



SOCIAL MEDIA MARKETING

Social media is a “contact sport”, not a cheap broadcasting platform. At Red Rock, we use high quality content to cultivate relationships with the right customers for your business and understand there is no value in fake audiences and vanity metrics.

Our social media marketing will allow you to:

Develop brand awareness (followers)

Growing your followers on social media will help you increase word of mouth and referrals. Our social media marketing services will help you increase your followers with relevant people. We will ensure that your followers match the demographics, interests, and behaviors of your typical customers. Active social media accounts also have a big impact on your SEM efforts

Build relationships (engagement)

When you tell your brand story in a creative and authentic way, you build a strong connection through engagement with your audience, they are more likely to buy from you. We will help you increase engagement (likes, comments, etc.) on your social media posts. The more engagement you have, the stronger your connection is with your audience.

Increasing website exposure (traffic)

Increasing your website traffic will directly influence leads and sales. We will focus on developing social media advertising campaigns that drive high volumes of traffic to your website. To increase conversions, we can add-on retargeting ads to stay in front of recent website visitors.

To do so we will take you through our 4-step process:

1. assign a dedicated social media manager to your account
2. develop a social media strategy that is specific to your business
3. growth optimization and daily maintenance
4. reporting and communication

We know every business is different so we’ve created a 3-tiered package that caters to your specific needs.

\$499-3000 per month

Live or virtual



STANDARD	PERFORMANCE	PREMIUM
For growing businesses that need to increase their engagement and online presence.	For businesses with a good online presence that needs monitoring and managing to gain followers and engagement.	For large enterprises with an established online presence that requires additional support for heavy traffic and multiple accounts.
✓ Facebook and Instagram	✓ Facebook, Instagram, Twitter and LinkedIn	✓ Facebook, Instagram, Twitter, LinkedIn and Youtube
✓ 3 posts per week	✓ 4 posts per week	✓ 5 posts per week
✓ 10 engagements	✓ 20 engagements	✓ 30 engagements
✗ custom designs	✓ 2 custom designs	✓ 5 custom designs
✓ Monthly photographer visits	✓ Bi-weekly photographer visits	✓ Weekly photographer visits
✗ Video shoot	✓ Video shoot every 90 days	✓ Video shoot every month
✗ Facebook live	✓ Facebook live every 90 days	✓ Facebook live every month
✗ Targeted campaigns	✗ Targeted campaigns	✓ Monthly targeted campaigns
✗ Content calendar	✓ Basic content calendar	✓ Monthly content calendar
✗ Competitive analysis	✗ Competitive analysis	✓ Competitive analysis
✓ Account monitoring Monday - Friday	✓ Account monitoring Monday - Friday	✓ Account monitoring Monday - Sunday
✓ \$250 set-up fee	✓ \$125 set-up fee	✗ set-up fee
\$499 per month	\$1,250 per month	\$3,000 per month