[YOUR STUDIO NAME]

Social media management packages

Prepared for [Client name], [Date]. Prices are per month and exclude ad spend and VAT.

Packages at a glance

	Starter	Growth	Premium
Price	$[price] /mo	$[price] /mo	$[price] /mo
Feed posts	12 a month	20 a month	30 a month
Platforms	1	2	3
Stories	None	8 a month	Daily
Content plan	Monthly	Monthly	Monthly, with a planning call
Comment replies	None	Weekdays	Daily
Ads coordination	No	No	Yes
Reporting	Basic monthly report	Monthly report	Monthly report and call

Starter, $[price] a month

- 12 feed posts a month on 1 platform ([platform])
- Monthly content plan sent by the [day] of the previous month
- Captions and hashtags written for every post
- Basic monthly report: reach, followers, top 3 posts

Growth, $[price] a month

- 20 feed posts a month on 2 platforms ([platforms])
- 8 stories a month
- Comment and DM replies on weekdays, within [X] hours
- Monthly content plan and monthly report with recommendations

Premium, $[price] a month

- 30 feed posts a month on 3 platforms ([platforms])
- Daily stories

- Daily comment and DM replies
- Ads coordination with your ads team or budget (ad spend billed separately)
- Monthly report and a 30-minute strategy call

Add-ons

- Extra feed post: $[price] each
- Short video or reel edit: $[price] each
- Photo or video shoot (half day): $[price]
- Extra platform: $[price] a month

Scope limits

- Content is created from photos and assets you provide, unless a shoot is booked.
- Unused posts do not roll over to the next month.
- Ad spend, paid tools, stock licences and influencer fees are not included.
- Crisis or PR response outside normal hours is billed at $[rate] an hour.

Revisions and approvals

- [2] rounds of revisions per post are included.
- The monthly plan is approved by [date]. Feedback within [2] working days keeps the schedule on time.
- Posts not approved in time are published as planned, or held, as agreed: [publish / hold].

Payment terms

- Invoiced monthly in advance, due within [7] days.
- Minimum term of [3] months, then month to month with [30] days notice.
- Late payments pause publishing after [14] days.

Next steps

1. Pick a package and any add-ons.
2. Sign the agreement and pay the first invoice.
3. Kick-off call and brand questionnaire, then the first plan within [5] working days.

[Your name], [email], [phone], [website]

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