



### **Instagram Power Up:**

Has your number of followers plateaued? Do you wish you had more likes or comments on your posts? When you search your branded hashtag, are you the only one sharing posts that use it? If you answered "YES" to any of those questions, it's time to power up your Instagram account!

Small creative businesses can't afford to ignore Instagram - with 300 million active daily users, this robust visual platform is ideal for connecting with customers. **Our 30-day action plan guarantees 7% growth or your money back**, ensuring that you'll reach your next Instagram milestone (and look good doing it!).

*We recommend 1 Instagram Power Up for your account per quarter.*

**Fee: \$500 quarterly; \$2000 for full year commitment (includes 4 quarterly power-ups and monthly activity boost for 12 months)**

- **Instagram Channel Audit & Polish**
  - Evaluation of existing content (analysis of photo quality, copy, & hashtag usage).
  - Account polish to ensure best practices (description with keywords, clear logo graphic, etc.)
  - Guidance for posting on channel; ***we recommend that clients post at least 3-5x/week during this 30-day period.***
- **Activity Boost**
  - Consistent engagement by liking posts & following users we target with specific hashtags.
- **4 Pieces of Original Content**
  - We'll create 4 custom graphics, styled photos, or shareable memes to be posted on your photo feed each week to tell your brand's story.
- **Weekly Updates**
  - We'll update you on your channel's growth each Friday via email.

### **Optional (limited availability):**

- **Instagram Takeover (\$275):**
  - We'll arrange a 2-day takeover with an industry influencer; content and number of photos and/or usage of Instagram Stories will vary.
- **Photo Challenge (\$175):**

- We'll design a 1-week photo challenge which includes custom promo graphic, creative prompts, & branded hashtag.