

Social Media

1- Brand Identity Creation

- **Complete Logo Set:** Logo design including 3 variations, delivered in PNG format (transparent background)
- **Visual DNA:** Color Palette + Curated Typography
- **Verbal Identity Framework:** Tone of Voice, Brand Mission, and Vision
- **Essential Brand Assets:** Print-ready marketing materials, including business cards, flyers, uniforms, and more
- **Resource Folder:** All mentioned assets delivered in a ready-to-use folder

2- Market and Audience Segmentation

- **In-depth analysis of your business model,** competitors, and buyer personas
- **Creation of targeted outreach strategies** for each audience segment to maximize engagement
- **Segmentation & Niche Guide:** A comprehensive document featuring ideal customer analysis (market niches), competitor research, strategic group selection for your posts, and local opportunities

3- Engaging Content Creation

- **Community Promotion (FB & WhatsApp)**

What you receive: A Community Distribution Report including a list of curated groups, links to published posts, and screenshots of the reach achieved in groups and status updates

- **Design of Posts, Stories, and Reels**

What you receive: A Digital Asset Gallery with all your designs in high resolution (JPG/PNG) and optimized videos (MP4), organized by format for easy access anytime

- **Content Calendar (Variable)**

What you receive: A Content Roadmap (Document/Sheet) featuring posting times and topics, allowing you to visualize the entire month's strategy at a glance

- **Strategic Copywriting**

A Sales Script & Curated Copy document featuring all captions ready to copy and paste, including Calls to Action (CTAs) and optimized hashtags to attract customers

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Maintenance & Conversion Phase: Social Media

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Roadmap: From Identity to Action

Service	Month 1 (Launch Phase)	Month 2 (Continuity)	Month 4*
Brand Identity	✓	—	
Market Segmentation	✓	—	
Content Creation	✓	✓	
Total Price	900	600	450