

**outsource**

**M**ondays



Virtual Business Solutions






**Portfolio:**  
**Social Media**  
**Management**

# **Social Media Management**

**Client 1 - Mobile Stylist**

**Platform - Facebook**



## **Project:**

**Increase User Engagement +  
Reach More Clients**

## **Solution:**

- ~Personalized Facebook Graphics  
+ Cover Photo**
- ~Researched/Scheduled posts  
during customer up times**
- ~Completed incomplete sections  
on client's Facebook Page**
- ~Developed brand concepts -  
consistent color pattern, slogan**

## **Results:**

- ~Increased User Engagegment -  
Users are leaving more reviews  
and sharing client posts and  
pictures of client work; tagging  
client's FB page**
- ~Client followers increased by  
11% in less than 1 month**



# Social Media Management - Client 1

**Client 1 - Mobile Stylist  
Platform - Facebook**

## SOLUTION

**Personalized Graphics for  
Facebook Page related to  
client industry and  
follower calls to action**

**Developed a regular  
posting concept for  
followers to return and  
engage weekly - "Tip  
Tuesdays"**



## SAMPLE WORK





# Social Media Management - Client 1

## Client 1 - Mobile Stylist Platform - Facebook

### SOLUTION

#### Personalized Page Cover

**Educated client on how to review Facebook Insights to see when her followers are online and to see which posts are getting more traction than others (see next page)**

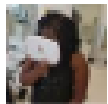














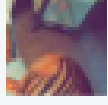




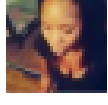




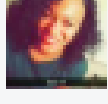









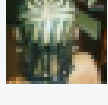




### Updated Page Cover



**SOLUTION:** displays how client can be reached, types of services offered, client's personality, and is 'mobile friendly'

# Social Media Management - Client 1

## Follower Reach & Engagement - BEFORE



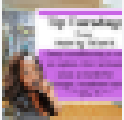

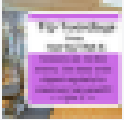

05/29/2018 1:11 PM	 #BraidedBob #BookMe			27		2 0		<a href="#">Boost Post</a>
05/29/2018 12:51 PM	 #QuickWeave #LeaveOut #BluntCut #BookMe			29		6 1		<a href="#">Boost Post</a>
09/22/2017 2:10 PM				38		4 2		<a href="#">Boost Post</a>
09/22/2017 1:49 PM				37		2 2		<a href="#">Boost Post</a>
09/22/2017 12:28 PM				57		3 1		<a href="#">Boost Post</a>
09/21/2017 2:26 AM	 #Partial #sewin			32		4 3		<a href="#">Boost Post</a>
09/21/2017 2:19 AM				26		4 0		<a href="#">Boost Post</a>
09/17/2017 10:09 PM				46		4 12		<a href="#">Boost Post</a>

# Social Media Management - Client 1

## Follower Reach & Engagement - AFTER 1 MONTH

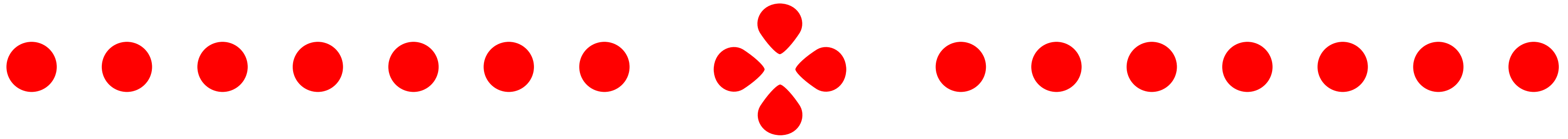
All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/05/2019 12:00 PM	 #TipTuesday Pain equals beauty is just a myth!! Hair by Tifah B.	Image	Global	57	1 4	Boost Post
01/30/2019 12:00 PM	 Hair by Tifah B.	Image	Global	48	7 4	Boost Post
01/29/2019 12:00 PM	 #TipTuesday Don't just condition. DEEP CONDITION!! Hair by Tifah B.	Image	Global	235	6 23	Boost Post
01/25/2019 12:30 PM	 Hair by Tifah B.	Image	Global	73	0 3	Boost Post
01/22/2019 12:00 PM	 #TipTuesday Don't fear the trim!! Hair by Tifah B.	Image	Global	108	10 8	Boost Post
01/20/2019 7:35 AM	 I got 1 opening left for today! #BookMe #MobileStylist	Text	Global	238	12 10	Boost Post



# **Social Media Management**

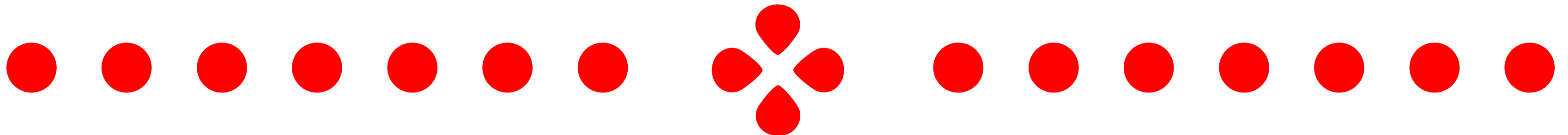




# **Social Media Management Services Offered:**



- Business Account Setup - FB, Instagram, Pinterest, LinkedIn, Twitter
- Facebook page and/or group management
- Blog post promotions - new, old content scheduling
- Graphic designs to appropriate dimensions per social media channel



# Outsource **Mondays**

## **Social Media Mgmt Packages Offered**

### **Setup Only**

Creation of Business  
Facebook Page, includes  
personalized Cover and  
Profile Photo + 1 Month of  
scheduled content

**\$250**

### **1 Month of Content**

8 Customized Social Media  
Graphic Designs - 4  
industry or service specific  
and 4 calls to action

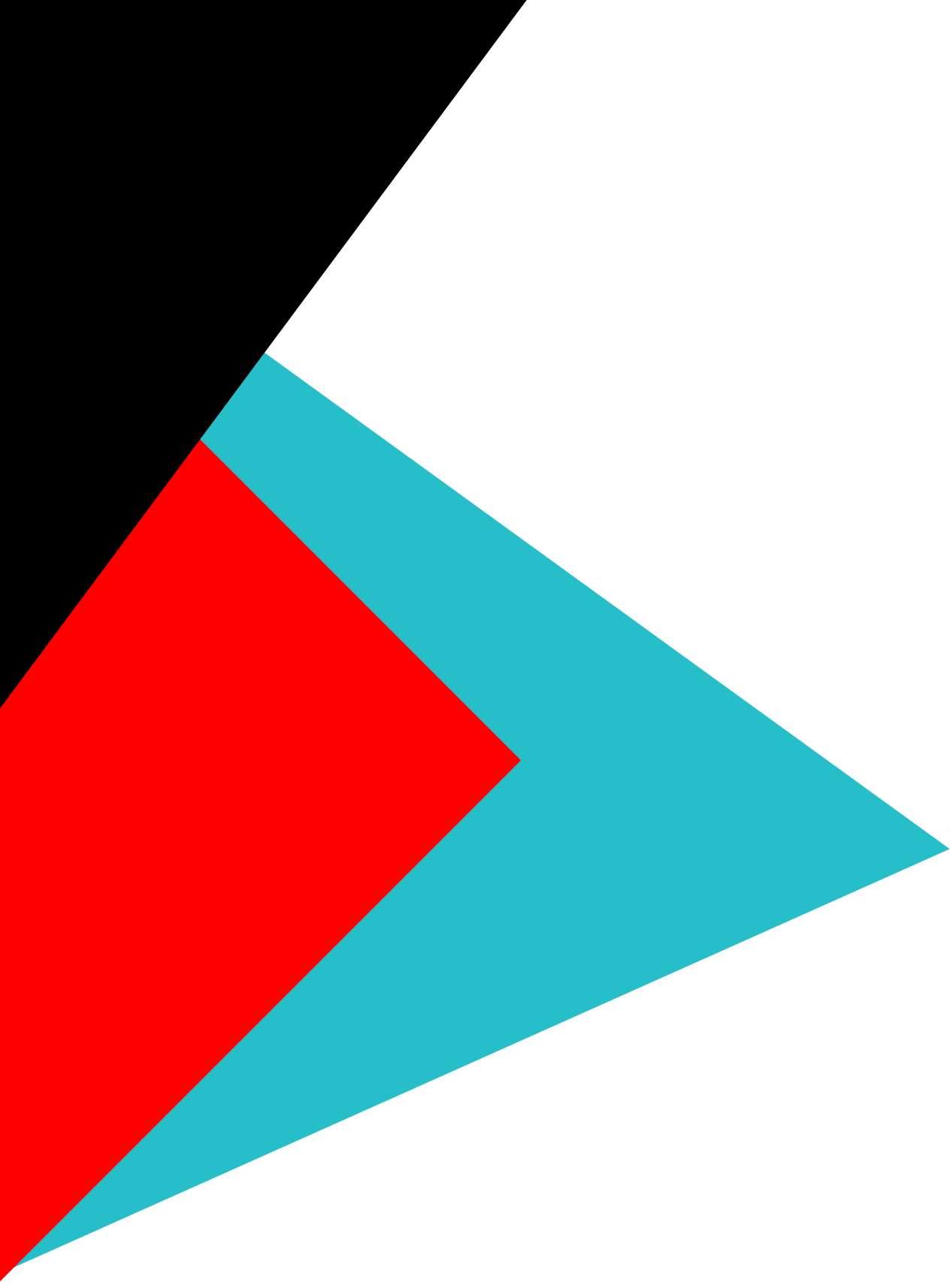
**\$125**

### **2 Months of Content**

16 Customized Social  
Media Graphic Designs -  
12 industry or service  
specific and 4 calls to  
action

**\$200**

For ongoing social media management services, like regular post scheduling, community engagement (e.g., responding to user comments and questions in Groups or on FB page), and the like, please inquire.



# Why Outsource Mondays?

**Quality** We aren't satisfied until your satisfied.

**Reliability** Count on us to get the job done.

**Efficiency** Expect maximum service with  
maximum results.

**Quality** ● **Reliability** ● **Efficiency** ● **Quality** ● **Reliability** ●

## About Your VA, Valued Associate



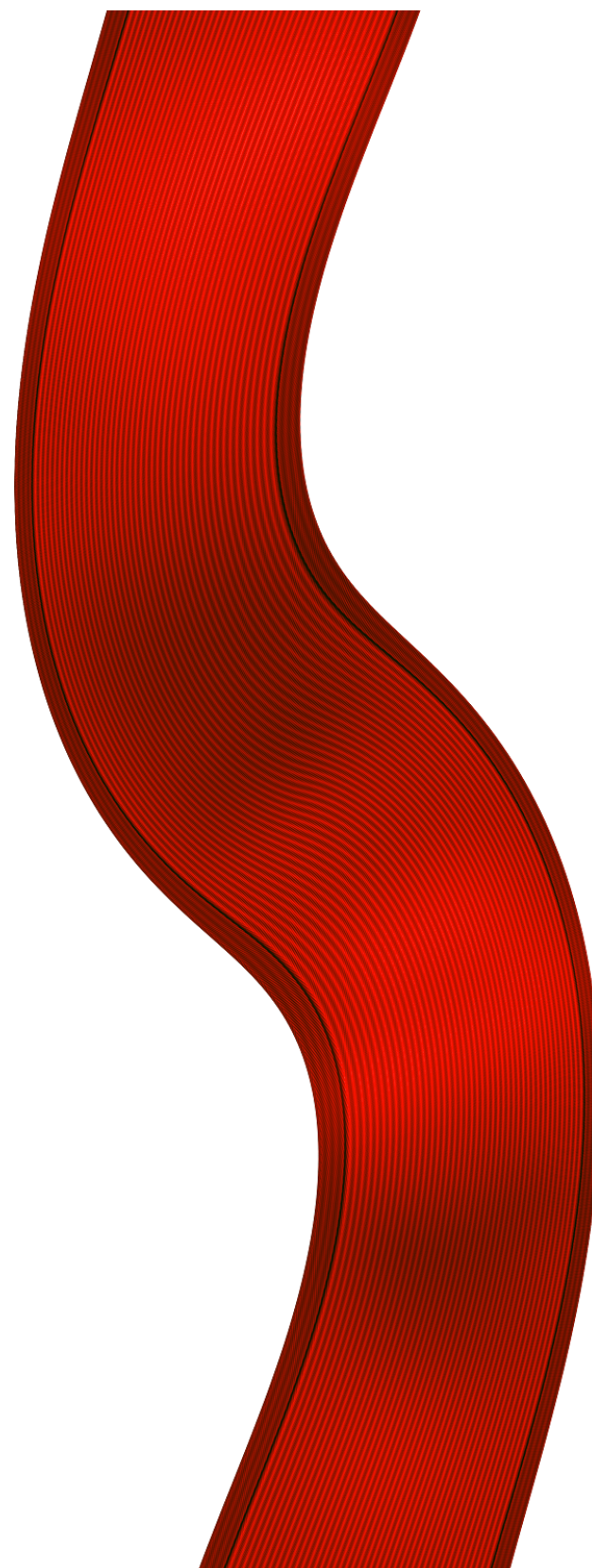
### My Credentials

Bachelor of Science,  
Computer Information Systems

Master of Information Systems  
Management

Certified ScrumMaster

Blogger, Content Creator @  
NobodysPrincess101.com &  
IslandGurlChronicles.com



Hi Business Buddy,

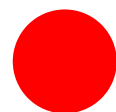
After spending almost 8 years as an IT Project Manager, driving small to large projects to successful deliveries, I decided that it was time to change my story, so that I could be able to work remotely and still have time to spend with my growing family.

Becoming a virtual assistant was the perfect choice for me because it provided the best of both worlds. It allows me to continue to use my skillsets to help entrepreneurs, small business owners, and creatives like yourself succeed in their business., while removing the constraints of office politics, a dreadful commute, and limited family time.

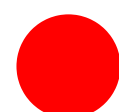
Are you ready for an extra hand in your business that will help you to continue to grow and scale your business? Give me a call today.

*Lavelle L. Peters, Your Valued Associate*

**Quality**



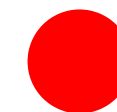
**Reliability**



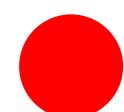
**Efficiency**



**Quality**



**Reliability**



**Only need Project  
Management  
Services?**

**CLICK HERE**

**Only need VA  
Services?**

**CLICK HERE**





# **Package Offerings**

# Outsource **Mondays** Packages Offered\*

## Light

10 hours of services  
for any combination  
of tasks needed in  
your business

**\$350**

## Basic

20 hours of services  
for any combination  
of tasks needed in  
your business

**\$650**

## Premium

30 hours of services  
for any combination  
of tasks needed in  
your business

**\$1000**

\*Services that include graphic design content are subject to additional charges for exclusive rights  
to designs created as part of the service contract

**Quality** ●

**Reliability** ●

**Efficiency** ●

**Quality** ●

**Reliability** ●