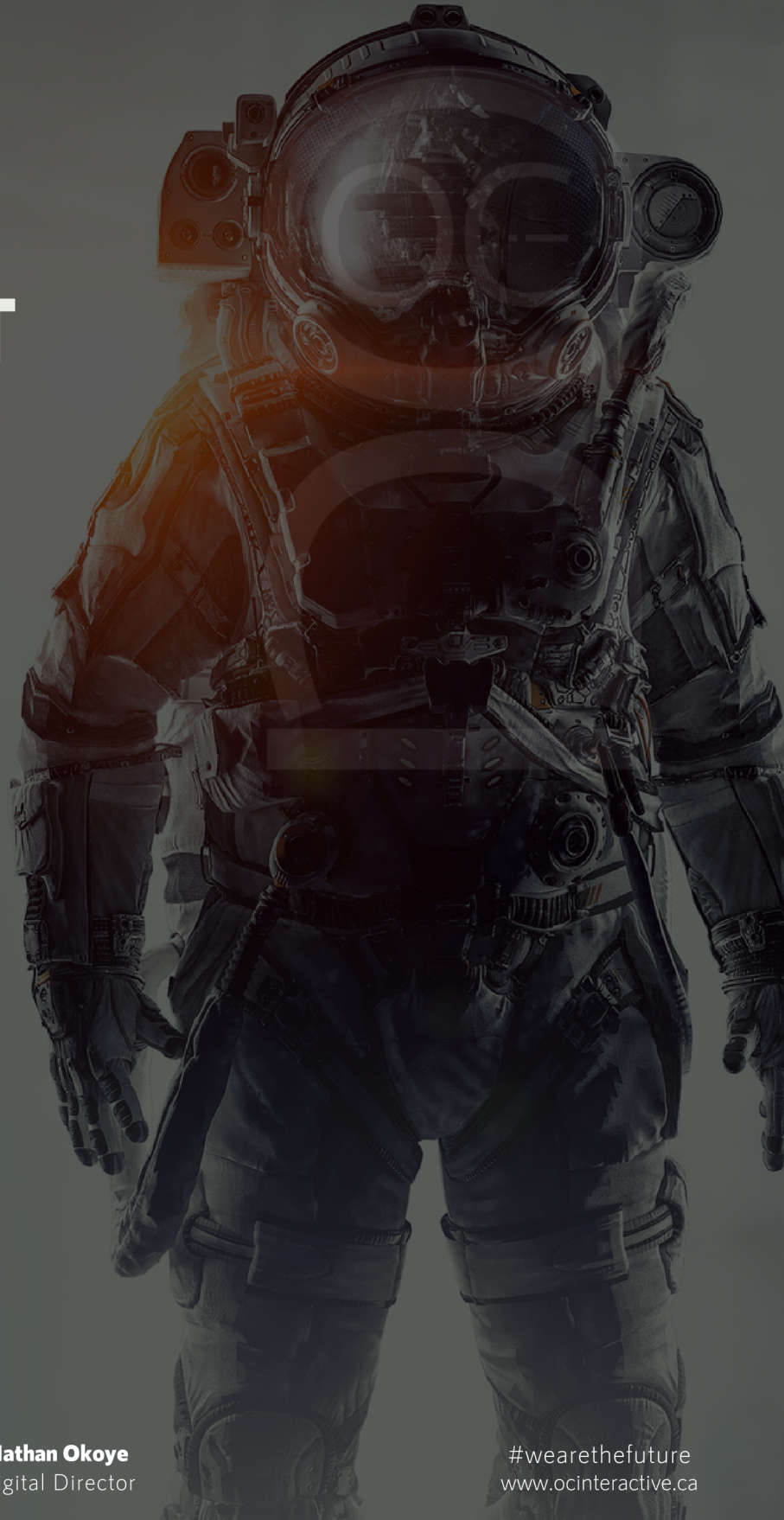


STATEMENT OF WORK

Presented to
The Fallico Group

Presented by
Shivonne Okoye



A strategic effort to promote your service and brand through a variety of channels and tactics. It typically involves a combination of advertising, public relations, social media, email marketing, and other forms of communication to reach and engage with your target audience.

A successful marketing campaign begins with a clear understanding of your target audience and their needs, wants, and preferences. This involves conducting market research, analyzing customer data, and developing buyer personas to guide the messaging and creative direction of the campaign.

We will customize, personalize, and ensure that your social media pages stand out with custom design, business description, and industry keywords

Page 2

ORGANIC SMM STRATEGY

Statement Of Work

- Define your target audience: Understand your audience's demographics, interests, and pain points to tailor your content to their needs.
- Identify your goals: Define specific, measurable, achievable, relevant, and time-bound (SMART) goals for your social media strategy, such as increasing brand awareness or driving website traffic.
- Develop your content strategy: Create a content calendar and plan your posts in advance to ensure consistency and variety in your content. Mix promotional and educational content to keep your audience engaged.
- Monitor and measure your results: Track your social media metrics, such as reach, engagement, and conversion rates, to evaluate the effectiveness of your strategy and adjust it accordingly.

MARKETING CAMPAIGN

Campaign Messaging.

- Develop key messages: Identify the most important points you want to communicate to your target audience and craft them into simple, memorable messages
- Determine the tone and voice: Decide on the tone and voice of your messaging, such as whether it should be serious, humorous, or inspirational, and ensure it aligns with your brand's personality.
- Test and refine: Continuously test and refine your messaging to ensure it is resonating with your target audience and achieving your campaign goals.
- Stay consistent: Ensure your messaging is consistent across all channels and aligns with your brand's overall messaging to avoid confusion or mixed messages.

Page 3

Statement Of Work

MARKETING CAMPAIGN

Visual Assets

Page 4

Statement Of Work

- Choose the right type of visual asset: Determine the most appropriate type of visual asset to achieve your purpose and goals
- Ensure the design is visually appealing: Use high-quality images, colours, fonts, and layouts to create a visually appealing design that captures your target audience's attention and conveys your message effectively.
- Keep it simple and clear: Ensure the visual asset is easy to understand and conveys your message clearly and concisely. Avoid clutter and unnecessary details that can distract from the main message.
- Use branding consistently: Use your brand's visual identity, including logos, colours, and fonts, consistently across all visual assets to ensure brand recognition and consistency.
- Test and optimize: Continuously test and optimize the visual asset design to ensure it's effective and resonates with your target audience. Use A/B testing to compare different versions and determine what works best.

PLATFORM PERFORMANCE

OPTIMAL SCHEDULES

Page 5

Facebook

- It has been widely established through various studies that the most ideal frequency for sharing content on Facebook is once per day, and it is advised to not exceed two posts per day. Such a practice ensures that your message reaches your audience in a consistent and engaging manner while maintaining the integrity of your online presence.

TikTok

- In the realm of TikTok, it has been established by the platform itself and verified by accomplished content creators that the sweet spot for sharing content is anywhere between 1 to 4 times per day. This frequency allows for a healthy balance of experimentation and fine-tuning of content, in addition to being in line with the latest industry best practices. It is advisable to post at least one top-quality video per day. However, in the experience of most users, a frequency of 3 posts per day has been found to be the optimal approach, ensuring consistent and engaging interactions with the audience.

Statement Of Work

Instagram

- It has been established that posting content at a frequency of no less than once per day is essential to maintain a strong presence. Although twice per day is optimal. It is equally important to not overdo it, as posting more than three times per day may lead to a diluted impact on your audience. By adhering to this optimal frequency, you can ensure that your content is seen by your followers on a consistent basis, while simultaneously avoiding the pitfalls of over-saturation

PLATFORM PERFORMANCE

OPTIMAL SCHEDULES

Page 6

YouTube | YouTube Shorts

- It is recommended that you aim to post at least one new video every week to keep your viewers engaged and your channel active. In the era of YouTube Shorts, this presents an unparalleled opportunity to generate quick, snappy content that can give your channel exposure like never before. To truly maximize the potential of your channel, it is advisable to upload a minimum of three videos per week

LinkedIn

- Posting no more than once each business day is considered optimal. By adhering to this frequency, you can ensure that your content reaches your target audience in a timely and efficient manner, without overwhelming them with a flood of content.

Statement Of Work





INVESTMENT

Page 6

Organic SMM Strategy: \$10,000 (One-time fee)
Content creation, curation, and editing: \$6000
Ad-spend and monitoring: \$1500

Total Initial Cost: \$17,500+ tax
Total Monthly Cost: \$7500+tax

6-month minimum.
Month-to-month payments

Statement Of Work



**CONTACT FOR MORE
INFORMATION**

Shivonne Okoye

Phone

1.844.818.1086 ext 5

Email

shivonneo@ocinteractivemarketing.com

www.ocinteractive.ca