



MLR Strategic Communications
Simple Solutions

Below is a list of prices for the services we offer.

Social Media: Facebook, Twitter, LinkedIn

All Social Media Plans Include Monthly Metric Reports and a Dedicated Account Manager

Starter: \$150 per platform per month

Includes 12 Brand-specific social media posts, including copyright-free images as needed. We will research the optimal time to post content based on your target market to each platform you choose. No need to worry about coming with ideas for your social media, we will create posts, including images, for the platform(s) of your choice. Your input during the writing process is encouraged, e.g., sales or specific products or services you would like to be a focus. Once you approve the copy, we will schedule each post to go live at the desired time.

Simple: \$300 per platform per month

This plan includes the same services included with **Starter** plus no less than 25 curated content posts. Curated content posts consist of finding and sharing content relevant to your industry but as not to create competition with your products or services. Some of these posts should include some humor in keeping with your brand standards. Injecting *some* humor is recommended; however, that is entirely your decision.

Full Coverage: \$650 per platform per month

This plan includes everything in **Starter** and **Simple** but with 30/31 Brand-specific social media posts, including copyright-free images as needed, posted daily. No less than 30 curated content posts. This plan also includes one 500 to 700-word blog post/article for your website blog.

Total Coverage: \$1000 per platform per month

This plan includes everything in **Starter**, **Simple**, and **Full Coverage** but with 60/62 Brand-specific social media posts, including copyright-free images as needed, posted daily. No less than 30 curated content posts. This plan also includes two 500 to 700-word blog posts/articles for your website blog. Also, we will respond to comments or questions on posts or direct messages on each platform. We will also actively engage in building your social media account followers through liking and commenting on others' posts. Overall activities will help build brand awareness and encourage community engagement with your brand.

Writing Services:

Product Descriptions: \$4.00 per description

Stock product descriptions are boring and stale. Dazzle your customers and make them want to buy with crisp details around product features, problems it solves, and other benefits. Product descriptions between 300 and 400 words. Must provide links to products, we do not *hunt down* products.



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Meta Descriptions: \$2.00 per description

Meta descriptions are snippets of page descriptions that show up in search results. Expertly written descriptions let people know exactly what is on your page. Meta descriptions are 158 characters max per Google guidelines.

Article/Blog Writing: \$0.20 per word

A continuous flow of fresh and engaging content is required in today's digital world. From short-form blog posts to long-form in-depth articles, any topic is fair game. You supply any pertinent information such as topic, keywords to use, tone of voice. You can provide topics, or we can pitch topics. Any word length. You provide the keywords, or we can do keyword research for an additional fee. We will use keywords, heading, and subheadings for SEO optimization.

Copywriting Services: \$25 per hour

Copywriting uses creative language in advertising and marketing efforts to encourage the customer to take the desired action. It's used on websites, print ads, promotional items, etc. to create a call to action, whether it be to purchase a product or service, sign up for a newsletter, or request more information.

Proofreading Services: \$18 per hour

There's nothing worse than catching spelling, grammar, and other errors *after* you have submitted your work. We will carefully review your submission for grammatical mistakes like spelling, punctuation, subject-verb agreement errors, comma splices, word usage, missing commas, run-on sentences, and faulty parallelisms, and many other grammatical errors.