



Social Media Optimization Plans

startup

2 Platforms

₹35,000
per month

grow

3 Platforms

₹45,000
per month

business

4 Platforms

₹55,000
per month

Minimum Contract Duration

3 Months

3 Months

3 Months

Essentials

Initial SMO Analysis



Initial Competition Analysis



Detailed SMO Strategy & Planning



Social Media Platform Selection



Facebook

Facebook Business Page Creation



Profile Content Writing



Facebook Custom Page



Business Page Management



Monthly Post Updates

24

24-30

40

Facebook Photo Album



Facebook Video Uploads	✓	✓	✓
Facebook Campaign Creation & Management	✗	Upto ₹10000	Upto ₹10000
Tool Integration (Shop, Contact Form)	✗	✗	✓
Twitter			
Twitter Account Creation	✓	✓	✓
Custom Twitter Cover Photo (1 per month)	✓	✓	✓
Followers Management	✓	✓	✓
Keyword Target Tweets	✗	✓	✓
Monthly Tweets	25	40	60
Linkedin			
Linkedin Personal Profile	✗	✓	✓
Linkedin Company Page Creation	✓	✓	✓
Linkedin Company Profile Content Writing	✓	✓	✓
Monthly Updates	24	24-30	40
Page Management	✓	✓	✓

YouTube

YouTube Channel Creation



YouTube Channel Custom Cover Photo (1 per month)



YouTube Channel Profile Content Writing



Submission of Client Provided Videos



Pinterest

Pinterest Account Creation



Pinterest Profile Content Writing



Pin Creation

24

24-30

40

Pinning of Client Provided Photo



Weekly Updates



Slideshare

Account Creation



Profile Content Writing



Client Provided Presentation Submission



Google Plus / Google My Business Listing

Create Business Listing	✓	✓	✓
Profile Content Writing	✓	✓	✓
Monthly Updates on Brand Page	24	24-30	40
Followers Management	✓	✓	✓
Monthly Reports			
SMO Activity Report	✓	✓	✓
Customer Support			
Email	✓	✓	✓
Chat	✓	✓	✓
Phone	✓	✓	✓

LET'S TALK

We believe in the potential of social media and its impact on brands. If we represent your brand on any social media platform you can be rest assured that we will be creating enduring conversations and interactions, not just updating posts

 hello@binkconsult.com  022-69494948