



KTA Members Social Media Package

How much will it cost?

- £250 a month plus VAT

Length of time?

- A fixed 3 months initially
- after the 3 months, you can decide to continue and pay monthly or opt-out

What do I get for my money?

- 2 social media posts a week. This would be 2 reels/videos a month (with exceptions) and 6 picture posts a month (this is going off 4 weeks in a month)
- These social media posts will be made for you, including captions, relevant # and keywords, and posted on your account for you
- Once a month we will visit your place of business to get content for the month ahead (to tie in with the changing seasons, anything new you may want promoting, etc)
- At the start of the process, we will arrange a meeting with you to discuss your objectives on what you want to achieve, and what type of content you would like on your social media account/s
- If the social media platform of choice is Instagram, one post a week will be a collaboration with the Visit Keswick Instagram page.
- Engagement - replying to comments on the posts we post for you and any DMs/messages (during work hours)
- On-hand support (during work hours)
- Social media masterclass - the idea is for you to post at least once more a week to see the real benefits of growth and reach via the platform you choose.
- The content will be of your business and the immediate area
- We will encourage you to send over content you may already have or get during the contract period, that you may want on your social media pages, including any special offers you want to shout about, etc. But we will require information on this, such as if it is an area you have hiked, where it is, how far away it is from your establishment etc.
- Posts will be shared to stories
- Insights will be provided at the end of the 3 month period, and monthly thereafter

Things to be aware of:

- This package is for ONE social media account only.

- **If you would like us to post across multiple platforms there would be an additional cost. For each extra platform it would be an extra 50% of the total value. The one exception to this is if Instagram and Facebook are properly linked and then the posts can be automatically shared to both platforms.**
- **If you would like us to set you up on a platform, you don't currently use but want to, this would also be an additional cost.**
- **We can only reply to comments/engagement on posts during work hours/hours dedicated to each member, so you will be encouraged to reply to comments and messages yourself.**
- **We are limited to taking on 3 members at this time, and it will be on a first-come, first-served basis. Future availability will be offered to anyone who has previously expressed an interest and then advertised via the weekly newsletter.**