



South Hadley/Granby Chamber Collaborative Marketing Campaign

1- Introduction and creative meetings with each business (1.5 - 2 hours). Meet the business owner, ask questions about any/all marketing they've have done, discuss goals, discuss creative, explain the social media process, answer all questions, and discuss future goals.

2- Digital Solution is FB/Insta -

- Facebook & Instagram have compiled large amounts of data on each user, which allows us to be very specific when targeting audience segments with a relevant message from our clients. We will reach a targeted audience based on demographics, location, behavioral data, interest data, lookalike audience segments, job titles and re-targeting website visitors.
- The business will receive clear monthly reporting usually within the first 10 business days of the new month. We can do this by Zoom.

3- Production:

2-4hr photo & video shoot

Catalog of all edited photos formatted for social media.

4 - 15 second reels using trending audio

8 - 10 second one shot video for stories

\$1,500 / Total

The monthly Social budget is \$1,500 per month.

- 100,000 impressions monthly (an impression is a Ad view)

- Impressions show up in the FB feed of the business target audience and/or zip code (TBD)

- We use business posts, and/or events to promote the business to a new audience, not their current followers.

Total advertising package for two months is \$4,500 gross.