

Feature Breakdown (Social Media Management)

Here is the breakdown of Owen Mantz Copywriting LLC's Social Media Management package, categorized into Starter, Standard, and Premium tiers:

Feature	Starter Package (\$500)	Standard Package (\$1,000)	Premium Package (\$1,500)
1. Social Media Strategy Development			
Account Audit	✓	✓	✓
Competitor Analysis	✗	✓	✓
Audience Research & Persona Development	✓	✓	✓
Goal Setting & KPIs	✓	✓	✓
Content Calendar Creation	✗	✗	✓
2. Content Creation & Design			
Custom Graphics & Visuals	✓	✓	✓
Branded Templates	✗	✓	✓
Copywriting	✓	✓	✓
Content Adaptation	✗	✓	✓
3. Social Media Posting & Scheduling			
Automated Scheduling	✓	✓	✓
Consistent Posting	✓	✓	✓
Platform-Specific Posting	✗	✓	✓
4. Community Management			
Monitoring Brand Mentions	✗	✓	✓

Reputation Management	✗	✓	✓
Hashtag Monitoring	✗	✓	✓
5. Paid Social Media Advertising			
Ad Campaign Strategy	✗	✓	✓
Target Audience Segmentation	✗	✓	✓
Ad Creation	✓	✓	✓
A/B Testing	✗	✓	✓
Budget Management	✗	✓	✓
6. Analytics & Reporting			
Performance Tracking	✓	✓	✓
Monthly/Weekly Reports	✗	✓	✓
Sentiment Analysis	✗	✓	✓
ROI Analysis	✗	✗	✓
7. Social Media Account Growth			
Follower Growth Strategies	✓	✓	✓
Hashtag Strategy	✓	✓	✓
8. Crisis Management			
Social Media Monitoring	✗	✗	✓
Response Strategy	✗	✗	✓
9. Ongoing Consulting & Support			
Social Media Consulting	✗	✓	✓
Platform Training	✗	✓	✓
Account Optimization	✗	✓	✓