

@duchess.digital



PRICING *Duchess* PACKAGES DIGITAL

www.duchessdigital.com



AI-A-Carte Services

The perfect solution for hands on business owners who just need that bit of extra guidance.



AL - A - CARTE SERVICES

Content Planning and Shoot Day	\$650
Single Graphic Post/Story/Flyers	\$75/post
Day to Day Management	\$700
Social Media Growth Strategy	\$750
Logo Rebranding	\$1,000
Content Calendar	\$500
Special Event Coverage	\$1,000
Story Driven Commercial	\$3,000
Basic Analytics and Reports	\$200
Influencer Marketing	15% Agency Fee
Instagram Ad Management	20% Ad Spend



PACKAGES

SILVER	GOLD	PLATINUM
10 Posts/Month	15 Posts/Month	30 Posts/Month
2 Stories/Week	5 Stories/Week	7 Stories/Week
2 Reels/Month	4 Reels/Month	6 Reels/Month
Bi-weekly Analytics Report	Bi-weekly Analytics Report	Weekly Analytics Report
Content Calendar	Content Calendar	Content Calendar
Hashtag Research & Optimization	Hashtag Research & Optimization	Hashtag Research & Optimization
Custom Campaigns & Strategy	Custom Campaigns & Strategy	Custom Campaigns & Strategy
1 platform	2 platforms	3 platforms

\$1,200
\$2,950 VALUE

\$1,650
\$3,700 VALUE

\$2,700
\$4,975 VALUE



CONTENT PLANNING AND SHOOT DAY \$650

Description

A FOUR hour session with a videographer and photographer from our team

Deliverables

8 photos
2 ad worthy reels
cohesive feed



SINGLE GRAPHIC POST/STORY/FLYERS \$75

Description

A single post or carousel post for your feed. This also includes any special event flyers or promotions. If you have any existing photos you would like us to utilize we will provide a drop link.

Deliverables

1-8 png, pdf, jpeg
file(s)



DAY TO DAY MANAGEMENT \$700/MONTH

Description

Up to daily posting of your content. You provide the files, photos, and graphics - we manage everything else. From creating optimal captions, engaging with others, and liking feeds, we make sure your page is as personable as your business.

Deliverables

Up to daily posting
Hashtag Research
Community Engagement
Likes



SOCIAL MEDIA GROWTH STRATEGY \$750

Description

A plan to make your social stand out! Includes: Profile Audit, Your Brand Analysis, Competitor Breakdown, Examples of content, Ad strategy, and more!

Deliverables

20-40 Page PDF Plan



LOGO RE-BRANDING \$1,000

Description

Best for brands looking a completely new look. Meet with one of team members and work together to come up with the perfect look.

Deliverables

Brand One Sheet
Transparent Assets Folder
Socials Created



CONTENT CALENDAR \$500

Description

A full months worth of content planning! Perfect for those who just need a but of guidance. Social Media Strategy is needed to create a calendar.

Deliverables

30 day excel planning sheet



SPECIAL EVENT COVERAGE \$1,000

Description

Invite us for a day of special event coverage! Whether is a grand opening, new release of goods, or any special day we'll be there to make sure you have all the deliverables needed to promote and maintain your community.

Deliverables

- Photos
- Highlight Reels
- Pre-promotions
- Live stories
- Audience



STORY DRIVEN COMMERCIAL - \$3,000

Description

A Hollywood quality commercial.
We call it the super bowl
commercial for the little guys.
Completed by our sister
company @scallywag.fmc

Deliverables

60 second vertical or
horizontal ad



BASIC ANALYTICS & REPORTS - \$200

Description

A basic analytics report is needed to measure any type of success or room for improvement.

Deliverables

PDF Report



INFLUENCER MARKETING - 15% AGENCY FEE

Description

Let us represent you in the wild west of influencer marketing. We act as your personal agent, costing standard agency fees of 15%.

Deliverables

Influencer Completed Contract and deal memo



INSTAGRAM AD MANAGEMENT - 20% AD SPEND

Description

We manage all of your ads for only a percentage of what you spend! We post, curate, and report all ads from start to finish.

Deliverables

Ad reporting
Ad set up

