



UNIVERSITY OF SOCIAL MEDIA

PRICING TEMPLATE

Use any of these pricing models according to the services you will be offering your client.

This prices will be included in the proposal you send to clients.

1.0. Beginner Rates for INSTAGRAM MANAGEMENT

\$850/Month

- 3 feed posts /week (2 images, 1 carousel)
- 2 IG Reel scripts /week
- 3 story ideas /week
- Hashtags + captions
- Community engagement strategy
- Monthly analytics report

\$1000 /month

- 3 feed posts /week (2 images, 1 carousel)
- 2 IG Reel scripts + editing /week
- 5 story ideas /week

- 30 mins /week: community engagement
- Monthly analytics review

\$1250/Month

- 5 feed Posts /week: 3 image, 2 carousels
 - 2 1G Reel scripts + editing /week
 - 5 story ideas /week
 - 45 mins /week: community engagement
 - Monthly Analytics Review
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2.0. Industry standard pricing for INSTAGRAM MANAGEMENT

STARTER: \$1,000/Month

3 Posts Per Week

- 1 Carousel Post
- 1 Reel
- 1 Single-image Graphic

GO-GETTER: \$2,000/Month

5 Posts Per Week

- 3 Reels
- 1 Carousel Post
- 1 Single-image Graphic

ULTIMATE: \$3,000/Month

7 Posts Per Week

- 3 Reels

- 2 Carousel Posts
 - 2 Single-Image Graphics
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3.0. Facebook and Instagram Management

Facebook, Instagram & Tiktok Organic Marketing

\$1220/month (3 Month Agreement)

- 3 videos per week (IG + Tiktok)
- 2 Photos per week (IG + FB + TikTok)
- 1 Graphic per week (IG +FB)
- Social Media Script (for videos)
- 30 minutes phone call every two weeks.
- I come in **once** per month and FILM your videos for you (2 hours max)

Facebook, Instagram & Tiktok Organic Marketing

\$1620/month (3 Month Agreement)

- 5 videos per week (IG + Tiktok)
 - 2 Photos per week (IG + FB + TikTok)
 - 2 Graphic per week (IG +FB)
 - Social Media Script (for videos)
 - Weekly Communication
 - I come in once per month and FILM your videos for you (**4 hours max**)
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4.0. Expert Level pricing for Instagram Management

\$1950/Month

- 3 feed posts /week (2 images, 1 carousel)
- 2 IG Reel scripts /week
- 3 story ideas /week
- Hashtags + captions
- Community engagement strategy
- Monthly analytics report

\$2500 /month

- 3 feed posts /week (2 images, 1 carousel)
- 2 IG Reel scripts + editing /week
- 5 story ideas /week
- 30 mins /week: community engagement
- Monthly analytics review

\$3450/Month

- 5 feed Posts /week: 3 image, 2 carousels
 - 2 IG Reel scripts + editing /week
 - 5 story ideas /week
 - 45 mins /week: community engagement
 - Monthly Analytics Review
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5.0. Instagram + Tiktok Management

\$1750/Month

- 2 IG feed posts
- 5 Tiktoks /week

- 3 IG Reel scripts /week

(film in your camera app, I'll add text/sound in IG or Tiktok)

- Hashtags + captions
- Monthly analytics report

\$2250 /month

- 2 IG feed posts
- 5 Tiktoks /week
- 5 IG Reel scripts /week
- IG story ideas
- Community engagement strategy
- Hashtags + captions
- Monthly analytics review

\$2800/Month

- 3 IG feed Posts
- 7 Tiktoks /week
- 5 IG Reels /week
- IG story Strategy
- Hashtags + captions
- 30 mins /week: community engagement
- Monthly Analytics Review

6.0. Instagram Management high-ticket client

STARTER: \$2500/Month

- 3 feed posts /week

- 2 IG Reels /week
- 5 stories /week
- 10 minutes daily engagement + community management (Monday - Friday)
- 90 minutes of monthly content planning and strategy consultations
- Custom hashtag strategy
- Monthly analytics report

PREMIUM: \$3700/Month

- 5 feed posts /week
- 3 IG Reels /week
- 10 stories /week
- 20 minutes daily engagement + community management (Monday - Friday)
- 180 minutes of monthly content planning and strategy consultations
- Custom hashtag strategy
- Monthly analytics report

ULTIMATE: \$5200/Month

- 10 feed posts /week
- 7 IG Reels /week
- 20 stories /week
- 30 minutes daily engagement + community management (Monday - Friday)
- 180 minutes of monthly content planning and strategy consultations
- Custom hashtag strategy
- Monthly analytics report

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