



**The Smarter Way to Use The Net**

**Interactive Logic  
Pricing and Packages**

The face of advertising has changed dramatically over the past ten years and the world of digital media is fast outpacing other forms of marketing. To that end, Interactive Logic has created a range of packages with clear and honest pricing, to allow you to take advantage of online platforms to promote business, products and services.

Social media has become the most powerful advertising medium according to many respected sources - and it's not just about brand promotion and reputation management anymore.

**Fact: Social Media Campaigns = Higher Revenues.**

A recent study by Gartner, the online research firm, supported a measurable link between social media marketing efforts and revenue growth - with revenue from social media marketing estimated to reach \$14.9(US) billion by the end of 2012. By the year 2015, projected growth from social media marketing is estimated to be around \$29.1 (US) billion!

**Fact: Word Of Mouth Advertising Has Gone Social**

2012's BuyerSphere report revealed that "87 percent of buyers go out and look for advice before choosing." More than 50% of these buyers seek such advice from their social media contacts!

Businesses customer base and sales can grow by leaps and bounds when they increase social media interaction. A sample monthly social media marketing package includes full service social SEO, with the goal of increasing awareness of your brand in the key places online - the places where your customers hang out before deciding whether to choose you, or your competitor!

Deciding where to spend your ad budget can be a difficult choice. Social media campaigns are much less costly than direct mail, television ads, online "pay per click" schemes and other traditional forms of advertising. Even if you don't divert all of your ad budget to online marketing, even a small investment can pay off in ways you never imagined!

## **Price and Packages**

To give our clients the best possible value for their money, all of our pricing is bespoke and tailored to your needs. We can handle as little or as much of your social media campaign as fits your business. This can range from simple Facebook campaign planning and execution to full-service social media management spanning all possible social platforms and even business blog management.

Come and speak to us about your specific needs, the list below serves as a guide for setting up your social media campaign for the first month (if you already have your social media accounts setup, please skip section two).

### **SECTION ONE**

- Facebook Setup, Vanity URL, 50 Likes and 50 Posts - £185.00
- Twitter Setup, 50 Followers and 50 Tweets for first month - £175.00
- Pinterest Setup, 5 boards and 50 Pins - £130.00
- WordPress Blog Setup, 8 Posts and 30 Social Media Links - £215.00
- Google+ Setup, 4 Circles, 50 Followers and 50 Posts - £145.00
- YouTube Setup, Post up to 10 Videos, 30 Subscribers - £190.00

There are no contracts to sign – we have the confidence that you will be happy with our service and the results will speak for themselves.

After the first month, you can decide upon our level of involvement, and how many "actions" per month you require, we base our social media management packages on a set number of "actions" each month across one or more platforms. An "action" can be posting a new post or interacting with other people on the platform.

For example, the second package below might consist of actions completed on the Facebook, Twitter and Google+ platforms - including 50 actions on each. Actions could be posting a new status update on Facebook, Liking a related Page, composing a Tweet, Retweeting another user's Tweet, sharing a photo on Google+, or adding a relevant user to Circles.

Actions have far reaching benefits - when we add relevant users to Circles on Google+, for example, they can follow back, increasing your reach. When we post on Facebook, the fan base can like, comment and share the post. When we create a Tweet or Retweet another user, others can share that content forward as well. These additional benefits are natural and don't count towards the total number of actions!

## SECTION TWO

Monthly packages can be purchased month to month, or ask about a discount for 3 and 6 month plans.

- 50 Actions - £90 Per Month – Up to 2 Platforms
- 150 Actions - £195 Per Month - Up to 3 Platforms
- 300 Actions - £325 Per Month - Up to 5 Platforms
- 500 Actions - £525 Per Month - Up to 7 Platforms

We can also offer customised packages that include blogging and blog promotion in addition to social networking and marketing.

The best part? Once social networks are set up and running, they often continue to grow naturally and organically with the same amount of effort.

Contact us now at [info@interactivelogic.co.uk](mailto:info@interactivelogic.co.uk), or complete the contact form on our website, and we will be in touch very soon.