

Optimization Packages

BLACK COFFEE

Online Optimization Course (Supported In A Group Setting.)

Cost: \$725

- Each of the subjects below are videos stored inside of the online course
- Includes an online Facebook Group
- Includes a once a month Q&A
- 2: 15 minute consultations for when you're stuck
- Guided Worksheets for each video (13)

Videos:

1. How to optimize your business FB Page
2. How to optimize your personal FB Page for business
3. How to navigate the Instagram Platform
4. How to optimize your Instagram page for business
5. How to increase your viewership and engagement on Facebook
6. How to increase your viewership and engagement on Instagram
7. Caption consulting for Facebook & Instagram to increase engagement
8. Hashtags (How to create groups, Strategic & Saturated)
9. Live video strategy with Instagram and Facebook
10. Creative and strategic use of FB & IG stories
11. Instagram Stories (Why, How, & Growth Opportunities)
12. Apps & Websites to create beautiful & engaging content
13. CHECT Strategy



Optimization Packages

HONEY ALMOND MILK FLAT WHITE

Done For You Optimization Package

This package includes the "Black Coffee" Fempire Starter Optimization course as well as the following.

Cost: \$1,650

The following deliverables will be completed:

- Brand Board
- One Photoshoot
- Optimization of one business FB page
- Creation & Optimization of one business IG page
- Optimization of one LinkedIn page
- Curated hashtag vaults hand-picked hashtags for your niche
- Three meetings (1-1 ½ hours)
 - Development day
 - Mid-check-in
 - Final approval

*Does not include content creation





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OAT MILK VANILLA LATTE

Premium Optimization Package

Cost: \$2,175 | Full payment in advance or two payments of \$1,100

Our premium optimization package equips you to have a solid and exceptional online marketing system. After completing this package, you will have a visual brand, professionally optimized platforms, and a branded and integrated email marketing system. On top of that, you gain knowledge of the core principles of social media engagement and content planning, as well as personalized completed posts you can use as a reference for the future. The photoshoot included provides you with professional images to present your business online at a fraction of the cost of hiring a professional photographer. You get it all so you can show up like the TRUE LADYBOSS you are!

All deliverables covered within the FEMPIRE Foundation Optimization Course package are completed in addition to the following:

- Private time with Alexandra to review work completed and answer all your questions
- Brand board creation: identify all aspects of the businesses visual brand IE: colors, fonts, logos, inspiration, and style
- Creation/full optimization of a customer relationship management database AKA: Email Marketing Platform (Mailchimp or Flodesk preferred)
- One monthly newsletter template
- Consulting and integration of email sign up forms within Facebook and Instagram



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- One photoshoot for Facebook, Instagram & Instagram Story content creation
- Full evaluation of current followers on all platforms: Who they are, where do they live, age, their likes
- Social Media Marketing Strategy

Additional details can be replaced or included in the work schedule and are explained/talked about during the onboarding process after a deposit is received.



The Purchase Process & Terms

The purchase process goes as follows: once you've decided which optimization package is perfect for your business, we'll receive your deposit or full payment in advance then within 72 hrs. We'll create your work schedule within a Trello Board, contract, and invoice and will email it over.

After you've received your paperwork, and have signed and returned your contract we will collect the remaining balance if still outstanding and we will schedule our on-boarding meeting where we'll review all final details of the package, onboard you into the private Facebook group and will schedule all of our meetings in advance.

All packages are to be finished within in 6 months unless discussed differently in advance. Best case scenario would be completed within 2 months.

All purchases are final. LadyBoss Global Media does not offer or provide refunds. It is the responsibility of the client to show up during the packages allotted time to allow the package to be completed within the stated time.