

Brand Marketing Strategy | Product

Product

Weonautopilot will use digital marketing tactics to accomplish its goals with a strong focus on digital content. The content will be dually used for marketing to increase awareness and engagement, and sales to build relationships and guide buyers' decision-making process, resulting in net new customers.

At **Weonautopilot** we offer expert support and services in all of the following areas:

Service Focus for next 12 months

- Social Media Strategy
- Paid Social Campaigns
- Graphic Design
- Video Production.

Other Services Available, if requested (but not the brand's focus):

- General Marketing Strategy
- Growth-Driven Website Design and Development
- Content Marketing
- Search Engine Optimization (SEO)
- Blogging

Our services provide a range of options for businesses and organizations of all size and experience. We're happy to work with for-profit and nonprofit, private and public, large and small businesses alike.

Brand Marketing Strategy | Price

Price

Our price range varies by business type, size, and need. We craft specific packages based on the impact our work will have on our clients' bottom lines, the amount of output our team will produce, and the administrative and research billable hours our team will undertake. Packages start at \$500/month in our SME Boss Lite Package, but can go as high as \$1250/month for ongoing, high-impact projects in our SME Boss Elite Pack.

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SUBSCRIPTION PLANS	LITE	ELITE	ELITE PLUS
CHANNELS	FACEBOOK	FACEBOOK & INSTAGRAM	FACEBOOK, INSTAGRAM
SOCIAL MEDIA MARKETING PACKAGES	\$299.00/Month	\$399.00/Month	\$499.00/Month
Social Media Playbook	✓	✓	✓
Campaign Execution, Management & Optimization	✓	✓	✓
Content Calendar	✓	✓	✓
Cover Photo / Page Profile Design/Optimization	✓	✓	✓
Monitoring of Social Assets	✓	✓	✓
Number of Unique Posts per Month	8	12	16
Number of Unique Video Posts per Month	2	4	6
Customer Response Time	Within 24 Hours	< 24 Hours	< 12 Hours
Customer Response	Shared	Shared	Dedicated
Comments	c/o Agency	c/o Agency	c/o Agency
Direct Messages	c/o Business Owner	c/o Business Owner	c/o Agency
Performance Meeting Review Sessions - KPI Reports	Monthly	Monthly	Monthly
Client Servicing Level	Email	Email + Calls	Email + Calls

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SUBSCRIPTION PLANS	LITE	ELITE	ELITE PLUS
PAID ADVERTISING PACKAGES	FACEBOOK	FACEBOOK & INSTAGRAM	FACEBOOK, INSTAGRAM
ONE TIME ACCOUNT SETUP FEE	\$49.00	\$49.00	\$49.00
MONTHLY PAID MEDIA BUDGET IN USD	\$149.00/Month	\$199.00/Month	\$299.00/Month
CAMPAIGN OBJECTIVES			
REACH	✓	✓	✓
TRAFFIC	✓	✓	✓
ENGAGEMENT	✓	✓	✓
VIDEO VIEWS	✓	✓	✓
APP INSTALL		✓	✓
LEAD GENERATION		✓	✓
CONVERSION/SALES			✓
REMARKETING			✓
PRINT DESIGN OR DIGITAL DESIGN / * Rates per Design	\$49.00	\$39.00/6 Months	\$29.00/Annually
EMAIL NEWSLETTER DESIGN / * Rates per Design	\$22.00	\$20.00/6 Months	\$18.00/Annually