

SERVICES & PRICING GUIDE

BY AGENCY EIGHTY SIX

Take a closer look at what we have to offer you. We hope this guide answers any questions you may have!





WELCOME

Welcome to Agency 86, where creativity meets strategy to elevate your social media game. Our boutique agency focuses on delivering innovative solutions tailored to each client's vision, blending high-quality content creation with impactful social media management. We're committed to turning your brand's story into engaging digital experiences that captivate your audience and grow your online influence.

Let's build a digital strategy that sets your brand apart!

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OUR STORY

It all began during a photoshoot with a mutual client—two professionals crossing paths, not expecting what would come next. From the moment we met, our energies aligned, and we instinctively knew we were meant to work together.

Without knowing much about each other, there was an undeniable connection. Sarah, a professional photographer and content creator, brought her visual storytelling expertise, while Kelly, with an extensive background in marketing and social media strategy, provided the strategic insights and planning. Together, we realized that we each had the perfect half of the equation. Combining our skills felt natural, and creating something we're both incredibly passionate about just made sense.

We couldn't be more excited for you to be a part of our story as we grow and bring brands to life in the digital world.



MEET THE TEAM



SARAH ANNAND

Creative Director



KELLY GALLO

Director of Strategy

PACKAGE OPTIONS

<p>BASIC</p> <p>Platform Management Content Creation Scheduling & Posting Story Management Community Engagement Performance Reporting</p>	<p>GROWTH</p> <p>Expanded Platform Management Scheduling & Posting Increased Content Creation Story Management Community Engagement Paid Advertising Campaigns Engagement Strategy Analytics & Reporting</p>	<p>COMPREHENSIVE</p> <p>Extensive Platform Management Content Creation Scheduling & Posting Story & Reel Management Ad Campaign Management Influencer Outreach & Collaboration Community Engagement Performance Analytics & Reporting Quarterly Strategy Review Sessions Event & Product Launch Support</p>
<p>INVESTMENT: \$1,500+</p>	<p>INVESTMENT: \$2,500+</p>	<p>INVESTMENT: \$4,000+</p>

PACKAGE ONE : BASIC

Our Basic Package covers everything you need to maintain a strong and engaging presence on Instagram and Facebook, focusing on maximizing reach and engagement efficiently.

Platform Management

- Two linked platforms: Instagram and Facebook.
- Posts are created for Instagram and automatically inked to Facebook for consistency.

Content Creation

- 3 Posts per Week: High-quality graphics, photos, or curated content that aligns with your brand's identity.

Scheduling & Posting

- Unified content calendar for consistent posting times across both platforms.

Story Management

- Reposts & Story Updates: Managing and reposting relevant stories or mentions from your audience to boost engagement and brand visibility.

Community Engagement

- Monitoring and responding to comments and messages separately on each platform, ensuring personalized communication and interaction.

Performance Reporting

- Monthly Reports: Engagement metrics, follower growth, and insights with recommendations for improvement.

INVESTMENT: \$1,500+/month

PACKAGE TWO : GROWTH

Our Growth Package is perfect for brands looking to expand their reach and impact across multiple platforms with comprehensive content and strategic management.

Expanded Platform Management

- Management of up to 3 platforms, including options like TikTok and Threads, providing broader audience reach and coverage.

Scheduling & Posting

- A detailed content calendar designed to optimize posting times for maximum reach and engagement on both platforms.

Increased Content Creation

- 5 Posts per week: A diverse mix of static posts, stories, and short-form videos designed to increase interaction and visibility.

Story Management

- Reposts & Custom Stories: Regularly managing and reposting relevant audience stories, plus creating custom branded stories to keep your audience engaged.

Community Engagement

- Monitoring and responding to comments, messages, and mentions across platforms to ensure timely, personalized interactions with your audience.

Paid Advertising Campaigns

- Managing ad campaigns (ad spend separate) with targeted audience selection, ad design, and performance tracking for optimized results.

Engagement Strategy

- Engaging with followers and fostering collaboration opportunities to build community and brand loyalty.

Analytics & Reporting

- Monthly reports summarizing campaign performance, engagement metrics, and growth, with strategic recommendations based on data insights.

INVESTMENT: \$2,500+/month

PACKAGE THREE : COMPREHENSIVE

Our Comprehensive Social Media Management Package offers strategic management, high-quality content, and proactive engagement across platforms to maximize visibility and results.

Extensive Platform Management

- Manage up to 4 platforms (e.g., Instagram, Facebook, Ticktock, Threads) with tailored strategies to maximize engagement.

Content Creation

- Daily posts, including stories, reels, and videos, all aligned with your brand's identity.

Scheduling & Posting

- Optimized content calendar and advanced scheduling for consistency.

Story & Reel Management

- Daily custom stories and weekly reels. Regularly managing and reposting relevant audience stories.

Ad Campaigns

- Multi-platform ad management with detailed performance tracking (ad spend separate).

Influencer Collaboration

- Partnering with influencers to expand reach and track campaign success.

Community Engagement

- Actively monitor and respond to comments, and messages across all platforms, fostering meaningful interactions and building strong brand loyalty through communication.

Analytics & Reporting

- Weekly and monthly reports with insights and improvement recommendations.

Quarterly Strategy Reviews

- Regular strategy sessions to adjust plans and set goals.

Event Support

- Social media coverage and content for product launches and events.

INVESTMENT: \$4,000+/month

NEW CLIENT PROMOTION



Our New Client Promotion Package offers a **3-month trial** at a reduced rate, providing brands with the opportunity to experience our services firsthand before making a longer commitment.

This package includes everything from our **Basic Package**, such as platform management, content creation, and community engagement. It's designed to help establish and strengthen your brand's presence on social media, ensuring consistency and growth across key platforms.

With this trial, you'll gain access to professional support aimed at maximizing engagement and building a loyal online community through tailored strategies and high-quality content.

This offer allows you to experience the benefits Agency 86 can provide in enhancing your brand's online engagement.

INVESTMENT: \$750.00/month

EXCLUSIVE DISCOUNT : NEW CLIENT REFERRAL PROGRAM



We value the trust our clients place in us and want to reward those who help us grow. With our New Client Referral Program, if an existing client refers a new client who signs up for our 3-month trial package, the referring client will receive a **25% discount** on their next month's service.

How It Works:

- Simply refer a new client to Agency 86.
- If they sign up for our 3-month trial package, you'll automatically receive a 25% discount on your next monthly invoice.
- There's no limit—refer multiple clients and earn more discounts!

It's our way of saying thank you for helping us expand our community and for believing in the quality and value of our services.

25% OFF YOUR NEXT MONTH'S SERVICE

À LA CARTE SERVICES

PHOTOGRAPHY

Starting at \$350 per session.

Ideal for capturing high-quality visuals for social media posts, product features, or website updates.

VIDEOGRAPHY

Starting at \$500 per session.

Perfect for promotional videos, short-form content like Instagram Reels or TikToks, and product demos.

EMAIL MARKETING

Starting at \$150 per email campaign.

Includes email design, content creation, and scheduling using platforms like Mailchimp, tailored to engage and convert your audience.

GRAPHIC DESIGN

Starting at \$200 per project.

Services include designing social media graphics, promotional flyers, event posters, and other digital assets that align with your brand's identity.

SOCIAL MEDIA STRATEGY CONSULT

Starting at \$150 for a 1-hour session.

A review of your current social media performance with a tailored strategy session, providing actionable recommendations & summary report.

CONTENT CALENDAR CREATION

Starting at \$350 per month.

Development of a monthly content calendar with post ideas, scheduling suggestions, and content themes to keep your social media consistent and engaging.

THE PROCESS



STEP ONE

Initial Consultation & Planning

We begin with a consultation to understand your brand, objectives, and target audience. This session sets expectations and identifies key areas for focus. We also establish a rapid timeline, aiming to start content creation and posting within 10 days.

STEP TWO

Strategy Development & Approval

Following the consultation, we develop a tailored social media strategy, covering platform choices, posting frequency, and content themes, including necessary photography. The strategy is presented for your quick review and approval to keep everything on track.

THE PROCESS

STEP THREE

Onboarding & Content Creation

After approval, we move swiftly into onboarding, gathering platform access, brand assets, and scheduling a photoshoot if required. We begin content creation immediately, ensuring we have everything ready for launch.

STEP FOUR

Implementation & Posting

We begin executing the plan by posting high-quality content, engaging with your audience, and monitoring platform performance. Regular updates are provided to track progress, and monthly reports ensure alignment with your goals.





CONTACT US

EMAIL ADDRESS

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SOCIAL MEDIA

COMING SOON!

WEBSITE

COMING SOON!

THANK YOU!

Feel free to email or message us with any questions you may have. We look forward to hearing from you soon!

