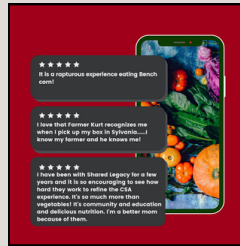


Digital Marketing Services Overview

Offered by BSquared Digital Marketing | Bonnie Buck



Skills

- Adobe InDesign
- Adobe Photoshop
- Asana
- ConvertKit
- Cvent Registration System
- Event Planning
- Facebook Ads
- Facebook Community Management
- Garageband Editing
- G-Suite
- Instagram
- LinkedIn
- MailChimp
- Microsoft Office Suite
- ON24 Webinar
- Pinterest
- Project Management
- Salesforce
- SEO
- Shopify
- Social Media Management
- Speaker Coordination
- Trello
- Vendor Management
- Volunteer Management
- Webinar Jam
- Wix Web Design
- Wordpress Web Design
- Zoom

Certifications

- Certified Meeting Professional (CMP)
- Hub Spot Social Media
- Hub Spot SEO

My goal is to help give time back to busy business owners. Allow me to help take some of these tasks off your plate so that you can concentrate on taking your business to the next level. With my experience in Digital Marketing and Content Creation, I can work with you to move to the next level and serve your ideal customers better. Here is an overview to services offered. Both hourly and retainer fees are available on request.

Digital Marketing Strategy

I can help you design a digital business strategy and get on track with a content plan including but not limited to:

- Analytics and Reporting
- Content Scheduling
- Social Media Creation
- SEO
- Strategy Design and Implementation

Content Creation

Have a plan but need the content created or posted? Let me handle your:

- Blog posts
- Course or Webinar set up
- Email Campaigns
- Facebook posts
- Instagram posts, stories, reels and carousels
- Pinterest pins
- Podcast scheduling, editing and posting
- YouTube uploads and descriptions

Community Management

Have a Facebook group or membership that need attention? Take it to the next level by letting me:

- Admit and welcome new members
- Create events
- Help with events or lives
- Monitor posts and remove SPAM or inappropriate posts and comments
- Post content

Contact me: Email: bbsuzanne@gmail.com | Phone: 832-714-8786
www.bsquareddigitalmarketing.com

Basic Services

PACKAGE

This basic package covers needs for business owners starting out or still working out what they need in a Digital Marketing Assistant



WHAT YOU CAN GET:

- ✓ Website SEO review and suggestions on up to 3 pages
- ✓ Set social media posting on up to 2 channels for up to 2 reels, 4 static posts
*calendar and content provided by business
- ✓ (1) Lead magnet or flyer put together from your content
- ✓ Set number of hours per week/per month, up to 5 hours per week

PRICING STARTS AT
\$700/MONTH

Silver Services PACKAGE

This package is good for business owners who need more involved tasks completed and assistance with a strategy

WHAT YOU CAN GET:

- ✓ (1) Strategy session per month up to 2 hours regarding Social Media planning, content strategy, SEO strategy, and Email Marketing
- ✓ Email Funnel set up and QC
- ✓ Monthly content calendar for approval. Set social media posting on up to 3 channels for up to 4 reels, 4 static posts or carousels content provided by you
- ✓ (4) Lead Magnets or Flyers with content provided by you
- ✓ Website SEO review and suggestions on up to 5 pages on your website
- ✓ Content creation for emails, and blogs

PRICING STARTS AT
\$1,000 PER MONTH



Gold Services

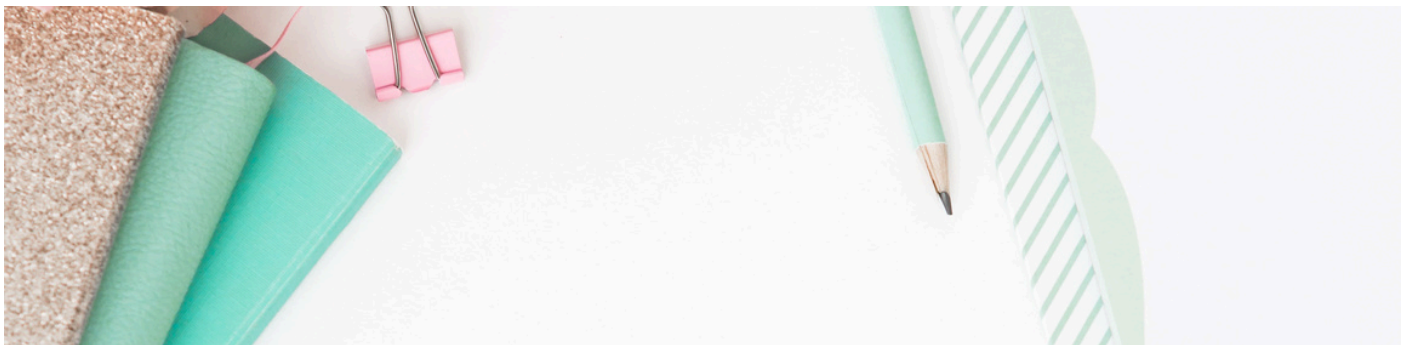
PACKAGE

This package is for the business owner who is ready for an overall digital marketing strategy and content plan.

WHAT YOU CAN GET:

- ✓ (3) Strategy session per month up to 2 hours regarding Social Media planning, content strategy, SEO strategy, and Email Marketing
- ✓ Email Funnel set up and QC
- ✓ Monthly content calendar for approval. Set social media posting on up to 4 channels for up to 5 reels, 5 static posts and/or 2 carousels raw content provided, edits made
- ✓ Lead Magnets or Flyers as requested, content can be created or come from your sources
- ✓ SEO Review for your website, social media and YouTube channel
- ✓ Content creation for emails, blogs, lead magnets, and other marketing materials

PRICING STARTS AT
\$1,350 PER MONTH



Add - Ons

Editing	Have a podcast or youtube channel? I can help edit your content and make it SEO optimized	Starts at \$40/hour
Promotion	Would you like to be a podcast guest or provide blog content for your peers? I can help get your information out to be featured	Starts at \$30/hour
Event Planning	Have an upcoming event you would like help with? Virtual or in-person, as a Certified Meeting Professional, I can help you make it happen!	Starts at \$50/hour
Other	Have other needs that what is listed? Feel free to ask, I can help you in a variety of ways	Pricing varies



Next Steps

1 Book a Discovery Call

If you haven't booked a Discovery Call with me yet, I invite you to visit my Calendly link to make an appointment for a 30 minute call today:

<https://calendly.com/bbsuzanne>

2 Receive a Proposal

After the Discovery Call, I will put together a proposal for you based on your needs and what fits best for your business. This will include timelines, items to be delivered, pricing, and expectations

3 Contract and Payment

Once we have agreed on the proposal and your requirements, you will be asked to sign a contract that outlines expectations for both of us. You will then be able to complete your deposit via credit card, Venmo, or Zelle.

4 Onboarding

After the contract is signed and deposit received, you will get an email with all relevant information including deadlines, assets needed to get your project started and a start date.

5 Periodic Review

During your project, we will have check-in points to review progress, provide feedback and make any adjustments that may be necessary.

Testimonials

Bonnie has been my VA for 3 years now. I started looking for a VA when I felt like I was spending more time doing admin tasks, instead of teaching and creating content for my business. Once I gave those things away to Bonnie, I had so much extra time, and my work became fun again. She manages my Facebook group, keeps my email list organized, edits my podcast, handles customer issues, manages the back end of my online course platforms, creates graphics in Canva, and helps me find solutions when I start to feel disorganized. I have found her very organized, detail-oriented, reliable and teachable. I can tell her to do something and trust it will be done consistently without having to check on her. She is responsive to texts and emails, which is important when I live many states away. She has learned my "voice" so she knows how to talk to my clients with my values and language. If I have a short-term project to add to her to-do list, she is very accommodating, and if she doesn't know how to do it, I can send her a Loom video, and she figures it out. She is a type A do-er, receptive to feedback, and very easy to work with. Highly recommend.

Corinna

Owner, My Digital Farmer & Shared Legacy Farms

Bonnie worked on our social media and helped promote many events for us. The promotion efforts along with the consistent social media content helped increase the attendance at both our weekly and special events. People were able to rely on the social media content to provide information, keep them up to date on changes, and enjoy photos of church happenings.

Besides our social media, Bonnie also helped edit our website, plan events, and create print materials. Several of our events were more successful because of her dedication and hard work.

She was reliable, detailed, and willing to help out where needed.

Glenn

Associate Pastor, Denton County Cowboy Church

Work Examples - Bonnie Buck



My Digital Farmer
www.mydigitalfarmer.com
[@mydigitalfarmer.com](https://www.instagram.com/mydigitalfarmer.com)



Denton County Cowboy Church
Social Media Manager