

Francesca Burke Social Media Marketing Rates

Social Media Marketing Consultations & Workshops

1-on-1 Social Media Marketing Consultation	3 hours going through your business social media pages. Establish the right social media channel(s) for you and setting them up if necessary. Create a 6-week content plan and learn how to engage with customers. Ongoing email/WhatsApp support.	1 session	£40
4-Week Social Media Workshop (3-5 people per workshop)	2-3-hour group workshop, every week for 4 weeks. Learn the basics of social media marketing, establish the right social media channels for your business and create a content plan. Learn how to engage with customers. Ongoing email/WhatsApp support over the 4-week course.	1 workshop All 4 workshops	£12 per person £40 per person
Introduction to Social Media Marketing Workshop (3-5 people per workshop)	2-3-hour group workshop, covering the basics of social media marketing, creating a content plan and engaging with customers.	1 session	£12 per person

*Please note I request payment for travel to and from London Zones 1-6, to be added to the price in advance and billed accordingly. I will always arrange off-peak times!

*50% payment is required in advance via bank transfer or PayPal. Cancellations with more than 24 hours' notice will be fully refunded. No refund is available for cancellations with less than 24 hours' notice. Final 50% payment can be paid on the day of the workshop or consultation via card payment or cash, or within 10 days of the workshop or consultation via bank transfer or PayPal. An invoice will be provided.

*Workshops are 3 people minimum and 5 maximum; workshops will be rescheduled if minimum numbers aren't met.

Workshops & Consultations Availability

Tuesday	10am – 4pm
Wednesday	10am – 4pm
Thursday	10am – 4pm
Saturday	10am – 2pm

Social Media Account Management

Twitter Account Management	35 posts per week (3 per day) scheduled on Buffer. A mixture of promotion, content sharing and engagement/retweets. Check in with account for half an hour twice weekly to respond to messages and follow contacts, as well as to improve appearance/information of profile page as necessary.	1 week	£50
	*Please provide high-res images in advance or provide a brief for use of stock photographs.	1 calendar month	£180
Facebook Account Management	12 posts per week (1-2 per day) scheduled on Facebook. A mixture of promotion, content sharing and engagement/commenting. Check in with account for half an hour twice weekly to respond to messages and follow/like contacts, as well as to improve appearance/information of profile page as necessary.	1 week	£40
	*Please provide high-res images in advance or provide a brief for use of stock photographs.	1 calendar month	£150
	*Please note Facebook is undergoing changes which makes business promotion increasingly difficult.		
Instagram Account Management	5 posts per week (1 per weekday) scheduled on Buffer. A mixture of promotion and engagement/commenting. Check in with account for half an hour twice weekly to respond to messages and follow/like contacts, as well as to improve appearance/information of profile page as necessary.	1 week	£40
	*An Instagram business profile is required. Please provide high-res images in advance or provide a brief for use of stock photographs.	1 calendar month	£150
	*Please note Instagram's algorithm makes for increasingly low follower and business engagement.		
Content Plan Written in Advance	A content plan detailing copy, images and links in each post original, plus the scheduling times	1 week	£10
		1 calendar month	£20

*50% payment is required in advance via bank transfer or PayPal. Final 50% payment to be invoiced after the week/month's completion and paid within 30 days.

*I will require your login details. These will be kept secure and not shared with any third party.

*A free consultation is available in person if you're interested in Social Media Account Management (I request payment for travel to and from London Zones 1-6). If you're not sure what's right for your business, I recommend a 1-on-1 Social Media Marketing Consultation – often small businesses or sole traders can easily manage their own accounts with a little bit of insight and planning.

Website and blog copy, email marketing via MailChimp and backlink improvement available on request depending on time constraints.

References can be provided.

Contact: info@francescaburke.com