

THE SQUEEZE SOCIALS *Portfolio*



calleigh@thesqueezesocials.com

ABOUT ME

Hi! I'm Calleigh Wilson, a 20 year old from North Carolina! I attended Liberty University where I graduated in three years with a degree in Strategic Communication: Social Media Management!

Growing up I always enjoyed photography and the creativity that goes along with social media and graphic design. Those interests led me to pursue social media management in college. Which has now led me here, to freelance social media management working with wonderful clients.

I have ran multiple social accounts for businesses from Heath Care to Summer Camps. I aspire to help small businesses who want to connect with their community and grow their online presence.

My personal online portfolio: calleighwilson.com



ABOUT THE BRAND

THE SQUEEZE SOCIALS - *"making every drop count"*

The tag line "making every drop count" came from the ambition to help small businesses, brands, and creators get the most out of their social platforms and utilize every tool. Your social media page is a huge marketing opportunity for every brand or creator - that doesn't cost a cent.

I enjoy working along side clients to make their social media dreams come to life whether that is just making their feed look nice for current followers such as for local businesses, maintaining established accounts and just taking off the workload of coming up with content ideas, editing, and posting, or if you want to start your brand and don't know what the first step is I can help!

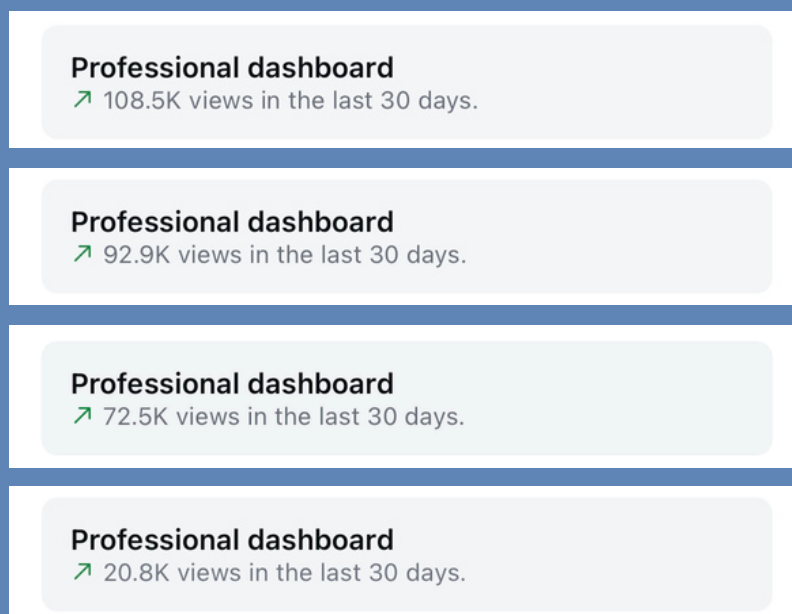
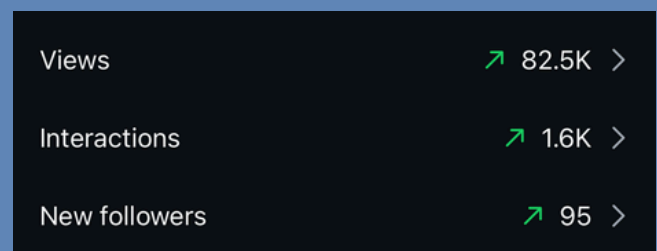
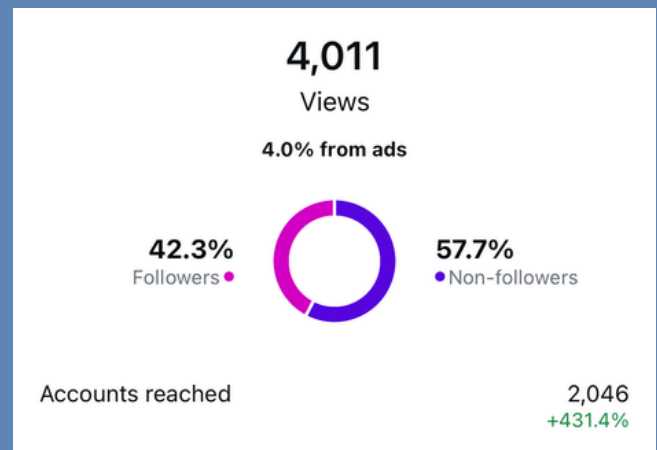
The idea of the squeeze socials is to work with each client individually to create custom packages depending on your needs and budget. Because trust me - I know how to ball on a budget over here. Taking the lemons and making lemonade.



PROGRESS

These are screen shots from business profiles and personal brand profiles that I have worked with and the numbers they have seen in progress.

The two pages that are shown their goals were only to create a cohesive looking feed to cater towards their local client base, rather than to build a huge platform. But, with consistency and quality content they are still steadily growing their accounts.

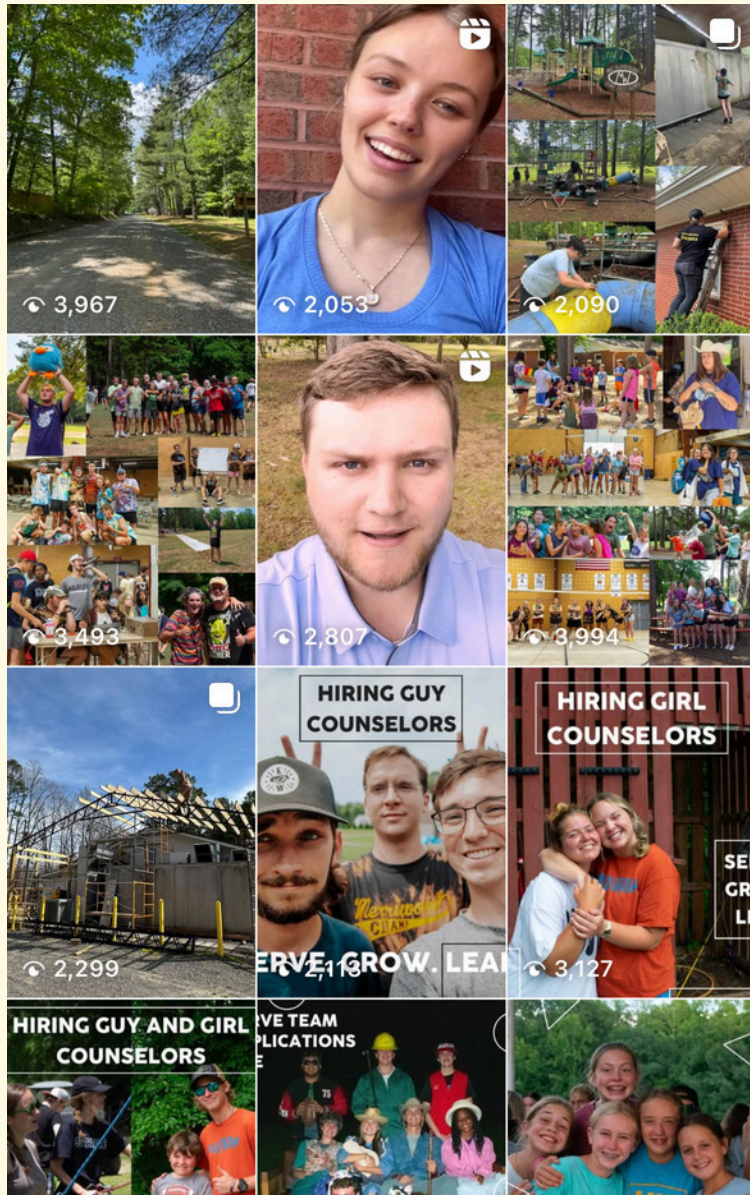


RESULTS

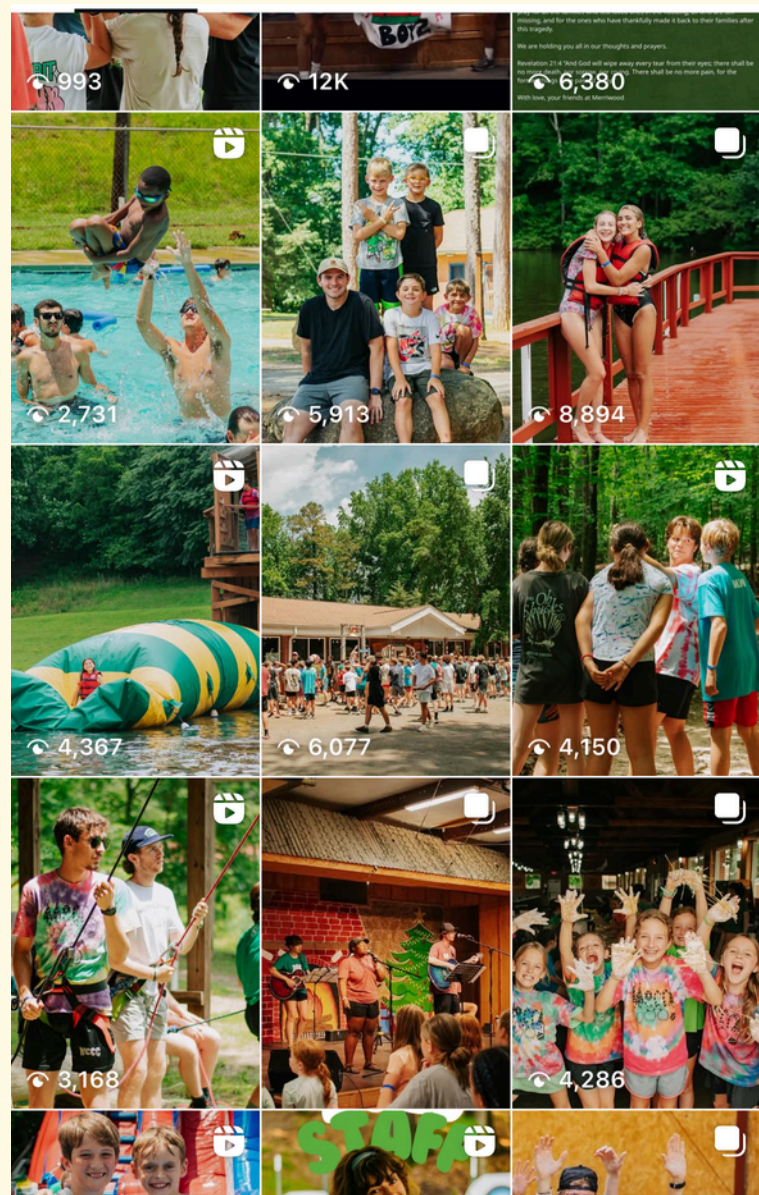
These are from the summer camp that I managed where their goal was to show parents and campers highlights of the week, during the week, through social media. Their goals where to have a more cohesive look, better quality content, and to be more consistant in posting.

They're goals were not however to grow their account. That did happen naturally with the variables that they wanted though. They have seen 300+ new followers before the end of summer.

BEFORE



AFTER



PACKAGES & PRICING

Social Media Management

Full Management - starting at \$1,200/month

This includes full management of up to three social media platforms.

- Onboarding call to discuss brand image, strategies, goals
- Up to 30 posts/month managed + scheduled on each platform
- Content ideas laid out for you + help with a script (if video format)
- Editing all posts
- Scheduling posts to platforms + managing engagement
- Closely work with me and call or text me for quick responses. I want this to be your dream socials + reflect the image of your brand that you see in your head.
- ****It is the responsibility of the client to provide all photos and videos for the squeeze socials to edit & post.****

Partial Management - starting at \$700/month

This includes management of one social media platform.

- Onboarding call to discuss brand image, strategies, goals
- Up to 15 posts/month managed + scheduled
- Editing all posts
- Scheduling posts to platforms + managing engagement
- Closely work with me and call or text me for quick responses. We want this to be your dream socials + reflect the image of your brand that you see in your head.
- ****It is the responsibility of the client to provide all photos and videos for the squeeze socials to edit & post.****

Custom Package - prices vary

This is fully custom to the individual client. You can choose any services that we offer and put together a plan that is only what your unique business needs.

- Onboarding call to discuss brand image, strategies, goals
- Choose management of 1-3 platforms
- From 10-35 posts/month managed
- Editing all posts
- Choose from a variety of other services (such as stories, content creation, or ads)
- Closely work with me and call or text me for quick responses. We want this to be your dream socials + reflect the image of your brand that you see in your head.
- ****It is the responsibility of the client to provide all photos and videos for the squeeze socials to edit & post.****

ADDITIONAL SERVICES

Coaching - \$50-120 / call

Want to launch your brand on socials, but may not have the budget for a social media manager, you have never used a specific social media platform before, or you feel confident in your own aesthetic and creative abilities to run the page independently, but don't know exactly where to start?

Coaching may be the perfect fit for you! In a coaching call we can solve many different problems and help you find tools you can utilize that you never knew about before.

\$50 - a 30 minute call answering questions, discussing strategies.

\$85 - a 45 minute call helping you actively set up your brand pages, answer questions.

\$120 - a 1-1.5 hour phone call answering all questions, discussing strategies, tips & tricks of social media, and helping set up any social media platforms.

Stories - \$80-200/month

Want to be more active on stories and utilize the engagement that can come from posting stories, but don't have the time to edit or post them yourself? We can create graphics for your stories or take photos and videos you send us to incorporate them into stories.

Pricing varies depending on volume of stories per month.

Instagram/Facebook Ads - starting at \$400/month

Want to fully squeeze out all the potential that Instagram and Facebook have for businesses and have a little money to spend on it? Running ads from your page might be the best option.

You can work with me and creating the perfect ad for your brand or business, I will edit, monitor insights on how well it is performing, give advice on ads, and all you have to do is provide the photo or video content.

Ads will cost an additional amount to run. The cost you pay to me is not including how much you choose to spend to run your ads.

****It is the responsibility of the client to provide all photos and videos for the squeeze socials to edit & post.****

ADDITIONAL SERVICES

Content Creation - starting at \$800

Instead of having to record or take pictures of your products and worry about the quality of the images or videos you can work with us to do it for you! How this service works is you will send us any and all products that you want to promote, you will work with us on what kind of feel you want for your brand, if you want videos or photos or a mix of both.

****This service excludes personal brands - that means that your page is for a specific person promoting a service and not a company promoting goods.**

However, local businesses who work with us within North Carolina are also able to opt in to us coming out to them and filming a batch of video content or having a photoshoot for the brand.



Additional Comments

We want to work with you for whatever you need. Whether that is a full social media management package with add ons such as stories or ads or if you only choose to have one service done by us such as stories or content creation. We would love to schedule a call with you anytime to discuss options!

CONTACT ME

To set up a call or ask questions email me!



Calleigh@thesqueezesocials.com

You can also find me on all social platforms at



thesqueezesocials

coming soon:



thesqueezesocials.com



Calleigh Wilson

find more content + connect with me here!



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