



Social *Divas* Ltd

Services Guide

Helping you shine online!



Social Media Management

We like to keep things simple here at Social Diva.

So many companies make the mistake of over-complicating their services and therefore, do not get the customers they really want to work with.

We are considered “experts” at Social Media Management and have big brands as our clients. Due to non-disclosure policies, we can’t reveal the names of these companies, but you will have heard of them for sure!

We also pride ourselves on working very closely with solo entrepreneurs and have a huge number of clients under our belt, who we help shine online through Social Media.

We do not offer specific packages at Social Diva as we find that most companies and people, who are new to the world of Social Media, don’t know what they actually need or what will truly benefit them.

After a consultation and evaluation of the specific needs for your company, will work out a plan for you and then charge you by the hour for one off or ongoing campaigns. So if you are a large company, you may need more hours than a solo entrepreneur who tends to need more of a brand boost than large marketing plan.

We will also measure the results we are getting for you and make suggestions for amendments or improvements on the specific campaign.

Please email us: info@socialdiva.co.uk with the subject title:

“Social Media Management Enquiry” and a member of our team will get back to you within 24 hours.



Social Media Set Up

Facebook Branding

Diva Package #1

Profile Personal

Includes branded avatar for new look Facebook Profiles

Business Page

Includes branded avatar for your business page.

Facebook Welcome Optin Page

This is a great way of collecting fans for your database and building your business. We offer you a complete opt in page with video and integrated autoresponder*

**Must have your own autoresponder for integration*

Total Cost: £197 + VAT

Diva Package #2

Profile Personal

Includes branded avatar for new look Facebook Profiles

Business Page

Includes branded avatar for your business page.

Facebook Welcome Optin Page

This is a great way of collecting fans for your database and building your business. We offer you a complete opt in page with video and integrated autoresponder*

**Must have your own autoresponder for integration*

'Shop window' Tabs

Window Tabs On Your Facebook Page To entice customers to find out more or buy your products and services

Wordpress Website Inside Your Facebook Page

This is a fully functional and customisable website within your Facebook fan page to really take your customer interaction and branding to the next level!

Total Cost £397 + VAT

LinkedIn

Profile Setup Including Keyword SEO & Professional Work summary.

Total Cost £97 + VAT

Twitter

Profile Setup including customized background

Total Cost £97 + VAT

YouTube

Profile Setup including customized background

Total cost £97 + VAT

With customized video intro

Total Cost £147 + VAT

Video

Custom made 5-10 video intro to put at the beginning and end of your videos.

Total Cost £97 + VAT

Blog/Website Basic

- Customized logo & banner
- Wordpress theme – Headway Template (value \$70)
- SEO optimized (with Meta and title tags)
- 5 plugins to optimize and integrate social networking
- Domain (if not got one already)

Total Cost £279 + VAT

Full Diva Blog Makeover

- Full custom design of your choice
- Customized logo & banner
- Wordpress theme – Headway (value \$70)
- SEO optimized (with Meta and title tags)
- 10 plugins to optimize and integrate social networking
- Domain setup (if not got one already)
- Custom navigation (will be set up to make sure you gain as many visitors as possible and capture their details. Ease of use for visitors)
- Opt in form(s) installation (AWeber, iContact etc.)

Total cost £399 + VAT



Sales Copy & Pages

We offer direct response marketing copy for your web pages and sales material.

Front Page Web Copy

It's important that you immediately connect with your audience on the home page of your website and we have a specific method to get your message across clearly that will result in more potential clients and customers for you.

Front page web copy (all done for you) £299 + VAT

Front Page Web Copy Critique (we offer guidance and correction) £199 + VAT

Sales Pages

Sales copy can be a very complicated and expensive move if you have no idea how to get started. We offer you a bespoke copy service where we do all the work for you, so you can focus on the important areas of your business.

Short Sales Page (for small promotions & offers) £299 + VAT

Short sales page critique (to give you guidance and corrections on your current sales copy) £199 + VAT

Long Sales Page – (for high end products & coaching) **£599 + VAT**

Long Sales page critique (to give you guidance and corrections on current copy)

£499 + VAT



Local Marketing

If you would like to be ranked locally online for your geographical area, we use a method to get your site ranked on Google 1st page for that specific keyword phrase.

*E.g. "Beauty Salon London"
Or "Weight Loss Coach Bromley"*

If you already have a website, it is recommended that you optimize your current site for the search engines (which we can do) and then have a separate blog which links back to your main site. This is how it works:

Local Diva Package

Step 1: Keyword Analysis – we do a report on your chosen keywords and recommend which key term is going to rank and also what people are searching for the most in that specific area.

Step 2: We build a site based around your key-phrase (using the exact match domain) and then do on page and off page SEO to ensure it is ready for the search engines.

Step 3: We list your site in several directories and Google Places

Step 4: We create 5 keyword optimized articles to go on your website

Step 5: We create quality back-links to point back to your blog

Total Cost £1,597 + VAT

Contact Us

If you have any questions or would like more information/ additional services, please contact us on the following email address:

info@socialdiva.co.uk

We look forward to a long term partnership with you.

Carly & Sarah

“The Social Divas”