

SERVICES

PACKAGES

PRICES



**BLOOMING**  
BRAINSTORMS

SMALL TO MEDIUM  
**ENTERPRISES**



**At Blooming Brainstorms, we are cultivators of creativity and curators of social interaction.**

Social media outlets provide the fastest, most direct, most effective ways to connect with and grow your base of clients, customers, and associates. However, it takes productive creativity, quick thinking, and dynamic strategizing to maximise your social media potential.

At Blooming Brainstorms, we specialise in social media strategy and planning to help you get the most out of the power-packed opportunities provided by the world of social media.

Beginning with a comprehensive audit of your current social media activity and culminating in a host of customisable services designed to meet your unique needs, Blooming Brainstorms will accelerate your company's social media effectiveness.

We not only formulate the plans that will boost your social media presence, we also provide the legwork required to see these plans come to life.

## SOCIAL MEDIA

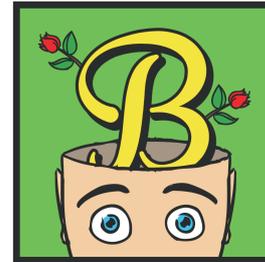
### INSTAGRAM

- Hashtag Interactions
- Custom Hashtag Creation
- Hashtag Monitoring & Reporting
- Campaign Development
- Platform Specific Artwork Design
- Fan & Follower Acquisition

### FACEBOOK

- Community Management
- Engagement Monitoring
- Community Monitoring
- Strategic Planning
- Content Research & Planning
- Custom Content Creation
- Content Calendaring & Scheduling
- Crisis Management

**The only way to predict the future is to create it, at Blooming Brainstorms we understand how to humanize our clients image to stand out in the rapidly growing social media space.**



**BLOOMING**  
BRAINSTORMS

## STRATEGY & ACTIVATION PACKAGES

Back in the day, you could make your voice heard by simply wandering to the center of the village, standing on an old orange crate and yelling at the top of your lungs. But-thankfully for your sense of dignity-times have changed.

**You no longer need a strong voice box to be recognized;  
you need a strong social media presence.**

**Our Strategy & Activation packs are developed with intricate precision and the labour of love. We cultivate tailored blueprints for your brand to deliver strong and consistent communication to its fans.**

Like most important things in life, our process for tailored strategies generally commences with a date, appointment, meeting or what we prefer to call a consultation.

The “Blooming and Blossom” services take the workload off your hands and we accommodate all your, day to day, week to week, month to month social management.

Blooming Brainstorms officially becomes your outsourced personal social marketing department!

# INITIAL STRATEGY PACKAGES & PRICING



**BLOSSOM  
STRATEGY**

**\$99.99**

[INSERT TEXT HERE]



**BLOOMING  
STRATEGY**

**\$99.99**

[INSERT TEXT HERE]

FACEBOOK PAGE CREATION

ADDITIONAL ACCOUNT REGISTRATION

TIMELINE BANNER DESIGN

CONTENT POPULATING

CROSS PLATFORM ACCOUNT INTEGRATION

PHOTO ALBUM SETUP & UPLOADS

CUSTOM CONTENT CALENDAR TEMPLATE

PILLAR RECOMMENDATIONS

TAILORED PILLAR ROTATION GRID

SAMPLE PILLAR CONTENT

JOIN OUR PAGE\* RE-SHAREABLE CALL TO ACTION ARTWORK

3X PROMOTION STRATEGIES

IDENTIFY TARGET ADVERTISING AUDIENCE

RECOMMEND ADVERTISING KEYWORD & DEMOGRAPHIC RESEARCH

STRATEGY CONSULTATION 101

PILLAR CONTENT PLAN

INTERNAL COMMUNICATION CONTENT PLAN

RETROSPECTIVE CONTENT SORTING

INSTAGRAM STRATEGY

INSTAGRAM HASHTAG RESEARCH

INSTAGRAM CONTENT GUIDELINE PREPARED



# ACTIVATION PACKAGES & PRICING



## BLOSSOM ACTIVATION

## BLOOMING ACTIVATION

**\$99.99**

**\$99.99**

[INSERT TEXT HERE]

[INSERT TEXT HERE]

CONTENT WRITING

MONTHLY/FORTNIGHTLY CONTENT CALENDAR

STANDBY CONTENT MANAGEMENT

TIMELY CONTENT RECOMMENDATIONS

UP TO 6X POSTS PER WEEK

UP TO 10X POSTS PER WEEK

ENGAGEMENT MONITORING

RESPOND TO COMMENTS & MESSAGES

MONITOR & REMOVE SPAM

ADVERTISING MANAGEMENT

\$90 FACEBOOK ADVERTISING INCLUSIVE

EMAIL & PHONE SUPPORT

UP TO 5X INSTAGRAM POSTS

INSTAGRAM ENGAGEMENT MONITORING

INSTAGRAM COMMENT REPLIES & FORWARDING



**Starting a new business and need a social presence?**

**Lagging behind, not seeing results, have no social strategy in place?**

**Are you one of those people that doesn't have a Facebook, has never used Instagram and doesn't want to create personal accounts?**

Our Starter Packs are designed to help you take the first step and make a striking appearance on social media!

The “Seed & Sprout” packages will see your brand go live online and equip you with a strategy to commence self managing your social presence.

You will be set to start growing your community and converting existing clients, friends, acquaintances and family to become your social fans and followers!

# STARTER PACKAGES & PRICING



**SEED  
SETUP**

**SEED  
STRATEGY**

**SPROUT  
SETUP**

**SPROUT  
STRATEGY**

**\$99.99**

**\$99.99**

**\$99.99**

**\$99.99**

(INSERT TEXT HERE)

(INSERT TEXT HERE)

(INSERT TEXT HERE)

(INSERT TEXT HERE)

FACEBOOK PAGE CREATION



ADDITIONAL ACCOUNT REGISTRATION



HOW TO? CONSULTATION



TIMELINE BANNER DESIGN



CONTENT POPULATING



CROSS PLATFORM ACCOUNT INTEGRATION



PHOTO ALBUM SETUP & UPLOADS



CUSTOM CONTENT CALENDAR TEMPLATE



PILLAR RECOMMENDATIONS



TAILORED PILLAR ROTATION GRID



SAMPLE PILLAR CONTENT



JOIN OUR PAGE\* RE-SHAREABLE CALL TO ACTION ARTWORK



3X PROMOTION STRATEGIES



FORTNIGHT CONTENT PLAN



STANDBY ADDITIONAL PILLAR CONTENT



IDENTIFY TARGET ADVERTISING AUDIENCE



RECOMMENDED ADVERTISING KEYWORD & DEMOGRAPHIC RESEARCH



## PROMOTION PACKAGES

**Launching a new service or business and want to spread the message with an impact?**

**Have you seen aligned businesses in your sector running promotions engaging with your potential clients?**

**Engage your clients offline with an online promotion!**

Our off the shelf “Promotion Packages” are customised engagement activations developed to drive maximum brand exposure whilst growing your social community exponentially!

We will brainstorm & design tailored promotion concepts aimed at targeting the demographic you want to reach.

Packages provide a complete promotion solution from conception through to final activation.

# PROMOTION PACKAGES & PRICING

## FB PROMOTION

**\$00 once of cost**

- Initial concept brainstorm (if applicable)
- Promotion Marketing Artwork
- FB timeline cover image
- Re-shareable news feed square
- Winner announcement square
- Custom “iFrame Tab” Profile Integration
- Promotional Campaign iFrame Artwork
- Phone & Email Support

## IG PROMOTION

**\$00 once of cost**

- Initial concept brainstorm (if applicable)
- Promotion Marketing Artwork
- Facebook news feed promo image
- Re-shareable IG instructions & call to action image
- Winner announcement square
- Promotional Campaign Artwork
- Phone & Email Support

## OTHER SERVICES

### GEEKY STUFF

#### TECHNICAL

- Custom FB iFrame Applications
- Email Signature Coding
- Email Hosting
- Web Hosting
- Landing Page Design & Development
- Cross Platform Migration

### DESIGN

#### DIGITAL & PRINT

- Promotion & Services Communication
- Platform Specific Artwork
- Banners
- Business Cards
- Logos
- Print Outsourcing

We could load this page with an elaborate summary about what we do, why it's great and how we're different to the rest, instead we're going to tell you that we've been networking online since before the Myspace era!

Equipped with loads of quality resources, whether we manage the project for you or introduce you to a savvy friend, we can accommodate just about everything when it comes to digital!

**Want to unlock the power of social media by connecting with scores of fans, followers, your past, present & future clients, and customers??**

**Contact us now!**

**Brian W. Berger**

**Managing Director**



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Funkeessentials

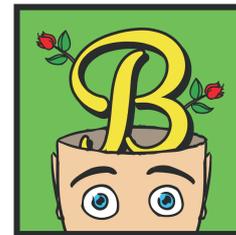


[www.facebook.com/BloomingBrainstorms](http://www.facebook.com/BloomingBrainstorms)



[www.Instagram.com/BloomingBrainstorms](http://www.Instagram.com/BloomingBrainstorms)

Thank you for taking the time to learn about our services. If you have any further queries, please don't hesitate to contact anytime.



**BLOOMING  
BRAINSTORMS**

# SOCIAL MEDIA MARKETING

DIGITAL  
Styling



BRIAN BERGER

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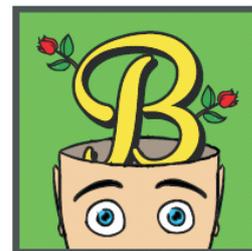
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