

WILDLY DIGITAL

Social Experience

Scope of Work

2023

Prepared For: You, our ideal client



ARE YOU READY TO MAKE YOUR BUSINESS WILDLY DIGITAL?

Who are we?

We are your digital optimization company that builds authentic and transparently profitable relationships in every experience. We are building a community of authentic leaders that consistently attract and retain a customer base online and off.

How do we do this?

By diving into your social media marketing and taking that task off your list of 'to-do's'. We know you love doing what you do and we want make sure that outward experience and reputation of your company is shining bright through your socials!

Together we will create an organized and cohesive approach to refining and managing your social media channels.



A LITTLE ABOUT WILDLY DIGITAL



We work to bring the experience out of your brand essence.

Our business has been thriving since June 2018 and throughout this time we have worked with business owners and entrepreneurs finding the ideal experience for themselves, their staff and their customers.

Our team dives into optimizing your business, defining your brand essence and bringing the experience out of it. We do this by starting from the top down through planning, building and optimizing the processes within your business.

THE WILDLY DIGITAL TEAM

Co-Owners



Meghan McNabb
Chief Experience
Officer



Kate Lahey
Chief Creative
Officer



Summary

This project involves the review, auditing, testing, building, optimizing and on-going management of the social media marketing assets within your business. We work with what your company uses to promote your products and any services created to help you grow and thrive. We work with you as the business owner to build a reputation as an industry leader. This program will follow the timeline outlined in this document and does not include outside services of what may be stated in the scope.

Program Scope

This SOW covers the following activities and deliverables for the full scope of the program. All timelines are subject to review based on the discretion of Wildly Digital and your company at anytime. This Scope of Work will be reviewed on a quarterly basis to ensure timelines are accurate and expectations are being met.

Please Note: Amendments will be added as a "Schedule A" to the Appendix of this document in addition to this scope of work and will be signed off on both parties before any changes are made.





Program Deliverables of Content Management

The all-in social media package

- 2 profiles: Instagram, Facebook, TikTok, LinkedIn
- Creation of profile OR optimization of profile
- Audit of current profile (if applicable)
- 5 posts per week including or not including 1 reel - graphic & copywriting with hashtags
- Share to groups 3x a week for Facebook &/or LinkedIn
- Engagement on posting for both platforms
- 3 stories a week
- Analytics and report once a month
- Monthly content calendar

The Mini-social media Pack

- Management of 1 profile: Facebook, Instagram, TikTok, LinkedIn
- Creation of profile OR optimization of profile
- Audit of current profile (if applicable)
- 3 posts a week including or not including 1 reel - graphic & copywriting with hashtags
- Share to groups 2 x a week for Facebook or LinkedIn
- Engagement on posting for chosen platform
- Analytics and report once a month
- Monthly content calendar



Social Media Management *Expectations and Management Pre-Requisites*

Our Expectations for you:

- Animation files, specific graphic files, ads, and logos must be provided in a timely manner
- Submission of video, audio, assets and edits must be provided on schedule.
- If you have a social media strategy Wildly Digital will need access and we will set up a call to review this upon signing
- If you have a brand guide it will need to be shared to Wildly Digital

Your Expectations for us:

- We provide our services with honesty and integrity
- We provide open communication
- We submit and provide templates and pieces on schedule
- We will provide professional and honest feedback when needed
- We will always remain professional and personable
- We provide our Google Drive for all transferring of files.



BRINGING YOUR OWNER EXPERIENCE TO LIFE



PROGRAM MILESTONES

Program Cost

A monthly retainer of \$1555 USD for the all-in social media pack and \$555 USD for the Mini-social media pack:

is required on the 1st or 15th of every month depending on your billing cycle. This guarantees your commitment to your ongoing success and access to the following:

- Unlimited Facebook chat and/or WhatsApp access for on the spot needs, emergencies

Program timeline

All programs available with Wildly Digital are a minimum 1 year contract.

Q1 - Date:

Planning and reviewing of current social media platform(s)

Q2 - Date

Reviewing, Auditing and Testing of social media management

Q3 - Date:

Building a stronger presence on your social media

Q4 - Date:

Optimization of your social media