

# SOCIAL MEDIA DESIGN

## SERVICES & PRICING GUIDE



[www.mai-innovations.com](http://www.mai-innovations.com)

# Why You Should INVEST IN SOCIAL MEDIA

Social media has an advantage over traditional media platforms like TV, radio, magazines, etc. because it allows you to spread information about your business in a quick and cost-effective manner with the potential to reach thousands of people.

It gives you the opportunity to connect with consumers, fans, and followers alike every time they log in. This will help you generate brand awareness and increase site traffic, which in turn will create higher conversion rates for your sales and marketing campaigns.

The key here is to create a consistent look and feel to your brand across multiple platforms and consistently post well thought out creative content that will get users to engage.

By leveraging your unique strengths we can help you create that consistency and help grow your community and online presence. Lets get to work!

*Maia Ambrister*  
Co-Founder & Sr. Designer



# How IT Works

## BOOK A CONSULT

Book a free 15min consult through our website to discuss your social media needs and vision.

## MOOD BOARD & DEPOSIT

Based on your vision for your brand, we'll create a mood board to give you an idea of the creative direction we're taking. We'll also define the target audience you want to reach. Once you approve, we'll send the service contract and invoice for a 50% non-refundable deposit.

## RESEARCH & DESIGN

First, we do research to see what your target audience typically engages with. From there we'll start working on page clean up (if applicable), your graphics and/or page designs, and other assets (usernames, links, etc.)

## FINAL PAYMENT & DELIVERABLES

After reviewing and approving all the design elements, we'll send over the final invoice for the remaining balance. Once paid, we'll send your content library and posting guidebook (if applicable).



## COMMUNICATION

### CONTACT DETAILS

(904) 933-7937  
admin@mai-innovations.com  
Jacksonville, FL

### OFFICE HOURS

M, Tu, Fri | 11:00a-4:00p EST  
W, Th | 10:30a-5:30p EST

### WEBSITE

[www.mai-innovations.com](http://www.mai-innovations.com)

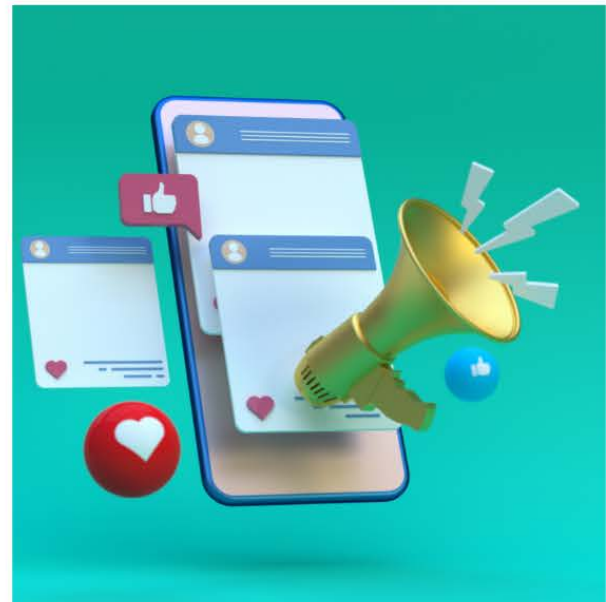
### SOCIAL MEDIA

FB: @mai.innovations

# Mini PACKAGE

## PERFECT FOR:

- ✓ Promoting a sale, event, or new product/service
- ✓ Coming soon campaign for startups
- ✓ Creating a boost of engagement
- ✓ Sharing testimonials/reviews
- ✓ A giveaway event



## YOUR CHOICE OF FOUR (4) GRAPHICS:

*\*Any combination of different assets or choose multiple of the same asset.*

- Facebook Event Cover (1920 x 1005)
- Eventbrite Cover (2160 x 1080)
- Facebook Standard Cover (2050 x 780)
- Multi-use Square (1080 x 1080)
- Facebook Ad/Twitter Post (1200 x 628)
- Instagram/FB/Snap Story (1080 x 1920)
- Video Thumbnail (1920 x 1080)

## YOUR INVESTMENT

# \$39

# STARTUP PACKAGE



New to social media or looking to create new pages for your business or personal brand? This is the package for you. We'll identify your target audience, come up with a username, create a content library and generate consistency across all of your pages.

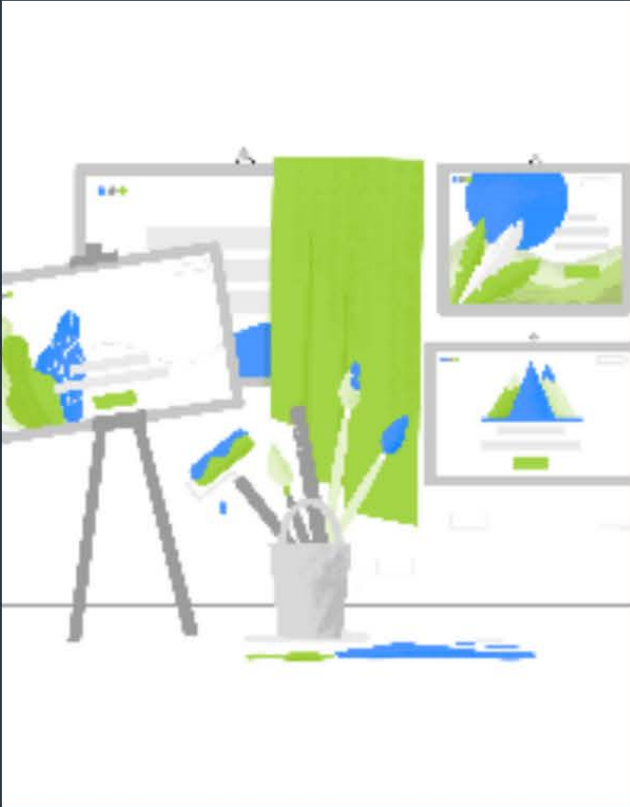
## WHAT INCLUDED:

- ✓ Up to three (3) social media pages: Facebook, Instagram, Twitter, TikTok, Snapchat, LinkedIn, or Youtube.
- ✓ Profile picture, Cover photo, and Highlight covers (if applicable).
- ✓ Content library with six (6) branded posts/graphics.

## YOUR INVESTMENT

\$69

# REDESIGN PACKAGE



If you already have existing social media pages and need a refresh this is the package for you. We'll redefine your target audience, cleanup old posts, create a content library to drive user engagement, and generate consistency across all of your pages.

*\*Up to Three (3) pages: Facebook, Instagram, Twitter, TikTok, Snapchat, LinkedIn, or Youtube.*

## WHAT'S INCLUDED:

- ✓ Cleanup of old and underperforming content (up to 3months back)
- ✓ Profile picture, Cover photo, and Highlight covers (if applicable).
- ✓ Content library with eight (8) branded posts/graphics.

**YOUR INVESTMENT**

**\$99**

# NEED A LOGO?

If you're Interested in one of our social media design services but don't have a logo, check out our Branding Suite packages! We offer a Mini and Full package depending on your branding needs.

Receive a 10% discount on your Social Media Design package when you combine it with a Branding Suite.

