



# SOCIAL MEDIA MARKETING

"The question is not whether to do social media, but how well we do it."



**63%** of [social media users are less likely to engage with AI-generated visuals, and nearly half form a negative opinion when brands use AI for customer replies, proof that authenticity still wins.

Source: Power Digital Marketing 2026  
State of Social Media Trends Report

*Updated as of January 2026*



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## LIMITED TIME SPECIAL PRICING

**SIGN ON FOR 1 YEAR**

**RECEIVE 15% MORE SPEND ON THE BOOSTED  
AD/MONTH AT NO COST TO YOU OR RECEIVE  
10% OFF THE MONTHLY FEE**

**+ 1, 15-SECOND RADIO AD A DAY ON MOOSE FM,  
MONDAY TO FRIDAY, PLAYING BETWEEN 5:30  
A.M. AND 11:59 P.M.**

PRICING VALID UNTIL FEBRUARY 27, 2026  
ONLY VALID FOR SOCIAL MEDIA MANAGEMENT

# Social Media Management VS. Content Creation- What's The Difference?

Social media management is all about overseeing a brand's presence online. It focuses on things like strategy, engaging with the community, tracking analytics, and taking the work off you. This includes creating and scheduling posts, keeping an eye on trends, and analyzing what's working (and what's not) to improve future efforts. The goal is to keep the brand's voice consistent across platforms and make sure it aligns with its overall objectives.

Content creation, on the other hand, is just about making the actual posts—like graphics, photos, videos, and captions. You will be provided content that you will need to post yourself. While content creation is focused on building posts, social media management ensures posts are created, posted, and monitored.



# Organic Posts and Boosted Posts (Paid Ads)

Organic social media posts and boosted posts (paid ads) play distinct but complementary roles in a successful social media strategy. Organic posts focus on building relationships with your audience by sharing engaging, value-driven content that reflects your brand's personality. They foster trust, encourage conversation, and keep your loyal followers informed and connected.

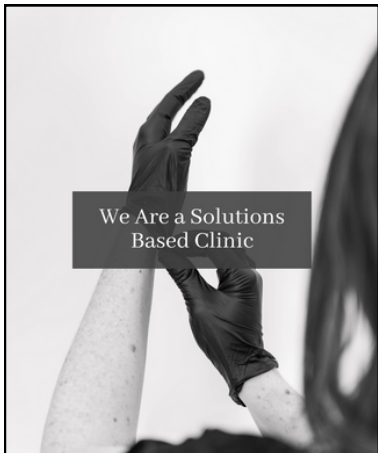
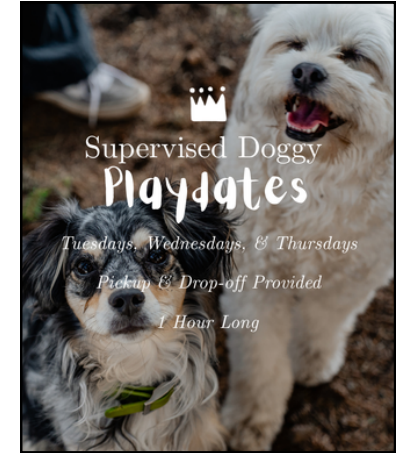
Boosted posts, on the other hand, take your reach to the next level. Paid ads are designed to target specific audiences beyond your organic followers, using detailed demographic, geographic, and behavioural data to ensure your message reaches the right people at the right time. They are ideal for driving traffic, generating leads, and achieving measurable results quickly.

At [Your Business Name], we recognize the power of combining these approaches.

Organic posts establish the foundation of your brand, while paid ads amplify your reach and accelerate your growth. That's why all our packages include an ad budget—to help you engage your current audience and expand your impact simultaneously.

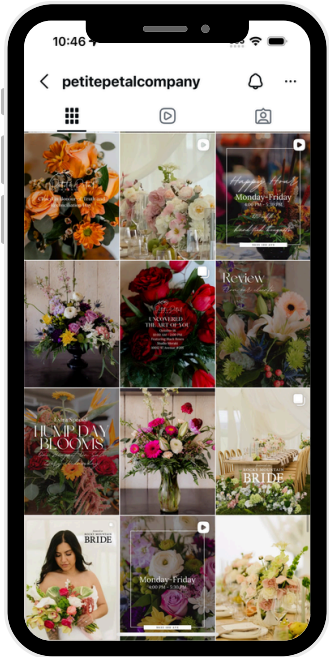


# Examples of Our Work



Video Examples Available Upon Request

# Moose Media Social Media Client Stats for 2025



## Impressions

Before Moose Media    With Moose Media



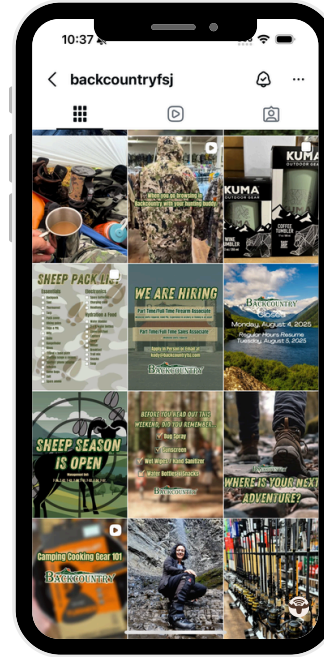
2024

73,981



2025

302.62K



## Impressions

Before Moose Media    With Moose Media



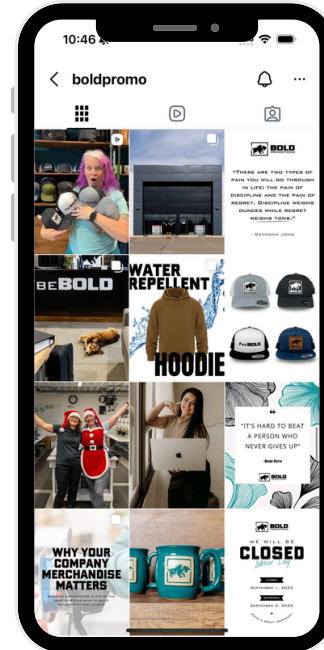
2024

55,750



2025

797.56K



## Impressions

Before Moose Media    With Moose Media



2024

122.93K



2025

242.62K



# SOCIAL MEDIA MANAGEMENT

## PACKAGE ONE MANAGEMENT

**\$715 PER MONTH**

- 10 total posts/month, which includes 3 reels, to be shared on Facebook/Instagram and LinkedIn
- \$50.00/Month in unique boosted ads on Facebook & Instagram
- Social media profile assessment
- Monthly brand consultation
- Utilize created content for physical marketing- i.e. Flyers
- Social statistics monthly

## PACKAGE TWO MANAGEMENT

**\$880 PER MONTH**

- 15 total posts/month, which includes 4 reels, to be shared on Facebook/Instagram and LinkedIn
- \$65.00/Month in unique boosted ads on Facebook & Instagram
- Social media profile assessment
- Monthly brand consultation
- Utilize created content for physical marketing- i.e. Flyers
- Social statistics monthly



ADDITIONAL SERVICES UPON REQUEST

BOOSTED AD BUDGET CAN BE INCREASED

ALL PRICES BASED ON A 6 MONTH CONTRACT

*A \$50 travel fee will apply to any contracts outside a 25 KM radius of Fort St. John*

# SOCIAL MEDIA CONTENT CREATION

*For those who want to remain in control of management but need the content to post*



**\$495 PER MONTH**

- 3 reels and 3 static post (or one additional reel in leu of static posts) per Month
  - Additional Reels at \$100/Reel
  - Suggested captions for created content
  - Monthly brand consultation
- 

**One-Time Content Creation priced at \$500/session** for a max of 4 reels



*A \$50 travel fee will apply to any contracts outside a 25 KM radius of Fort St. John*

ADDITIONAL SERVICES UPON REQUEST

ALL PRICES BASED ON A 6 MONTH CONTRACT

# SOCIAL MEDIA PAID ADS CAMPAIGNS

*For those who do not need organic posting but need help running paid ad campaigns*



**\$215 PER MONTH +  
AD SPEND AMOUNT**

- 1 Ad creation and set up each month
- Ad spend amount to be determined with client
- Oversight throughout ad run
- Monthly Ad Report



*A \$50 travel fee will apply to any contracts outside a 25 KM radius of Fort St. John*

ADDITIONAL SERVICES UPON REQUEST

ALL PRICES BASED ON A 6 MONTH CONTRACT