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SMM	LIGHT	OPTIMAL	FULL
Managing the account in social networks (Instagram, Facebook)	✔	✔	✔
Finishing and improvement of the account	✔	✔	✔
Content planning and visualization	✔	✔	✔
Copywriting	based on your tests	on your given topic	on your given topic
Postings (per month)	21	30	60
Stories (per day)	Up to 3	Up to 5	Up to 7
Development of static and dynamic images	✔	✔	✔
Making animations (per month)	Up to 40	Up to 60	Up to 80
Author posts designed by a professional designer	✖	Up to 10	Up to 30
Organizing contests, draws, interactive events, quizzes	Up to 3	Up to 6	Up to 9
Preparing the script and publishing of Reels	✖	Up to 8	Up to 15
Dealing with negative comments, removing spam	✖	✔	✔
Bots cleaning	✖	✖	✔
Individual hashtags development	✖	✖	✔
Monitoring audience growth to adjust further works	✔	✔	✔

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TARGET:	LIGHT	OPTIMAL	FULL
Setting up targeted advertising	✔	✔	✔
Setting up Facebook or Instagram advertising campaigns	Up to 3	Up to 7	Up to 15
Launch ad creatives	Up to 15	Up to 25	Up to 45
Audience segmentation	✔	✔	✔
Market and competitor analysis	✔	✔	✔
Development of advertising headlines and texts	✔	✔	✔
Development of graphic and video ad-creatives	✔	✔	✔
Analytics and optimization of advertising campaigns	✔	✔	✔
A/B tests for graphic creatives and advertising texts	✔	✔	✔
Monthly reporting	✔	✔	✔
Important: Photo and video materials for social networks are provided by you based on your technical task.			
Important: Advertisement budget is paid separately.			
CONSULTING:	LIGHT	OPTIMAL	FULL
Analysis of correspondence with customers, error analysis, individual recommendations for increasing audience loyalty	✖	✔	✔
Drawing up sales scripts individually for your business as per modern methodology	✖	✖	✔
Preparing a monthly report	✔	✔	✔