

Feature	Starter	Growth	Pro	Elite
Price	\$150/week (\$500/month)	\$300/week (\$1,000/month)	\$500/week (\$1,800/month)	\$800/week (\$3,000/month)
Social strategy	Tailored	Tailored	Tailored	Tailored
Platforms	1	Multiple	Multiple	Multiple
Posts/reels	2/week	3/week incl. 2 reels/stories	5/week incl. 3 reels/stories	7/week incl. 4 reels/stories
Long-form video	–	–	–	1× 3–5 min videos per month
Community management	30 min/week	1 hr/week	2 hr/week	4 hr/week
Audience & market research	✓	✓	✓	✓
Graphic design & copywriting	✓	✓	✓	✓
Photo & video editing	–	✓	✓	✓
Analytics & reporting	Monthly basic	In-depth monthly	In-depth monthly	Advanced & in-depth monthly
Consulting & digital brand strategy	–	✓	✓	✓
Website updates	–	1 hr/week	2 hr/week	4 hr/week
SEO	–	Basic	Advanced	Advanced
Paid ads	–	–	Basic ad strategy & guidance	Strategy, setup & optimisation (excl. spend)
Competitor analysis & advanced targeting	–	–	✓	✓
Photoshoots	–	–	1× 3-hour shoot per month	2× 3-hour shoots or 1× 6-hour shoot per month
Website/hosting exclusive	–	Landing page redesign	Migration to our Hostinger secured account	Migration + 12 months hosting covered

**Notes:**

- All plans include monthly performance reporting.
- Content creation volumes are recommended for best engagement and can be tailored to your brand's needs.
- Paid ad strategy does not include ad spend; it covers planning, setup, and optimisation.
- Photoshoot hours include on-site photography or videography plus basic editing.
- Each plan is customisable; if we increase work in one area (e.g., 10 hours of community management or 6 hours of web updates) in a week, we balance by reducing other parts (e.g., fewer reels that week or skipping long-form video that month).