

FIG DIGITAL MEDIA

Boutique. Bespoke. Personalized Digital Marketing Consultants For The Hospitality Industry.



WHY FIG DIGITAL MEDIA IS RIGHT FOR YOU.

You have a business plan for your restaurant, do you have a marketing plan to communicate it to your customers? Does it include social media?

According to Forbes, 90% of consumers are checking out your social media pages and reading online reviews before coming through your doors. If you are not active on Facebook, Instagram and Twitter, you don't exist in the eyes of today's consumer.

Did you know?

- Facebook has over 2.27 Billion monthly users as of Q3 2018, according to Statista.
- Instagram has over 1 Billion monthly users as of June 2018, according to Statista.
- The hashtag #FOOD has over 304 Million posts on Instagram as of November 2018!

ARE YOU A PART OF THIS CONVERSATION?

At Fig Digital Media, we know where your customers are, how to reach them and how to engage them to turn them into your LOYAL customers.

- We are not a traditional marketing / PR agency. We offer personalized digital marketing consulting for the hospitality industry with special focus on restaurants.
- We can provide you with strategy and training for you to do your social media tasks yourself, work in tandem with a PR agency or anyone you've hired to do your marketing, or we can do the work for you and save you time and effort.
- We combine the expertise of corporate marketing executives, the savvy of active food bloggers and social influencers and the knowledge of food and wine writers and educators ready to help you conquer social media.

WHAT WE DO:

Fig Digital Media provides the following digital marketing consulting and project execution services as listed below.

1. Project Management: one point of contact for all your digital marketing needs.
2. Social Media & Digital Brand Assessment to optimize your social media pages.
3. Social Editorial & Digital Advertising Calendar with campaign recommendations.
4. Creative Content Campaigns for increased brand awareness, special events and promotions.
5. Social Content Creation with food-centric, visually appealing branded content.
6. Curated user-generated content for repost, as available.
7. Targeted Digital Ads with Landing Pages and Trackable Offers.
8. Post Boosts strategy to increase targeted audience reach.
9. Email Database Building and Email Campaigns to remain top of mind with opt-in list of customers.
10. Influencer Marketing: Host Targeted Media & Special Events and conduct Influencer Outreach to build ongoing relationship with local influencers.
11. One-on-One Marketing Consulting / Ongoing Assessment
12. Custom Social Media, Influencer Outreach and Food Photography Training Sessions and Online Courses.

We provide you with expert guidance in social media and digital marketing best practices, to help you get the best Return On Your Investment!

SOCIAL MEDIA CAMPAIGN PACKAGE:

The standard Social Media Campaign Content Package includes project management, digital marketing strategy, social content creation, social content posting on Facebook and Instagram, and email campaign messaging and design for one campaign.

A Social Media Campaign is defined as one core marketing message such as grand opening, new menu introduction, holidays, event catering, brand awareness, etc. communicated for a period of up to 4 weeks.

Included services are as follows:

- One-on-One consultation strategy call with Client and Project Management to establish desired message, strategy and outcomes.
- (8) Social Content Posts Creation for Facebook and Instagram which includes posting of captions, account tags, hashtags using client provided photos. (see A La Carte photography services below if high quality photos not available.)
- (1) Email creative set up, layout, and copywriting provided to be used with existing database and email software.*

\$950 / per campaign

The recommended amount of social posts and emails may vary based on the details of the campaign and how much information needs to be communicated. The above package is a minimum requirement for any social media campaign. For additional services, please see our A La Carte menu.



A LA CARTE SERVICE ENHANCEMENTS:

Additional products and services to enhance your digital marketing strategy can be added A La Carte. Should you wish to contract for multiple campaigns and additional services, a special priced proposal will be offered.

✓	A LA CARTE SERVICE ENHANCEMENTS FOR EXISTING CAMPAIGNS	
Social Content Creation		
	Additional (5) Facebook & Instagram Posts	\$375
	Additional (10) Facebook & Instagram Posts	\$625
	<i>Custom package available upon request for multiple posts per day</i>	<i>quote</i>
Email Marketing		
	Additional email creative for existing campaign	<i>quote</i>
	*External Email Software account set up and importing of existing database (Active Campaign / Mail Chimp) - (Does not include software monthly cost.)	<i>quote</i>
Digital Ads (Facebook, Instagram) * + Ad Spends		
	Facebook ads creation, audience targeting and ad monitoring	\$550*
	Facebook & Instagram Boost with audience targeting	\$325*
Photography & Video Services <i>Travel required and included up to 50 miles, within state of Florida. Outside of 50 miles or out of state, please contact for a quote.</i>		
	Photo Shoot with (10) edited food-centric photos for social media content use.	\$500
	Additional (10) edited photos	\$250
	Video for social posts (5-15 sec)	\$200
	Video for social posts (16 - 35 sec)	\$350
	Long Form Video, InstaStories and Facebook Live video	<i>quote</i>
	Event Photography on site with (10) edited food-centric photos for social media content use.	\$700

Influencer Marketing	
Influencer Event (includes vetting of media influencers by niche appropriate to campaign and all communications.)	\$1,500
Marketing Strategy Consultation	
One hour one-on-one marketing strategy consulting video or conference call. <i>(Multiple calls special priced package available.)</i>	\$150
Digital Media Training	
Easy Food Social Media Online Course	<i>coming soon</i>

Additional digital advertising services including trackable ads, landing pages, SEO optimization are available for pricing upon request.

CLIENT INVOLVEMENT:

The success of our digital marketing efforts rely on open and timely communication and synergy with the client. We will make it easy for you to provide us the information we need so we can get your social media working for you.

NEXT STEPS:

1. [Click here](#) to schedule your initial consultation call.
2. Let us know what services you wish to contract.
3. Sign agreement and provide payment via check or Zelle as per invoice.
4. Provide content needs for the contracted campaign, by agreed upon due date, no later than 15 days prior to start of campaign.

We look forward to taking care of your social media and digital marketing needs, so that you can save time while also turning your social followers into loyal customers. We'll take the social media off your plate so you can focus on serving a delicious plate to your customers.

Thank you for your consideration.

Christina Thomas, Lisa Wilk & Jennifer Graddy