

# 21H FACEBOOK GROWTH PACKAGE



WHAT'S INCLUDED?



# FACEBOOK GROWTH PACKAGE

Duration: 60 Days



## 1 ONBOARDING

Our onboarding process involves a sit down meeting with 21 Handshake to determine goals and discuss video options. This also include getting the necessary information in order to carry out the campaign such as logins and branding standards.

## 2 FILMING DAY

On filming day you can expect our team to come on site and collect all the footage, and photos needed for 3 videos to share on your website as well as social media. These videos also will be used to help promote the contest. This day will be fast paced but should not interfere with your normal day to day. All videos will be 20-60 seconds long after editing.

## 3 EDITING TIME

Our team edits together the footage collected as well as the photos to fit social media standards and give your brand a professional yet approachable feel.

## 4 SET UP CONTEST

During this phase we being setting up the contest rules, contest software as well as target audiences. We will use the edited photos and videos to help promote the contest and put money towards ad spend to boost the post so your contest gets seen by more people. Part of the contest involves collecting emails to use as possible leads for your business. During this phase we will also pick out and purchase the prize for the winner(s).

## 5 MONITOR

The contest will run for 30 days. In that 30 days we will monitor the progress and the entries to determine the success and make changes accordingly. We will also be releasing some of the other videos we shot on filming day during this time so when people are visiting your page to enter the contest, they have pieces of content to look at the helps tell them who you are.

## 6 REPORT

After the contest is closed, we will select a winner and announce it via email. We will then analyze the results of the contest, the traction and growth you gained and provide you with an easy to read report.

## BEST PRACTICES FOR YOUR NEW LIST

So you have a huge list of potential leads, now what? The last phase of this package is to provide you with the opportunity to go over next steps. 21 Handshake has an effective strategy that can help you get the most out of your new list. This can be a sit down meeting or a video conference.

**TOTAL:** \$

**(PRICE VARIES ON  
ITEMS SELECTED)**