

# WHITE LABEL SERVICES FOR TALENT AGENCY CLIENTS

For more services, please visit our website: <https://www.BusyGalFridayVA.com>

## WHITE LABEL SOCIAL MEDIA SERVICES

Your clients need social media experts. At BusyGal Friday VA Services, we make social media marketing easy by managing your clients' social profiles and online presence.

Especially created for agencies and their clients we'll help you develop and manage a social and online presence ensuring your clients get the maximum value from social media without having to spend all their time online!



We typically develop a social media presence for agency clients in two phases described in detail below. Or we can customize our services to your client's needs.

### Phase 1

#### **AUDIT, TECH SET-UP, GRAPHICS, FAN PAGE & LAUNCH — \$3900**

##### **Custom Online Audit, Comprehensive Strategy and Implementation Plan**

This robust package includes detailed research and reporting on your online market, comprehensive social media optimization strategy and a detailed implementation plan. We'll also evaluate your client's online presence including their website, traffic drivers, e-marketing, video marketing and social media platforms.

##### **Tech Set-up**

We will set-up to 3 social media profiles of your client's choice and network each profile together with their existing blog or LinkedIn, Facebook Personal Profile, Google Plus, Instagram, YouTube, or Pinterest.

##### **Custom Graphics**

Complete suite of custom graphics based on your client's branding with back grounds and avatars for Twitter, Facebook, YouTube and LinkedIn. Your Client needs to supply existing elements, which may include logo, images, photos, colors and fonts.

##### **Facebook Fan Page**

Our team will design a custom Facebook Fan Page for your client's business. Features include:

- Create or update their Facebook fan page: name, category, URL and information tab
- Custom welcome tab – including your client's email opt-in, social media buttons and a welcome video! (Client to provide this video)
- Branded banner photo/avatar
- Import the client's blog's RSS feed
- Add Twitter and YouTube tabs
- Link your clients Twitter to Facebook for easy status updates

##### **Launch & Implementation**

We'll prepare to implement the above strategy with the monthly management services listed below in Phase 2 with the Pro or the Deluxe package.

### **Optional Add-ons**

We offer other services, including blog set-up, content consulting, training, and more. We can customize Phase 1 to your client's needs. Please contact us for a quote and more information about our add-on services.

## **Phase 2**

### **MONTHLY SOCIAL MEDIA MANAGEMENT**

#### **Pro Package: Management of 3 Profiles + Consulting — \$2100/month**

Monthly social media management package includes the features of the Basic package on 3 networks with additional content distribution and engagement, auto-following and strategic consulting. The 3 networks may include Facebook Fan Page, Facebook Personal Profile, Twitter, YouTube or LinkedIn.

1. Monthly maintenance services on 3 online networks
  - a) Content distribution
  - b) Audience building
  - c) Engagement (up to 30 minutes daily)
  - d) Reputation management and monitoring (up to 30 minutes daily)
  - e) Statistics and reporting
2. Strategic consulting: Bi-weekly 30-minute strategic consulting conference call in which we'll provide support and advise your client on engagement and viral strategies, ad hoc campaigns, contests and social apps.

#### **Deluxe Package: Management of 4 Profiles & Blog + Content Assistance + Consulting — \$3500/month**

Monthly social media management package includes the features of the Basic and Business packages on 4 profiles and a blog plus assistance with some content creation and strategic consulting. The 4 networks may include Facebook Fan Page, Facebook Personal Profile, Twitter, YouTube, Pinterest, Instagram, or LinkedIn, or niche specific networks.

1. Monthly maintenance services on 3 online networks
  - a) Content distribution
  - b) Audience building
  - c) Engagement (up to 60 minutes daily)
  - d) Reputation management and monitoring (up to 60 minutes daily)
  - e) Statistics and reporting
2. Content: Guidance on content creation and up to 4 hours/month assistance in content development.
3. Strategic consulting: Weekly 30-minute strategic consulting conference call in which we'll provide support and advise your client on engagement and viral strategies, ad hoc campaigns, contests and social apps.

### **Optional Add-ons**

We offer many other services, including training and consulting, Facebook ad and contest campaign management, multimedia content creation, e-commerce strategy and more. We can customize Phase 2 to your client's needs. Please contact us for a quote and more information about our add-on services.

### **THE FINE PRINT**

- If posted content and customer service requests exceed the capacity to respond, that may require an additional monthly maintenance charge.
- All work will have no more than three rounds of iterations and revisions. Any revisions beyond that may result in additional fees.
- After the initial set-up (described in Phase 1) is complete, future technical changes to client profiles may require an additional charge.

### **WHITE LABEL ADMINISTRATIVE VIRTUAL ASSISTANCE**

Sometimes your clients are completely distraught by the amount of administrative stuff they just never seem to be able to get done. They find that administrative tasks eat up a good portion of the day thus they don't have the time to actually focus on the business of their business! We are here to help!

#### **Done-for-You Monthly Project Services Package: \$1500 per month**

- A dedicated professional VA who shares your client's vision and will support them every step of the way
- One month of administrative work (up to 30 hours) – additional hours available if needed,
- 1 scheduled 30 minute development and strategy review meeting,
- The VA will be available M-F 9:00 – 5:00 CST

To schedule an initial consultation, please contact:

Felicia M. Lopes — email: [Felicia@BusyGalFridayVA.com](mailto:Felicia@BusyGalFridayVA.com) or phone: 972.863.1128

Or visit: <https://www.BusyGalFridayVA.com>