

# GROW PLAN

By Large Fork

What's Included:

## **Social Media Management**

### **1. Social Media Audit**

Given that your social media channels have already been established, we'll take a look at all of your channels and provide comprehensive information detailing what is working and what may need improvement. This is completed only once during the onboarding process.

### **2. Strategy Development**

During the onboarding process, we will take a look at your current strategy, assess its effectiveness and then make modifications or develop a new strategy to fit the needs of new objectives. This is completed every 12 months.

### **3. Content Scheduling & Publication**

We will schedule and post your content. We will make modifications to the content such as captions, hashtags, photo tags, etc. to increase your content's favorability with social media algorithms and your followers. There is a limit of 9 posts per week for each social platform for this plan. If you need to post more frequently, we offer custom solutions.

### **4. Creating a two-way conversation**

We foster conversations with your followers. We do this by responding to comments and direct messages based on a set of defined criteria for default response scenarios. Four hours per week are allocated to this effort. If more hours are necessary, we'll advise you when the need arises. Keep in mind that we can work alongside your existing social media or customer service teams or you can opt for a custom solution with us.

### **5. Social Listening**

We will work with your existing social media listening platforms or suggest a platform to use if necessary. Keep in mind that we only operate your social media listening tools; thus any costs associated with subscribing to social listening software is not included in the plan.

### **6. Automation (optional)**

We offer to service social media automation tools which can help grow engagement even faster. Some of these tools are free, some are paid. Keep in mind that paid tools are not part of this monthly subscription fee.

## **7. Analytics & Reporting**

We offer to service analytics and reporting tools. We have free tools from which we can use for our service.

## **8. Bi-Monthly Email Follow-up**

We will send you a follow-up email bi-monthly detailing the performance of your social channel relative to your social media marketing strategy.

## **9. Email or Phone Support**

You can email us anytime or request a time to talk via phone.

## **Social Media Advertising (Up to \$2,000 USD in ad spend per month)**

### **1. A/B Testing**

We perform extensive Ad testing to assess the best performing ad copy, visual media, targeting variables (location, demographics, time, etc.).

### **2. Ad Copy Development**

We develop the ad copy for you or in conjunction with your marketing, social media, and content production teams.

### **3. Demographic Targeting**

We will identify and select demographic variables that best correlate with your ideal customer or potential client. We can also reach your ideal customer through interests, behaviors, psychographics, connections, and remarketing (e.g., Facebook Pixel, Email Lists, Facebook User-IDs, etc.).

#### **4. Sentiment Analysis**

We can service a variety of sentiment analysis tools. We offer a basic analysis as part of the plan. We can service more advanced tools. Please be advised that any sentiment analysis tools or services you request us to operate are not part of our service fee.

#### **5. Tools**

We can service a variety of social advertising tools. Please be advised that any tools you wish to use are not part of our service fee.

Note: If you exceed your social media ad spend (which often happens), we'd recommend upgrading to our THRIVE plan or a custom solution.

#### **Gainify.io Startup Growth Service**

This is an Instagram growth service that can help clients increase the growth of their following and overall engagement. It works through a series of technologies and an account manager to bring the service to fruition. Each of our clients must apply to the service through the Gainify.io website and agree to the terms and conditions. The fee of this service is included as part of this plan.

**Disclaimer:** Your account may be serviced better with additional third-party software or tools. If this is the case, we'd let you know. Keep in mind that these additional services or tools have costs not included in this plan.

Any questions? Feel free to contact [josh@largefork.com](mailto:josh@largefork.com).