

STUDIO ELITE CREATIVE COMPANY

SOCIAL MEDIA MANAGEMENT

PACKAGE PRICING GUIDE

STUDIO ELITE
CREATIVE CO.

BRAND + WEB DESIGN | SOCIAL MEDIA



SOCIAL MEDIA MANAGEMENT PACKAGES

SECC offers flexible social media management packages designed to help businesses build their online presence, connect with their audience, and maintain a consistent brand. Explore our packages below and choose the option that best fits your business needs.

FEATURES + SERVICES	SOCIAL MEDIA MANAGEMENT ONLY GRAPHIC DESIGN SERVICES NOT INCLUDED			SOCIAL MEDIA MANAGEMENT + GRAPHIC DESIGN INCLUDES SOCIAL MEDIA MANAGEMENT + GRAPHIC DESIGN SERVICES		
	BASIC \$500 monthly	MID-LEVEL \$900 monthly	COMPREHENSIVE \$1500 monthly	BASIC \$700 monthly	MID-LEVEL \$1500 monthly	COMPREHENSIVE \$2100 monthly
Posts per Week	2-3	2-3	Up to 5	2-3	2-3	Up to 5
Caption Writing	✓	✓	✓	✓	✓	✓
Content Calendar	Weekly or Monthly	Weekly or Monthly	Weekly or Monthly	Weekly or Monthly	Weekly or Monthly	Weekly or Monthly
Scheduling	✓	✓	✓	✓	✓	✓
Community Engagement (comments + DMs during business hours)	✓	✓	✓	✓	✓	✓
Campaign Planning	--	1 themed campaign per month	Multi-campaign strategies	--	1 themed campaign per month	Multi-campaign strategies
Event Promotion	--	1 major event per month	2-3 major events per month	--	1 major event per month	2-3 major events per month
Analytics + Reporting	Basic monthly	Detailed monthly	In-depth monthly	Basic monthly	Detailed monthly	In-depth monthly
Strategy Reviews	Annually	Semi-Annually	Quarterly	Annually	Semi-Annually	Quarterly
Custom Graphics	--	--	--	Up to 2 per month	Up to 5 per month	Up to 10 per month
Short-Form Video Production (Reels, Tiktoks, or Shorts)	Up to 1 per month	Up to 2 per month	Up to 4 per month	Up to 1 per month	Up to 2 per month	Up to 4 per month
Branded Templates	--	--	--	✓	✓	✓
Post-Event Highlight Reels	✓	✓	✓	✓	✓	✓
Platforms Included	Up to 2 platforms	Up to 3 platforms	Up to 3 platforms	Up to 2 platforms	Up to 3 platforms	Up to 3 platforms
Best for	Businesses needing consistent posting and basic management.	Businesses wanting strategic growth and regular campaigns.	Businesses needing full management, campaign support and advanced strategy.	Businesses needing consistent posting with custom graphics.	Businesses wanting strategic growth regular campaigns, and design support.	Businesses needing full management, campaign support, design and advanced strategy.

PLEASE REFER TO THE SERVICES & DELIVERABLES GUIDE FOR DETAILED DESCRIPTIONS, INCLUSIONS, AND PACKAGE GUIDELINES.

COMMUNITY ENGAGEMENT IS PROVIDED MONDAY-FRIDAY DURING STANDARD BUSINESS HOURS.

PLEASE NOTE:

All packages include strategy, planning, caption wirting, scheduling, and community engagement. Graphic Design services are only included in the packages listed under “Social Media Management + Graphic Design.”

PLATFORMS INCLUDE:

Instagram, Facebook, X, Tiktok, or LinkedIn. The number of platforms included varies by package.

ADDITIONAL SERVICES:

Additional graphics, videos, or event support can be added to any package for a custom quote.



BASIC PACKAGE

CONTENT CREATION + CURATION

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.

CONTENT PLANNING + SCHEDULING

- Develop and manage a weekly or monthly content calendar based on the client's needs, upcoming initiatives, and content availability.
- Schedule and publish approved content across up to 2 social media platforms at times selected to support audience engagement.

ANALYTICS + REPORTING

- Provide a basic monthly performance report summarizing reach, engagement, and overall content performance.

COMMUNITY ENGAGEMENT

- Monitor and respond to comments and direct messages during designated business-hour engagement windows.
- Support positive audience interactions and maintain an active online presence.

STRATEGY REVIEWS

- Conduct an annual strategy review to evaluate overall performance, content effectiveness, and opportunities for improvement.

PLATFORMS INCLUDED

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.



MID-LEVEL PACKAGE

CONTENT CREATION + CURATION

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Develop engaging captions aligned with the client's mission, brand voice, and marketing goals.
- Edit and produce up to 2 short-form videos monthly, including promotional, educational, or post-event highlight reels.

CONTENT PLANNING + SCHEDULING

- Develop and manage a weekly or monthly content calendar aligned with upcoming events, initiatives, and business objectives.
- Schedule and publish approved content across up to 3 social media platforms at times selected to support audience engagement.

CAMPAIGN PLANNING

- Plan and coordinate 1 themed social media campaign monthly to support a specific initiative, promotion, or business objective.
- Develop campaign messaging, content themes, and a coordinated posting schedule using the package's existing content allowance.

ANALYTICS + REPORTING

- Provide a detailed monthly performance report, including reach, engagement, audience demographics, growth trends, and content performance insights.

COMMUNITY ENGAGEMENT

- Monitor and respond to comments and direct messages during designated business-hour engagement windows.
- Support audience interactions and community-building efforts.

STRATEGY REVIEWS

- Conduct a semiannual strategy review to assess audience growth, content effectiveness, and opportunities to refine the social media strategy.

PLATFORMS INCLUDED

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.



COMPREHENSIVE PACKAGE

(INCLUDES SOCIAL MEDIA MANAGEMENT ONLY | NO CREATIVE DESIGN SERVICES)

SECC offers flexible social media management packages designed to help businesses build their online presence, connect with their audience, and maintain a consistent brand. Explore our packages below and choose the option that best fits your business needs.



CONTENT CREATION + CURATION

- Curate up to 5 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Develop strategic captions aligned with the client's mission, brand voice, marketing objectives, and audience.
- Edit and produce up to 4 short-form videos monthly, including promotional, educational, or post-event highlight reels.
- Incorporate interactive content initiatives, such as polls, quizzes, and audience engagement opportunities.

CONTENT PLANNING + SCHEDULING

- Develop and manage a dynamic weekly or monthly content calendar aligned with the client's events, initiatives, campaigns, and business objectives.
- Coordinate multiple content initiatives and promotional campaigns throughout the month.
- Schedule and publish approved content across up to 3 social media platforms at times selected to support audience engagement.

CAMPAIGN PLANNING

- Develop and coordinate multiple social media campaign strategies to support organizational initiatives, promotions, and marketing objectives.
- Establish campaign messaging, content themes, promotional timelines, and coordinated posting schedules within the package's content allowance.

ANALYTICS + REPORTING

- Provide an in-depth monthly performance report, including reach, engagement, audience demographics, growth trends, and content effectiveness.
- Identify opportunities for improvement and provide tailored recommendations to strengthen social media performance.

EVENT PROMOTION

- Provide strategic promotional planning and coordination for 2–3 major events monthly.
- Develop promotional timelines, messaging, and content plans to support event awareness and participation.
- Incorporate event announcements, countdowns, reminders, and post-event recaps into the existing monthly content allowance.

COMMUNITY ENGAGEMENT

- Monitor and respond to comments and direct messages during designated business-hour engagement windows.
- Support community-building initiatives and incorporate relevant audience or member highlights into scheduled content.

STRATEGY REVIEWS

- Conduct quarterly strategy reviews to evaluate overall performance, campaign effectiveness, audience growth, and opportunities for strategic improvement.

PLATFORMS INCLUDED

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.



BASIC PACKAGE

CONTENT CREATION + CURATION

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Design up to 2 custom, branded social media graphics monthly.
- Edit and produce up to 1 short-form video monthly (Reels, TikToks, or Shorts), including promotional, educational, or post-event highlight reels.
- Develop branded templates to maintain visual consistency across social media content.

CONTENT PLANNING + SCHEDULING

- Develop and manage a weekly or monthly content calendar based on the client's needs, upcoming initiatives, and content availability.
- Schedule and publish approved content across up to 2 social media platforms at times selected to support audience engagement.

ANALYTICS + REPORTING

- Provide a basic monthly performance report summarizing reach, engagement, and overall content performance.

COMMUNITY ENGAGEMENT

- Monitor and respond to comments and direct messages during designated business-hour engagement windows.
- Support positive audience interactions and maintain an active online presence.

STRATEGY REVIEWS

- Conduct an annual strategy review to evaluate overall performance, content effectiveness, and opportunities for improvement.

PLATFORMS INCLUDED

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.



MID-LEVEL PACKAGE

CONTENT CREATION + CURATION

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Develop engaging captions aligned with the client's mission, brand voice, and marketing goals.
- Design up to 5 custom, branded social media graphics monthly to support regular content, promotions, and campaigns.
- Edit and produce up to 2 short-form videos monthly (Reels, TikToks, or Shorts), including promotional, educational, or post-event highlight reels.
- Develop and maintain branded templates to ensure consistency across social media platforms.

CONTENT PLANNING + SCHEDULING

- Develop and manage a weekly or monthly content calendar aligned with upcoming events, initiatives, and business objectives.
- Schedule and publish approved content across up to 3 social media platforms at times selected to support audience engagement.

CAMPAIGN PLANNING

- Plan and coordinate 1 themed social media campaign monthly to support a specific initiative, promotion, or business objective.
- Develop campaign messaging, content themes, and a coordinated posting schedule using the package's existing content allowance.

ANALYTICS + REPORTING

- Provide a detailed monthly performance report, including reach, engagement, audience demographics, growth trends, and content performance insights.

COMMUNITY ENGAGEMENT

- Monitor and respond to comments and direct messages during designated business-hour engagement windows.
- Support audience interactions and community-building efforts.

STRATEGY REVIEWS

- Conduct a semiannual strategy review to assess audience growth, content effectiveness, and opportunities to refine the social media strategy.

PLATFORMS INCLUDED

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.



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COMPREHENSIVE PACKAGE

CONTENT CREATION + CURATION

- Curate up to 5 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Develop strategic captions aligned with the client's mission, brand voice, marketing objectives, and target audience.
- Design up to 10 custom, branded social media graphics monthly to support ongoing content, marketing campaigns, and promotional initiatives.
- Edit and produce up to 4 short-form videos monthly (Reels, TikToks, or Shorts), including promotional, educational, or post-event highlight reels.
- Incorporate interactive content initiatives, such as polls, quizzes, and audience engagement opportunities.
- Develop and maintain branded templates to ensure visual consistency across content and campaigns.

CONTENT PLANNING + SCHEDULING

- Develop and manage a dynamic weekly or monthly content calendar aligned with the client's events, initiatives, campaigns, and business objectives.
- Coordinate multiple content initiatives and promotional campaigns throughout the month.
- Schedule and publish approved content across up to 3 social media platforms at times selected to support audience engagement.

CAMPAIGN PLANNING

- Develop and coordinate multiple social media campaign strategies to support organizational initiatives, promotions, and marketing objectives.
- Establish campaign messaging, content themes, promotional timelines, and coordinated posting schedules within the package's content allowance.

ANALYTICS + REPORTING

- Provide an in-depth monthly performance report, including reach, engagement, audience demographics, growth trends, and content effectiveness.
- Identify opportunities for improvement and provide tailored recommendations to strengthen social media performance.

EVENT PROMOTION

- Provide strategic promotional planning and coordination for 2–3 major events monthly.
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- Monitor and respond to comments and direct messages during designated business-hour engagement windows.
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STRATEGY REVIEWS

- Conduct quarterly strategy reviews to evaluate overall performance, campaign effectiveness, audience growth, and opportunities for strategic improvement.

PLATFORMS INCLUDED

- Curate 2–3 posts weekly using client-provided content, including photos, videos, announcements, and other relevant materials.
- Write engaging captions that reflect the client's mission, brand voice, and target audience.
- Edit and produce up to 1 short-form video monthly, including promotional, educational, or post-event highlight reels.