

Social Media Packages



The Basics

4 posts,
captions,
graphics
& stories.

(1 post per week)

\$65

per week

\$260 per month



Basics +

16 posts,
captions,
graphics
& stories.

(4 posts per week)
that's just \$42.50 per post

\$170

per week

\$680 per month



Basic Planner

Top Line
Social Media Plan
Hashtags
Post Design
Concepts
Visual Mood Board
For your teams
ongoing use

\$210

Total Price

One payment

Additional flexible hourly services for website content updates, ATDW deal creation and upload, google business updates, design, strategy, email marketing assistance etc charged at \$85 per hour, invoiced monthly.

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2023 - 2024

M
Marketing
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Social Basics

with Marketing Bud.



Marketing
Bud

Helping you deliver *Active & Engaging Social Media*

Required for Best of Queensland Experiences Program

What's included?

Access to experienced Marketing Manager ensuring all posts are targeted to your audience and align with your brand values and page visual appeal - while aiming to showcase your true snow eggs!

Helping you meet at least 2 of 3 of the Best of QLD Experiences criteria

Criteria	Benchmark	
Average posts per week	4 posts per week	Includes wall and album posts
Consistency of posts	Less than 65% variation	Consistency algorithm developed
Engagement	Average of 20 points per post	Likes = 1, Comment = 2, Share = 3

You'll receive:

- Post creation including graphics, captions and hashtags
- Share to stories and added to your highlights
- Branding update of highlight covers if required
- Update of Linktree or similar bio link if required
- Creation of Bitly links where required for Facebook posts
- Mix of single image, carousel scroll and reel video

Posts to Facebook & Instagram

Plus 1-2 x bonus LinkedIn Post per month

from

\$65

per week

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