

Tier 1

One Time Initial Setup: \$300

- Facebook
- Instagram

Two Photo Posts or Ads: \$150

- Customer to supply images
- Kohn to supply stock images

Text Content:

- Customer to supply copy

Video Content:

- Customer to supply video. Custom video is available upon request (additional fee)

Management: \$150

- Manage all accounts above

Analytics: \$75

- Analyze and make recommendations to customer

Estimated Monthly Cost

\$375

Discounted Monthly for Yearly Contract

\$350

Tier 2

One Time Initial Setup: \$500

- Facebook
- Instagram
- Twitter
- Google Adwords

Three Photo Posts or Ads: \$225

- Customer to supply images
- Kohn to supply stock images

Text Content:

- Customer to supply copy

Video Content:

- Customer to supply video. Custom video is available upon request (additional fee)

Management: \$150

- Manage all accounts above

Google Adwords: \$75

- Setup adwords campaigns as necessary with key words and budgets

Analytics: \$100

- Analyze and make recommendations to customer

Estimated Monthly Cost

\$600

Discounted Monthly for Yearly Contract

\$540

Tier 3

One Time Initial Setup: \$750

- Facebook
- Instagram
- Twitter
- LinkedIn
- Blog
- Google Adwords & Display

Four Photo Posts or Ads: \$300

- Customer to supply images
- Kohn to supply stock images

Text Content: \$200

- Kohn to write copy

Video Content: \$400

- 1 Video per month from existing video content/stock video. Custom video is available upon request (additional fee)

Management: \$150

- Manage all accounts above

Google Adwords: \$100

- Setup Adwords campaigns as necessary with key words and budgets
- Create Display ads (up to 2 per month)

Following & Tracking: \$100

- Set Up Ad following & Pixel tracking for each campaign

Analytics: \$150

- Analyze and make recommendations to customer

Estimated Monthly Cost

\$1,500

Discounted Monthly for Yearly Contract

\$1,350