

START 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. If you would like to use alternative tools, those costs are not included in this plan.

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.

Disclaimers:

1. Our START plan is meant for small-scale social media operations. If more servicing will be necessary beyond the scope of this plan, we'll advise you to switch to our GROW plan or our custom solutions offerings. We have the right to terminate our agreement if our START plan is abused.
2. 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.