

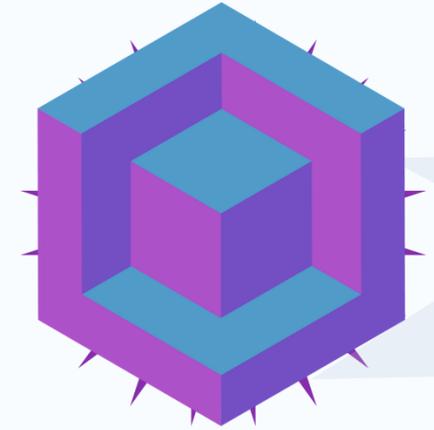


J.C. Quigley

Leadership Consulting for the 21st century

**Social  
Media**

Our pricing and some vital  
information for your brand



*Elevating Your Social  
Media Strategy with us*



# What's In Store

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Social media is crucial to driving sales

# The 7 pillars of success

**Social Media & its shouldn't for granted.**

The seven pillars simplify digital marketing complexity from hundreds of tools and communications. Our research shows that many people invest time and money without a plan, goals, or measurement. That is Madness!

At JC Quigley Consulting, through our seven pillars, we highlight the key investment areas that every organization, regardless of size or sector, needs to consider when they are developing their plans and priorities for interacting with and selling to consumers or businesses online.

**P03 | Elevating Your Social Media Strategy**

- 1 Planning and Governance:**
  - Strategic initiatives
  - Marketing integration
  - Digital transformation
  - Business and revenue models
    - Budgets and ROI
  - Systems, structures and processes
  - Resources and skills
  - Marketing technology
- 2 Goals and Measurement:**
  - Forecasts
  - Digital KPIs
  - Digital dashboards
  - Customer profiles
    - Attribution
- 3 Media:**
  - Paid media
  - Owned media
  - Earned media
  - Offline/online integration
  - Always-on and campaign investment

- 4 Content:**
  - Top-of-funnel (TOFU)
  - Middle-of-funnel (MOFU)
    - Bottom-of-funnel (BOFU)
- 5 Experience:**
  - Website customer journeys
    - Landing pages
  - Multichannel path to purchase
    - Conversion Rate Optimization
    - Personalization
- 6 Conversational Messaging:**
  - Email marketing
  - Mobile messaging
  - Human-assisted chat
  - Automation and CRM
- 7 Human Connection:**
  - The actual human experience
    - Story telling

Global penetration rate

# 49%

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GLOBAL  
PENETRATION  
RATE

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**Social media is now almost an inextricable part of our daily lives.**

In 2020, an estimated 3.6 billion people were using social media worldwide, a number projected to increase to almost 4.41 billion in 2025. Social network penetration is continuously growing worldwide and, as of January 2020, stood at 49 percent.

WORLDWIDE SOCIAL MEDIA USERS 3.96 billion

UNIQUE MOBILE PHONE USERS 5.16 billion

ACTIVE MOBILE SOCIAL MEDIA USERS 3.91 billion

WEB TRAFFIC BY MOBILE DEVICES 52% Share

# The impact of social media to your brand

Competition is fierce online. To win, you need to Plan, Manage, and Optimize digital channels, using SMART KPIs and focused investments in content marketing, digital media, and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting, and Positioning for your online value propositions.

## Supercharge sales

Use social media to build your brands and increase traffic to your websites. If your ultimate goal is to drive sales — we can help you get there by driving your quality custom posts and active engagement.

## Enhance customer engagement

By using interesting and relevant posts, you can quickly build up your audience and customer base. Having a social media presence and engaging with your audience will promote your brand and business. Through attention-grabbing content building, your brand and its relevancy will enhance.

## Boost profitability

Bill Gates said that technology helps a profitable company make more profits— Social media is the same thing: if your basic mechanics are wrong, no amount of wizardry will make up for it. Ensuring you have the right systems in place is necessary to drive your profits forward.

What the pros say:



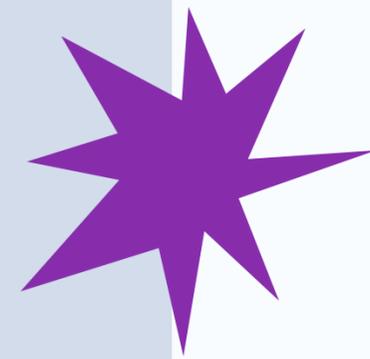
## Active social media presence

Being active on social media has many benefits for business. You can accomplish many things with your social presence, such as performing customer service, engaging customers, generating leads, expanding your audience, driving sales, increasing web traffic, and gaining valuable insights and feedback, and more!

## No social media presence

Goldman & Associates Public Relations report a lack of social media presence in the 21st century is a scary concept. The Huffington Post reported that a lack of Social media presence identifies the deep desire to hide. ... Already we see a growing issue for business relationship development, engagement, and honestly, consumer trust.

Social media is no longer just a novel concept



# Social media is no longer just a novel concept

**It is now the norm.**

With all of our social media management subscription plans, you will receive network setup and optimization, a social media competitive analysis, and brand reputation analysis, a social media audit and custom recommendations, a dedicated social media account manager, daily monitoring of your social media account, access to the editorial calendar development, content publishing tools, and social media contest tools, monthly reporting, cover photo, and profile photo design, and more.



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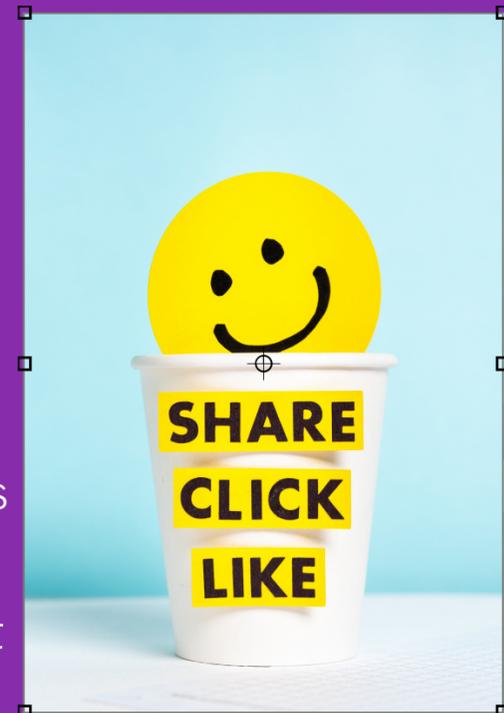
**"THE ONLY STRATEGY THAT IS GUARANTEED TO FAIL IS NOT TAKING RISKS."**

— Mark Zuckerberg, founder, Facebook



# Fun Facts

- 83.3% of total active internet users are actively using social media.
- About 51% of the world's population has a social media account.
- In 2020, 67% of social media users of the age group 18-24 use social media as a news source.
- Due to Covid-19, 43% of Internet users are spending longer on social media platforms.
- On average, internet users aged 16 to 64, spend 2 hrs and 22 minutes every day online.
- 73% of advertisers invest in social media. As of August 2020, the most used B2B platform, LinkedIn, has 706 million registered users.
- In 2020, 69% of the US population is active social media users.
- American continents are leading in the use of social media.



Be creative

*Be creative about your next marketing move on social media.*

A comparison of top social networking sites based on daily active users indicates that Facebook holds dominance with over 15,900 Mn, followed by Instagram with 500 Mn, Snapchat over 203 Mn, and Twitter 139 Mn the Q2 2019.





# Social media *elevation techniques*

P10 | Elevating Your Social Media Strategy

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**Learn more about your target audience.**

**Humanize your brand.**

**Improve your post frequency and quality.**

**Analyze and optimize continuously.**

Social networking has become a relatively popular online activity across the globe. These networking platforms are highly customizable and are becoming key sales indicators for organizations, brands, and memberships the world over. Identifying one reason social media management can build brand awareness and profitability. Most profoundly, it builds brand awareness. Facebook ranked highest in terms of monthly active users while raking in over 16.886 billion U.S. dollars for the second quarter of 2019. Every social media networking site has unique features to which users can express themselves creatively. For example, Instagram application users can use hashtags, geotags, and graphical stickers. Similarly, Snapchat offers a snap feature that allows users to take a collective series of photos and upload them with Geofilters and Geostickers, rapidly supporting organizations' argument to be strategically working with social media management.



Platforms to try

Choose wisely.

# Platforms *to try*

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Facebook

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Twitter

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Instagram

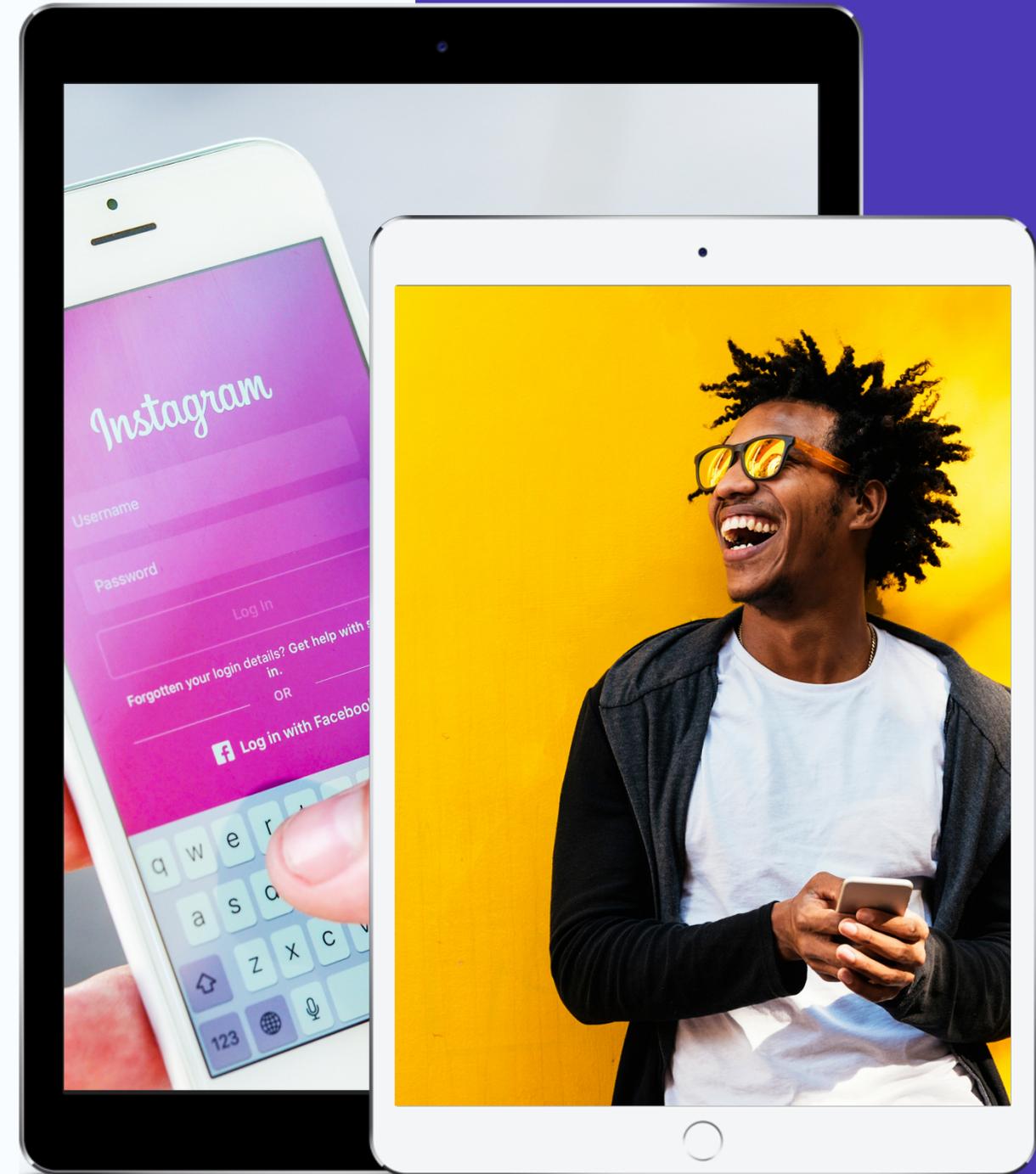
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LinkedIn

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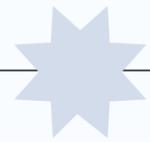
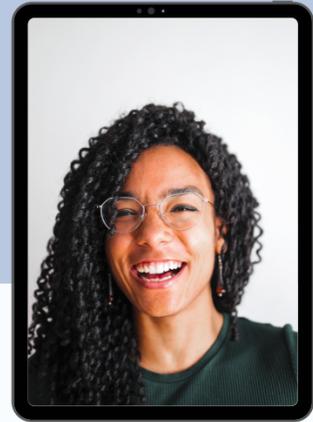
TikTok

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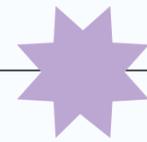


# How we get started

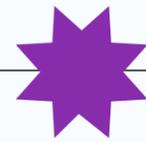
Primary stages



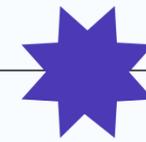
**Analyze**



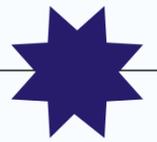
**Plan**



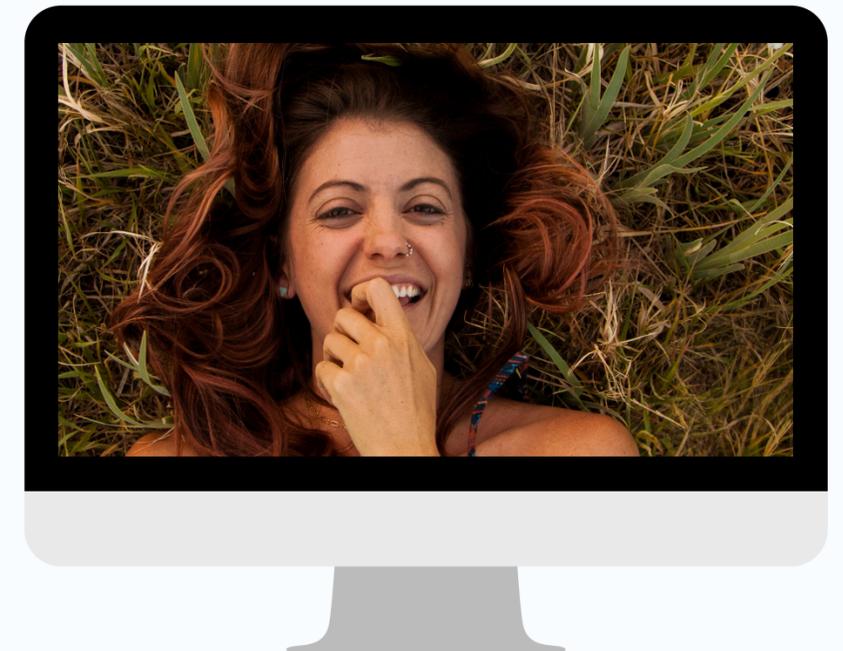
**Create**



**Measure**



**Optimize**





**01.**

**Come up with a content theme and schedule.**



**02.**

**Make a list of relevant events.**

**03.**

**Prepare unique hashtags.**





### Single Brand

Coverage for a single brand of your choice

Includes:

- 15 social posts per month
- 5 GIF or Video \*social posts
- 2 boosted posts: \$100 - 200 used for boosted posts

### Two Brands

Coverage for two brand of your choice

Includes:

- 30 social posts per month split between platforms
- 5 GIF or Video \*social posts
- 3 boosted posts \$175 - 285 used for boosted posts

### Q&A Engagement

Coverage for one social media platform of your choice

Includes:

- Reply to customers daily
- Manage reviews on the social platform
- Brand Building and management
- Manage existing negative comments

SINGLE NETWORK PRICING:  
\$650.00 MONTHLY  
with an annual subscription

\$1000.00 MONTH BY MONTH

TWO NETWORK PRICING:  
\$1200.00 MONTHLY  
with an annual subscription

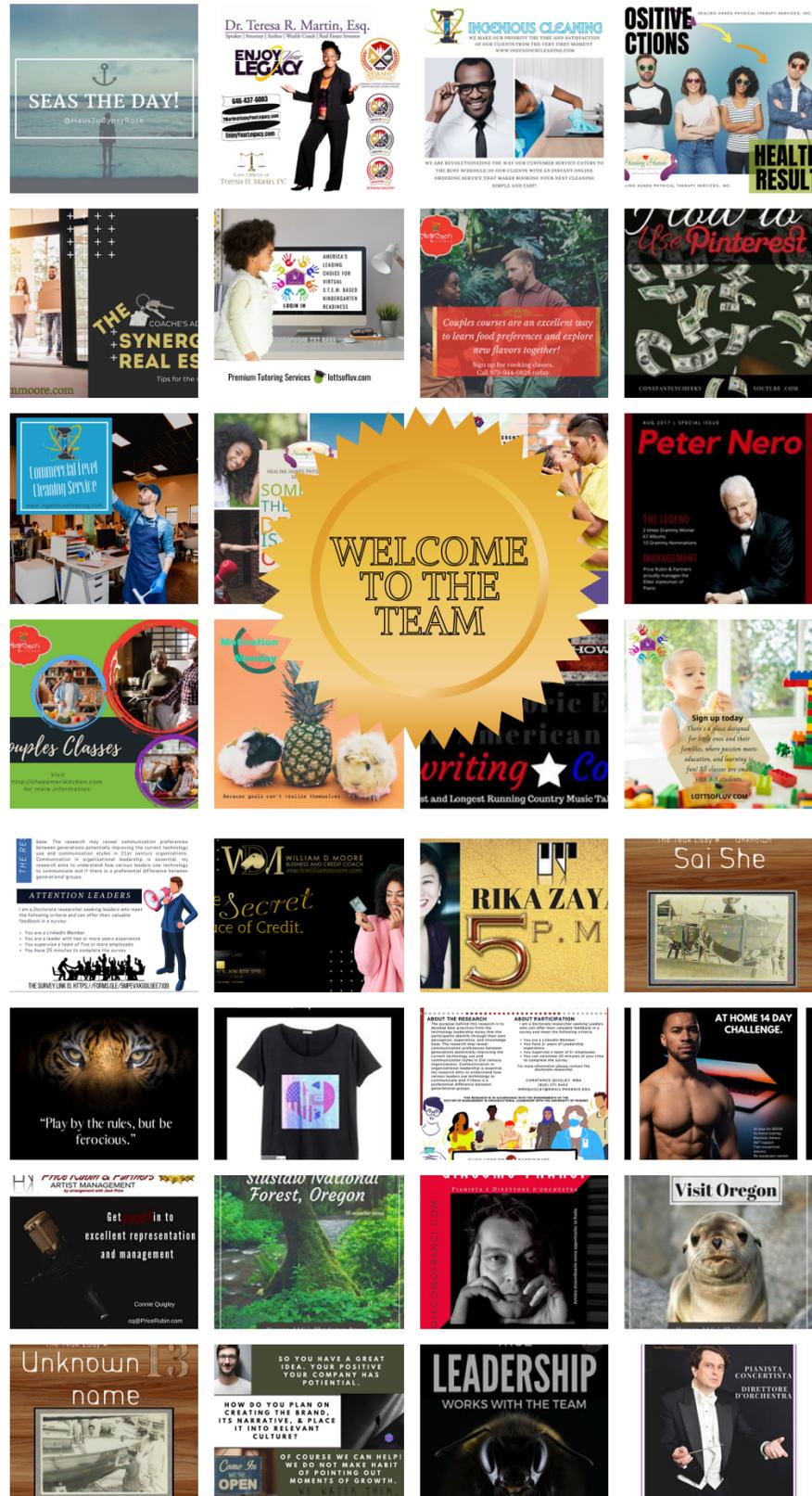
\$2000.00 MONTH BY MONTH

Q & A ENGAGEMENT SINGLE ACCOUNT PRICING:  
\$ 300.00 MONTHLY  
\$3000.00 ANNUALLY  
**THAT'S \$600 IN SAVINGS EACH YEAR!**

- We do not handle Twitter Engagement, referral service upon request.



# Let's talk Management



# Customization menu

Additional Networks starting at \$750 per month

- Includes:
- 15 social posts per month
  - \$100 paid engagements budget
  - bi-weekly
  - engagement

Additional Social Posts starting at:

- 5 Basic Social Media ads - \$75
- 5 GIF ads - \$200
- 5 Video posts - \$350

Blogging services starting at \$80 per month

- Includes:
- 600-word professional blogpost
  - scheduling service

Guest Booking services starting at \$99 includes:

- Podcast
- Guest Blogger
- Guest Author
- Musician
- Artist
- Community Leader
- Business Professional
- International Speaker
- Celebrity Guest

Additional marketing writing services are starting at \$50

- 1 Wiki Page content \$100 per 600 words
- Pinterest Infographic starting at \$65
- Professional article writing starting at \$85

Logo Design Services starting at \$500

Favicon Design Services starting at \$50

Personalized promotion service starting at \$450 per month

Electronic Signature starts at \$25.00  
Email signature Starts at \$25.00

Printed Materials are custom quoted. We have extensive knowledge of promotional design from business cards and stationery to t-shirts and custom shoes!

Business Startup Packages starting at \$1500.00 Includes:

- Business Consulting
- Basic Business & Marketing Plan
- Business Filing assistance
- Design and Brand Consultations
- And more!

YouTube Paid ads start at \$175.00 per month

Not finding what you need? No problem- call us today! (657) 529-2420 or contact your manager directly.

Let's talk



# Get In *Touch*

Don't hesitate to reach out.

**Phone Number**

(657) 529-2420

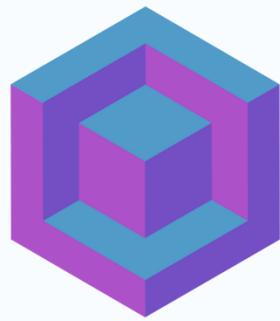
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## At J.C. Quigley Consulting:

We are here to improve the world of business, one client at a time. We are determined to enhance the human experience through bottom-line focused, big-picture thinking.

Thank you & we look forward to exceeding your expectations.

