



Digibrain Agency

# SOCIAL MEDIA POSTS

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Provide your audience with information,  
dont just try selling to them

Brand Identity



[www.digibrain.gr](http://www.digibrain.gr)



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# How come that businesses with successful online presence do not achieve their targeted goals?

Many business accounts upload filler content

## Product saturation posts

Constantly uploading new offers and deals which present the audience with the product's characteristics, but at the same time users are tired of dry selling attempts.

## Bad photograph selection

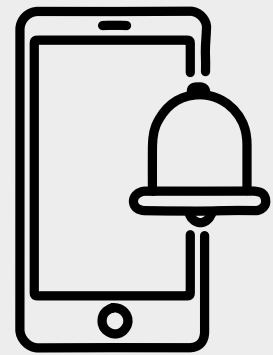
It is not likely that a stock photograph will elicit an emotional response from the targeted audience. Even in the case of a professional photoshoot, the correct taglines and hashtags must be used to maximize results.

## They do not portray the product correctly

«Mine is a quality product», «I offer the best services», «I use the most advanced technology» and so many other cliché lines. Those same lines are being used by everyone, including competition, so how do you expect to lure in customers?

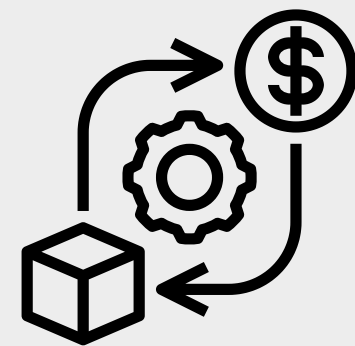
# What exactly do you gain by correctly using social media?

When and why should you use social media?



**To be remembered by the end user**

End users will feel that your company cares about them and will be notified about your products and services. 15% of your clients will very likely make another purchase within a year because of that.



**To be selected by consumers**

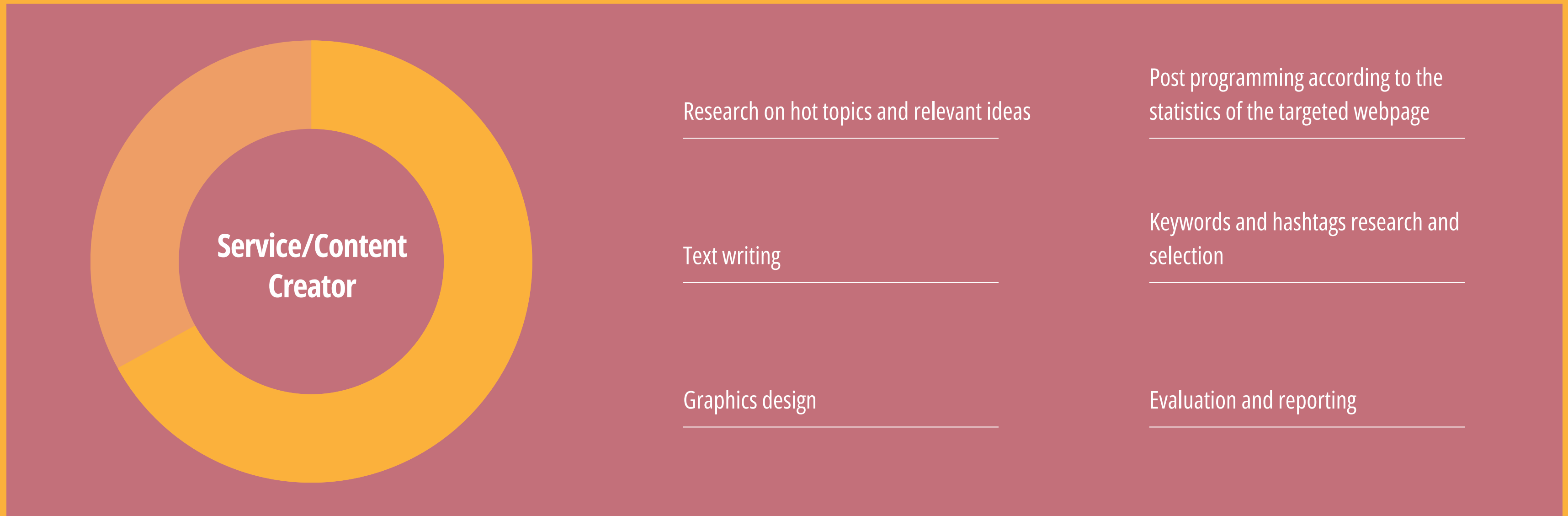
When someone visits your homepage and sees quality material they are likely to select you for their needs. Why miss on sales without spending a dime on advertising?



**More people will know you and your business**

Think like a user. How likely would it be that you would be a customer to a business without interactivity? Beyond that, the algorithm will forward your posts and content to the clients that are interested!

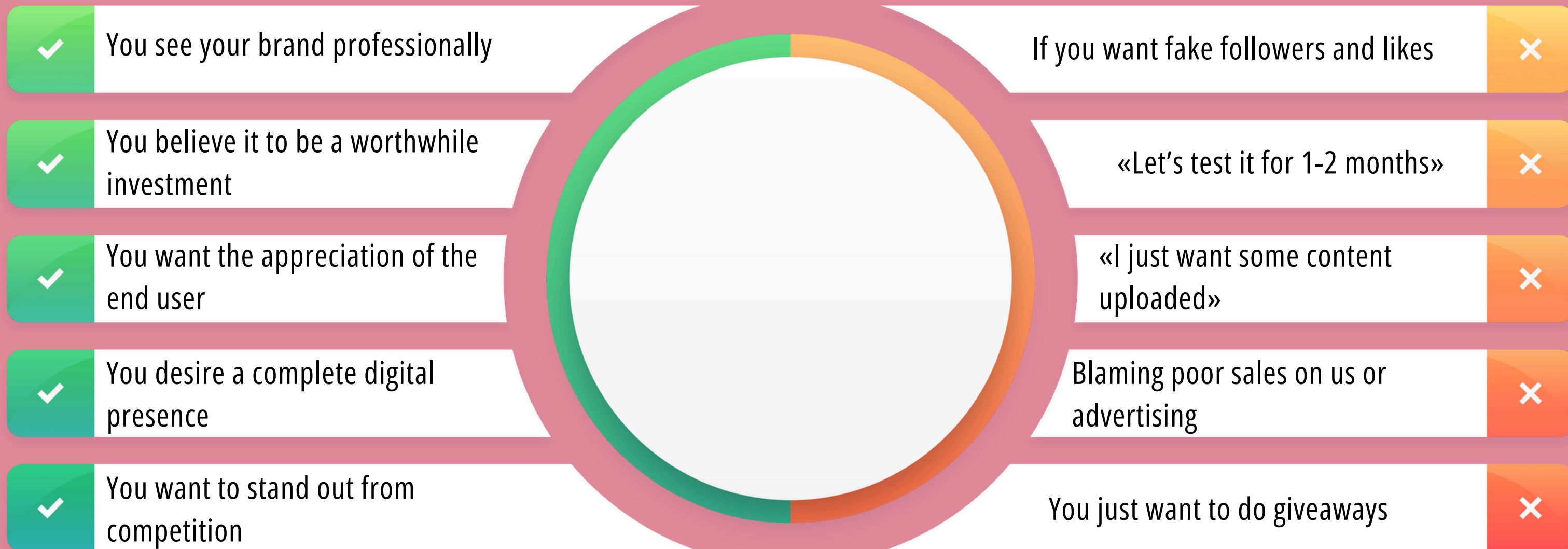
# What exactly are you paying for our services?



These actions happen monthly, from the beginning of our partnership. In the following pricing, a distribution channel is included.

# What is the profile of our potential customers?

If even one of the X marks is ticked, then our services are not for you!



# Steps needed to begin our partnership

Three simple steps that do not take time off your hands



## Payment

Prepayment of setting up (if advertising is selected) and social media planning



## Meeting

General discussions about branding, targeted audience, themes, profit goals, and anything else deemed necessary



## Set up

Online connecting that concludes your account's digital set up

# How much should you consider spending?

It is not mandatory, but it is free advice:

**The minimum ad spend we recommend is 10 euros for 4 days for each action**

It is important to draw attention to them, so that we can lure in the targeted audience. Increasing likes, followers, comments and views is the goal. We do not create content to admire it ourselves, after all.



# What is our monthly planning?

Preparations start during the previous month, so that content is ready to be posted in the next one.



Prepayment and beginning of partnership!

1



We need as many as 10 working days to plan and prepare

2



We send you the files via email and we await your response

3



Results-based post programming and statistics check

4

# Monthly service packages

## KICKSTARTER

- ✓ 8 single pictures
- ✓ 1 meeting per month

8 POSTS PER MONTH

**120€**

RECOMMENDED

## GROWTH HACKER

- ✓ 8 single pictures
- ✓ 5 carousel posts
- ✓ 6 stories
- ✓ 1 meeting per month

13 POSTS + 6 STORIES PER MONTH

**350€**

## GAME CHANGER

- ✓ 13 single pictures
- ✓ 13 carousel posts
- ✓ 15 stories
- ✓ 1 meeting per month

26 POSTS + 15 STORIES PER MONTH

**800€**



# Other services

SERVICES	PRICING	SERVICES	PRICING
Live shoot reel with scripting and basic editing (per piece)	80€ + 10€ per hour	Social Media Cover	15€
Live shoot reel and basic editing(per piece)	50€ + 10€ per hour	Post (picture)	20€
Scripted reel and basic editing (per piece)	60€	Carousel	30€
Scripted reel (per piece)	20€	Story	10€
Edited reel(per piece)	30€	Facebook/Instagram Page Description	20€
Descriptive reel (per piece)	20€	Highlight Covers	30€
Reel Cover	30€	Updating facebook information	10€
Yearly Reel Plan + Consultation	600€	Yearly Social Media Plan + Consultation	600€

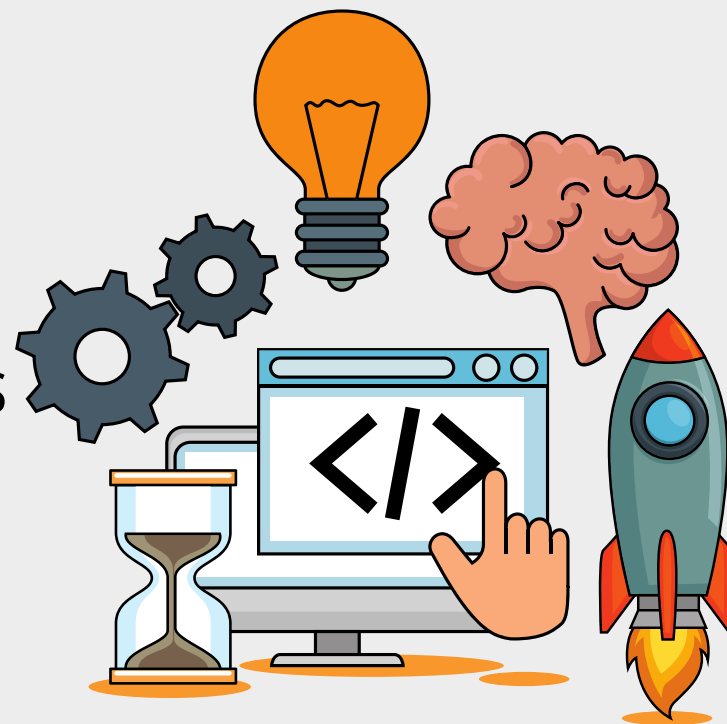
# 1 time set up fee 100€!

What is the main goal of setting up?

- ✓ Reducing the risk of account deactivation e.g. due to hacking
- ✓ Complete and unadulterated access to your account and full accessibility of it

What is necessary to set up?

- ✓ Creating a business account
- ✓ Password and codes from meta and business accounts



Additional website services

- ✓ Events creation 50 euros per
- ✓ Code and site connection 80 euros

Why bother with setting up

- ✓ Data mining and statistical analysis
- ✓ Identifying user actions and preferences

# Payment terms

Payment needs to be done fully in advance due to the nature of the services involved



**Bank transfer**



**Cash (where applicable)**

**Please note that any service selection is burdened with a 24% V.A.T. taxing where applicable**

# Payment terms and conditions

All services are burdened with a 24% V.A.T. tax where applicable

- If payment is not actualized, Digibrain reserves the right to not complete the creation of content. In such a case, Digibrain has no responsibility for the delays in posting and schedule delays.
- Non payment relieves Digibrain of responsibility, and it is the client's duty to remove access, and cannot demand reparations or damages.
- If agreement is reached, Digibrain will not issue a refund of the money spent.
- Digibrain cannot guarantee results that would please the customer.
- Any change deemed necessary by the customer after final selection will be charged extra. (see page 11).
- In case of advertising, clients are in charge of upholding their bank account safety, as well as accepting the risks of using the relevant platforms.
- In case of extra posts needed, Digibrain may need up to 5 working days to provide the extra content.

# Start your journey with Digibrain today

so that clients will remember you!



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