



2024

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# Social Media Marketing Services

by Likith KH

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# Hello & Welcome



I'm Likith, and I specialize in creating tailored social media strategies that not only elevate your brand's online presence but also foster deep connections with your audience. Let's harness the power of social media to grow your business together.

## Custom Social Media Strategies for Every Brand

Social media is a dynamic and powerful tool for businesses looking to engage directly with their audience and expand their reach. I offer bespoke social media management and strategy services, designed to reflect the unique voice of your brand and meet your specific marketing goals. From initial strategy to ongoing management and analytics, I provide a comprehensive service that adapts to the ever-evolving digital landscape.

# My Mission And Vision

## My Vision

I envision a digital world where businesses don't just exist but truly thrive by connecting authentically with their audiences. My aim is to weave social media into the very fabric of a brand's identity, crafting vibrant, memorable experiences that not only engage but also inspire and move people, turning every follower into a fan and every interaction into a lasting impact.



## My Mission

01.

### Boosting Brands

My goal is to help businesses grow by using social media to attract and connect with their audience effectively.



02.

### Leading with Creativity

I aim to lead the way in using creative and new methods to make sure brands stand out online and reach more people.

03.

### Building Strong Connection

I focus on creating social media strategies that not only reflect the business's values but also build lasting relationships with customers.

# My Services Overview



## Comprehensive Social Media Services

Delve into our extensive range of social media services designed to empower your brand's digital presence. Each service is meticulously crafted to optimize engagement and amplify your message across various platforms, ensuring a comprehensive and impactful social media strategy.

## Here's a snapshot of the services I offer

- 01. Strategic Planning**  
Customized planning sessions to align social media efforts with your business objectives, ensuring each post and campaign drives towards your goals.
- 02. Content Creation**  
Creation of high-quality, engaging content including graphics, videos, and written posts tailored to resonate with your target audience.
- 03. Community Management**  
Active management of your social media profiles to engage with comments, messages, and interactions, fostering a vibrant community.
- 04. Campaign Management**  
Design and execution of specific social media marketing campaigns, including promotions, contests, and announcements.
- 05. Influencer Marketing**  
Collaborating with influencers to extend your reach and authenticity, tapping into their audiences to promote your brand effectively.
- 06. Performance Analytics**  
Utilizing advanced analytics to track the effectiveness of your social media activities and adjust strategies accordingly.

# The Process

## Our Strategic Approach

### Introduction & Discovery

We begin by understanding your brand's core values, target audience, and specific goals. This foundational step ensures that all strategies are perfectly aligned with your business objectives.

### Here's How The Process Looks Like

#### Research & Planning

Detailed market and competitor analysis to inform the creation of a customized strategy that captures opportunities and addresses challenges unique to your brand.

01.

02.

#### Monitoring & Engagement

Continuously monitoring performance and engaging with the audience to refine tactics and enhance interaction, fostering a vibrant community around your brand

03.

04.

#### Delivery & Reporting

Providing comprehensive reports that detail achievements and learnings, ensuring transparency and accountability.

05.



#### Content Development & Execution

Crafting and executing engaging content across chosen platforms, utilizing both creative and data-driven insights to maximize reach and impact.

#### Review & Refinement

Regular reviews of campaign performance against set KPIs, making data-informed adjustments to strategies as needed.

# The Process

## Understanding Our Pricing Structure



### Introduction

Choosing the right social media marketing services is an investment in your brand's future. My pricing is designed to reflect the comprehensive, high-quality service that each client receives, tailored to meet unique business goals and challenges.

## Here's How The Process Looks Like

01.

### Quality and Expertise

My rates are set to match the quality and expertise that I bring to each project. By investing in my services, you're ensuring that your social media presence is crafted by a professional who is committed to excellence and impactful results.

03.

### Free Trial Opportunity

For clients who choose any package other than Basic, I provide a one-week free trial. This allows you to experience firsthand the effectiveness of advanced social media strategies without any initial cost, demonstrating the potential return on your investment.

02.

### Customizable Solutions

Although my pricing is based on fixed packages, I recognize that every business has distinct needs. That's why I offer customizable solutions that can be tailored to the specific demands of your project, ensuring that you only pay for the services that truly benefit your business.

04.

### Flexibility and Transparency

I believe in transparency and flexibility when it comes to pricing. This approach ensures that while the costs are fixed, there is always room to adjust based on your specific business requirements, making it a fair and valuable investment.

# Packages

## 01. Basic Package

₹5,000/month

- One Platform Focus
- Three Weekly Posts
- Basic Engagement Tactics
- Monthly Analytics Review
- Content Calendar Setup



## 02. Standard Package

₹10,000/month

- Two Platform Management
- Enhanced Engagement Methods
- Weekly Reporting Insights
- Up to 2 rounds of revisions
- Diverse Content Forms
- Community Building Efforts

## 03. Advanced Package

₹20,000/month

- Three Platform Coverage
- Multiple Daily Posts
- Sophisticated Analytics Tools
- Targeted Content Strategies
- Crisis Management Support
- Up to 5 rounds of revisions



## 04. Premium Package

₹30,000/month

- Unlimited Platform Handling
- Custom Content Creation
- Real-Time Engagement
- Strategic Brand Collaborations
- Continuous Strategy Refinement
- Unlimited revisions

# A La Carte Options



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## Text Posts

- Cost-Efficient: ₹200 if content is provided, ₹350 for content created by me.
- Flexible Use: Ideal for quick updates, announcements, or engagement prompts.

## Image Posts

- Visual Impact: ₹500 if image is provided, ₹800 for custom image creation.
- Brand Storytelling: Great for visual storytelling and product showcases.

## Video Posts

- Engagement Driver: ₹1,500 if video is provided, ₹2,500 for video creation.
- Content Diversity: Perfect for engaging content like short tutorials or feature highlights.

## Custom Graphics

- Brand Enhancement: ₹1,000 if concept is provided, ₹1,500 for complete design.
- Event Promotion: Customized graphics for promotions, events, or branded posts.

## Interactive Posts

- Audience Interaction: ₹800 if content is provided, ₹1,200 for content creation.
- Feedback Opportunity: Engage audience directly, gather feedback, or increase interaction.

## Carousel Posts:

- Multi-Product Display: ₹600 if images are provided, ₹1,200 for image creation.
- Narrative Engagement: Showcase multiple products or tell a story over several frames.

## Reels

- Trend Capture: ₹2,000 if video is provided, ₹3,500 for custom video creation.
- Creative Engagement: Capture trending moments with creative short videos for high engagement.

## Story Ads:

- Immediate Engagement: ₹3,000 if content is provided, ₹4,500 for content creation.
- Real-Time Connection: Leverage the immediacy of stories on platforms like Instagram and Facebook for promotions and announcements.

## Podcast Promotions

- Audience Extension: ₹4,000 for promoting existing content, ₹6,000 for creating and promoting new podcast episodes.
- Engage Audibly: Connect with audiences through the growing medium of podcasts, expanding brand reach and engagement.

## Content Series Development

- Thematic Consistency: ₹4,500 for client-directed series, ₹6,500 for fully developed content series.
- Narrative Depth: Create a series of posts that build upon each other, enhancing audience retention and providing deeper engagement.

## Influencer Marketing Strategy

- Strategic Planning: ₹5,000 per month for developing and strategizing the influencer campaign, tailored to align with your brand's objectives and target audience.
- Influencer Collaboration Costs: Additional charges based on the selected influencers' rates, which will vary depending on their reach, engagement rates, and the specifics of the campaign requirements.



Our A La Carte options are designed to provide flexibility and tailored enhancements to your social media marketing strategy. Whether you need focused campaign management, creative content development, or specialized promotional activities, these additional services allow you to customize your approach to meet specific goals and audience needs. Each option can be integrated seamlessly with your existing packages or used to create a completely personalized strategy that resonates with your brand and maximizes your online presence.

# Are We A Good Fit?



## We Are A Good Fit If

- ✓ You value communication and collaboration in the design process.
- ✓ You understand the importance of investing in quality design.
- ✓ You're open to feedback and suggestions based on my expertise.
- ✓ You're committed to a timeline and respect the design process.
- ✓ You recognize the power of branding and its long-term impact.
- ✓ You're seeking a partnership, not just a transaction.

## We Are Not A Good Fit If

- ✗ You expect immediate results without iterative refinement.
- ✗ You're seeking the lowest possible price over value and expertise.
- ✗ You prefer dictating every design detail without flexibility.
- ✗ You're unable to commit to timelines or provide timely feedback.
- ✗ You see branding as an optional extra rather than a core necessity.
- ✗ You view our interaction as a one-time engagement with no follow-up.

"Connect, create,  
and captivate: this  
is the essence of  
social media  
marketing."

Likith K H

# FAQ

01. What social media platforms do you cover?

We strategize and manage content across all major platforms including Facebook, Instagram, Twitter, LinkedIn, Snapchat, Pinterest and more, depending on your brand's needs.

02. How do you measure the success of social media campaigns?

"Success is measured through a combination of engagement rates, reach, audience growth, and most importantly, the conversion rates that relate directly to your campaign goals.

03. Can I choose services à la carte or do I need to select a package?

You are welcome to select services à la carte to tailor your strategy precisely to your needs, or you can choose from one of the comprehensive packages for simpler decision-making.

04. What is the process for starting a social media campaign?

We start with a detailed consultation to understand your objectives, followed by strategic planning, content creation, and finally, campaign execution and monitoring.

05. How often will I receive updates about my campaign's performance?

You'll receive regular updates and detailed reports on your campaign's performance, typically on a monthly basis, or more frequently if needed.



# Ready to Start a New Project?

If you've got a clear vision and are eager to kickstart  
your project, let's dive in!

Contact me to begin your journey to social  
media success! For more details, visit:

[www.likithkh.in](http://www.likithkh.in)

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have at → [likithliki08@gmail.com](mailto:likithliki08@gmail.com)