Cont.)

Between: Zurna Creative (Service Provider) And: Sample Client
Service: Social Media Marketing Campaign

1.6. Intellectual Property

- All final deliverables become the property of Client upon full payment
- Zurna Creative retains the right to showcase work in its portfolio or for promotional purposes unless otherwise agreed

7. Confidentiality

Both parties agree to maintain confidentiality regarding any non-public information shared during the course of the project.

8. Revisions & Approvals

Each asset includes up to 2 rounds of revisions. Additional revisions may incur extra fees.

9. Cancellation & Termination

Either party may terminate the agreement with 30 days written notice. In the event of early termination, SA Law is responsible for payment for all work completed up to the date of termination.

10. Liability

Zurna Creative is not liable for any legal or reputational consequences resulting from content approved by Client.