

*Expertly managed*

# SOCIAL MEDIA PACKAGES

*Authentic content. Consistent posting. Zero hassle.*



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## MORE THAN JUST CAT MEMES

*Some businesses treat social media like an afterthought.*

But it's so much more than cat memes and quirky dances. Sure, those kinds of things have their place. *Who didn't lose half a lunch break watching that skateboarding dog?*

But for businesses, social media is *where your customers hang out*. In fact, 71%\* of people use social media to make *purchase decisions*.

Social platforms are where people *discover brands*, have their questions answered, and build trust in what you offer. Social media provides a chance to *tell your story*. And sometimes it's the *first impression* someone gets of your business.

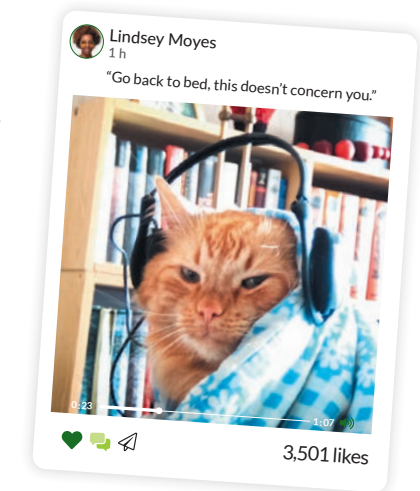
\*invespro.com

But here's the catch: doing it properly takes time. *Lots of time.*

Consistency, strategy, planning, creating, responding, posting, tweaking, twerking. OK, maybe not twerking. But either way, it's still *practically a full-time job*. And let's be honest, handing it to the office junior or squeezing it into your already busy schedule isn't always going to cut it. Bad social media is worse than no social media.

That's where we come in. We help businesses nail their social presence without draining their internal resources or making costly hires. For less than the true cost of burdening someone in-house with the task, we can take the reins.

As your social sidekick we'll help your brand stay visible, relevant, and engaging, with a tone that's perfectly you. Focus on running your business while we handle the social essentials.



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# WHY CHOOSE SOCIAL MEDIA MARKETING?



## AUDIENCE ENGAGEMENT AND COMMUNITY BUILDING

*Social media is all about engagement.* Platforms like Facebook, Instagram, and LinkedIn allow you to connect with your audience in real-time, building a community around your brand. If your product thrives on customer interaction or user-generated content, social media is a powerful tool.



## VISUAL BRANDING AND CONTENT VARIETY

*Social media platforms are fantastic for businesses that rely on visuals.* If your product is visual, like handmade jewellery or home interiors, social gives you space to showcase your work with photos, videos, and live demos. If not, don't worry! We have ideas for less aesthetic brands too.



## TARGETING BASED ON DEMOGRAPHICS AND INTERESTS

*Social platforms let you get laser-focused with your targeting,* allowing you to reach people based on their interests, behaviours, and demographics. For instance, if you sell 100% natural, organic vegan room fragrances, you can target eco-conscious consumers, even if they're not actively searching for your product.



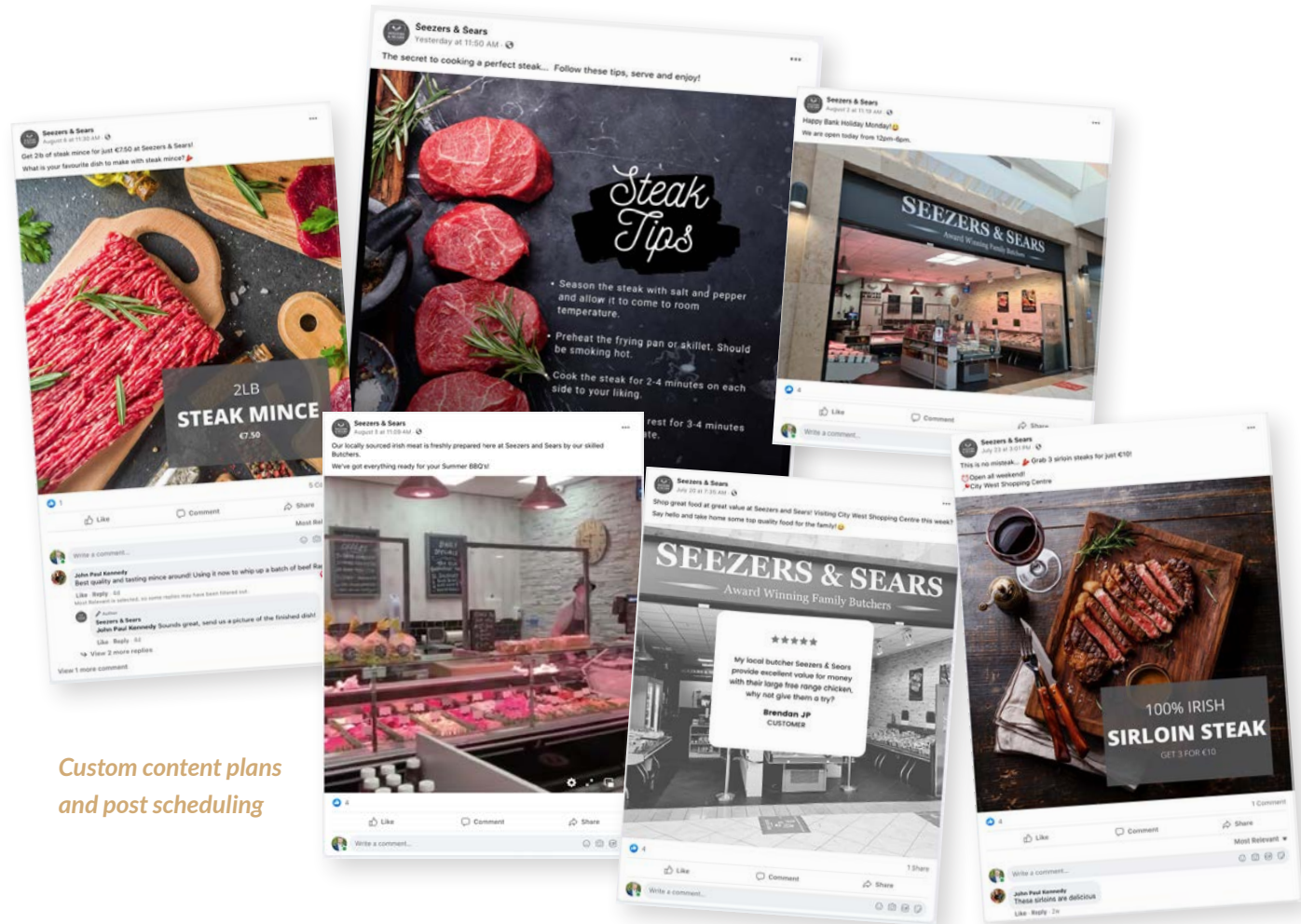
## WIDE REACH ON A LOW BUDGET

*Social media gives you the chance to get in front of a lot of people for a low price.* If your content hits the mark, a well-timed post or an engaging video could get shared far and wide, giving you massive exposure without a huge budget.



## BUILDING BRAND AWARENESS

*Social is ideal for getting your name out there,* especially if you're launching a new product or want to build your brand's personality. It's great for top-of-funnel marketing. For catching people's attention even if they're not quite ready to buy. Yet.



Custom content plans  
and post scheduling

## ORGANIC PACKAGES

*Organic social media is about building your brand's presence without ad spend.*

It's the art of managing your social profiles with intent, consistency, and creativity. It's not just posting for the sake of it. It's creating content that serves, interests, and engages your audience.

Great organic content helps your brand grow over time. It showcases your personality, answers customer questions, and builds trust. Posting consistently on the right platforms, like Instagram, Facebook, X, or LinkedIn, gets your business seen by the right people.

Our Organic Social packages include Graphics Creation to make your posts stand out. You can also add extras like Audits, Photography, Profile Makeovers, and Community Engagement to give your social media an extra edge.

We tailor our approach to your business, audience, and goals. Choose one of our ready-made packages or speak to us about something more bespoke. Let us handle the day-to-day of your social media, so you can focus on growing your business.

[Swipe to View Packages >](#)



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# OUR SOCIAL MEDIA PACKAGES



## nettl social: lite

### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Live dashboard
- ✓ Content scheduling
- ✗ Researched, curated content
- ✗ Set up/branding of account
- ✓ **8** posts per month per channel\*
- ✓ **1** channel
- ✓ Professional graphics included
- ✗ Audit and refresh of accounts

### SUBSCRIPTION

Billed monthly **£149**

Term **3 months minimum. 30 days notice.**

*Best for businesses looking to  
get started with their social media presence*

## nettl social: starter

### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Live dashboard
- ✓ Content scheduling
- ✓ Researched, curated content
- ✗ Set up/branding of account
- ✓ **12** posts per month per channel\*
- ✓ **2** channels
- ✓ Professional graphics included
- ✗ Audit and refresh of accounts

### SUBSCRIPTION

Billed monthly **£199**

Term **3 months minimum. 30 days notice.**

## nettl social: business



### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Live dashboard
- ✓ Content scheduling
- ✓ Researched, curated content
- ✓ Set up/branding of account
- ✓ **20** posts per month per channel\*
- ✓ **2** channels
- ✓ Professional graphics included
- ✗ Audit and refresh of accounts

### SUBSCRIPTION

Billed monthly **£299**

Term **3 months minimum. 30 days notice.**

*Best for businesses looking to  
push more content out to a wider audience*

## nettl social: enterprise

### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Live dashboard
- ✓ Content scheduling
- ✓ Researched, curated content
- ✓ Set up/branding of account
- ✓ **28** posts per month per channel\*
- ✓ **3** channels
- ✓ Professional graphics included
- ✓ Audit and refresh of accounts

### SUBSCRIPTION

Billed monthly **£549**

Term **3 months minimum. 30 days notice.**

## ADDITIONAL EXTRAS

Is user engagement a crucial aspect to your social strategy? Perhaps you need to build a bank of unique photographs showcasing your business? No problem! Check out our additional extras that can be bolted onto any package to suit your needs.

**4 hours Community Management (includes Social Listening) £199**

**Professional photography from £499**

**Add Instagram Stories from £99**

\*Facebook, X, LinkedIn or Instagram  
All prices exclude VAT

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## ADVERTISING PACKAGES

*Social media platforms are powerful tools for reaching new audiences.*

But if you are more 'Office Lease' than 'Mr. Beast' then it's very much "pay to play." Meaning organic content is great for engaging your existing followers. But unless you have some viral content or a big name, you will need to invest in ads if you want to quickly extend your reach.

Social media ads help your business get seen by the right people. These platforms know what their users like, search for, and buy. With clever and flexible targeting, your ads can appear in front of the exact audience you want to reach, based on their interests, behaviours, and demographics.

Our Ad Packages include strategy, campaign management, ad design, and detailed reporting. Whether you want to drive traffic, increase sales, or grow your brand, we'll create ads that hit the mark.

We'll monitor performance and tweak as needed to ensure you're getting the best results for your budget. With our expertise, your campaigns will run smoothly and deliver real results.

*Swipe to View Packages >*



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### social ads: starter

#### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Facebook and Instagram ads\*
- ✓ Ad copy content creation
- ✓ **1** campaign per month
- ✗ Ad graphics content creation
- ✗ Retargeting strategy
- ✓ Up to £250 spend per month

#### SUBSCRIPTION

Billed monthly **£150**

Term **3 months minimum. 30 days notice.**

Monthly fee does not include media spend.  
Media spend paid direct to social channel by client.  
Advert packages do not include organic activity.  
All prices exclude VAT.

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### social ads: business

#### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Facebook and Instagram ads\*
- ✓ Ad copy content creation
- ✓ **2** campaigns per month
- ✓ Ad graphics content creation
- ✗ Retargeting strategy
- ✓ Up to £750 spend per month

#### SUBSCRIPTION

Billed monthly **£250**

Term **3 months minimum. 30 days notice.**

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### social ads: enterprise

#### PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Facebook and Instagram ads\*
- ✓ Ad copy content creation
- ✓ **3** campaigns per month
- ✓ Ad graphics content creation
- ✓ Retargeting strategy
- ✓ Up to £2,500 spend per month
- ✓ Up to £2,000 spend per week

#### SUBSCRIPTION

Billed monthly **£450**

Term **3 months minimum. 30 days notice.**

## ADDITIONAL EXTRAS

4 hours Community Management  
(includes Social Listening)  
**£199**

Pixel setup from **£199**

\*Advertising available on other  
platforms – ask for details



All packages include  
live reporting dashboard



# YOUR SOCIAL MEDIA JOURNEY



# NEXT STEPS

## HOW YOUR SOCIAL MEDIA JOURNEY BEGINS

*Everything starts with a conversation (quite fitting, given we're talking about social media).* Whether it's over coffee, tea, or a video call, we'll take the time to learn about your business, audience, and goals. Got questions? Drop us an email, and we'll get back to you to arrange a chat.

Once we understand what you're looking for, we'll recommend the best package for your needs. If you decide to go ahead, we'll work with you to create a tailored campaign plan.

Together, we'll complete your *'Campaign Planner,'* capturing your tone of voice, style, and objectives to ensure your social media feels authentically you.

Next, we'll map out a week-by-week content plan for your review. From posts to graphics and everything in between, we'll craft content that resonates with your audience and delivers results.

Once your campaign goes live, we'll monitor progress, adjust as needed, and provide monthly reports so you can see how things are performing.



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