FACEBOOK PACKAGES

WEB [ ] BOX

	LITE	STANDARD	BOOSTER
	R3 990 + VAT per month (includes R700 to Facebook) For agencies with a restricted budget, who need increased brand credibility and exposure but are comfortable with their Facebook Page to grow slowly.	**R5 886** + VAT per month (includes R1 050 to Facebook) For agencies who need increased brand credibility and exposure and are wanting faster growth on their Facebook Page.	**R7 412** + VAT per month (includes R1 400 to Facebook) For agencies who need increased brand credibility and exposure and want to generate maximum engagement, branding and growth at an accelerated rate.
****Package Setup, once-off cost: R5 000 + VAT** • Essential configuration of all Facebook settings to ensure optimal setup • First month additional attention to ensure the page gets the best start • Create custom audiences for boosting: set up targeted boosting audiences to ensure your specific market is reached effectively • Joining relevant property groups • Creating high-quality branded content • Agency involvement roll-out	✓	✓	✓
Upfront Payment Option: • 6 months upfront = 15% discount (on monthly cost) • 1 year upfront = 20% discount (on monthly cost)	✓	✓	✓
Relevant articles legally sourced and posted on your Facebook Page	**min 2 per month**	**min 3 per month**	**min 6 per month**
Facebook posts and page promotions, containing branded images and expertly crafted content, which is relevant and positive for your business. All posts aim to generate maximum interest and engagement with your market.	**4 per month**	**5 per month**	**6 per month**
Lead Campaigns using an Instant Form to obtain contact information from people you reach via your ads who may be interested in your business or service.	✗ ***available as add-on**	✓ **1 per month**	✓ **2 per month**
Marketing campaigns designed to achieve a specific goal. For example increasing reviews/recommendations.	✗	✓	✓
Property posts fed from your web-box website (if you have relevant properties available)	**4 per month**	**6 per month**	**8 per month**
Sharing posts / properties to property Facebook Groups, greatly increasing exposure (area-dependent)	✓ **Shared in 4 Groups**	✓ **Shared in 6 Groups**	✓ **Shared in 8 Groups**
Facebook boosted posts and adverts. (Using the custom audiences set up.)	**To the value of R700 per month (incl. in price)**	**To the value of R1 050 per month (incl. in price)**	**To the value of R1 400 per month (incl. in price)**
Likes campaigns - available posts and adverts with an additional spend (above the monthly fee) to specifically accelerate an increase in page likes (to boost likes growth over a fixed period)	✗	✓	✓
Follower recognition (interacting with followers to increase engagement)	✓	✓	✓
Regular weekday monitoring and action	✓	✓	✓
Monthly report back to client on social media performance	✓	✓	✓

*at additional work rate of R900 + VAT per hour **Once-off Facebook Business page setup fee: R2834 + VAT

*** Optimisation of existing Facebook Business page: R1799 + VAT

MAINTENANCE

(for current web-box website clients only)

R1 744

+ VAT Monthly Cost (includes R350 to Facebook)

For agencies who want their Facebook page professionally managed, driving traffic to their website and engaging professionally with buyers and sellers.

Package Setup, once-off cost: R2 834 + VAT

- ✓ Setup/optimise your professional Facebook Business Page with two admins.
- ✓ 1 page promotion plus 1 website promotion per month, which is two R175 boosts per month.
- ✓ Post 2 properties per week from your website to Facebook.
- ✓ Share 2 properties /week to 3 relevant property Facebook Groups.
- ✓ Create public holiday/significant day branded posts when relevant.
- ✓ Weekly page interactions to grow likes (including post interaction and recognition).
- ✓ Give you and your team peace of mind knowing that your Facebook Page is professionally managed.
- ✓ Monthly report displaying schedule of posts, overall reach and engagement graph.