



**Strategic Social Media
Consultancy & Support**

Specialist Consultant

Stacey Wright

I'm proud to help brands deliver high-profile, profitable and engaged social media strategies on a daily basis. With a keen eye for great content, and highly effective at building successful partnerships and communications, I'm also trained to the Chartered Institute of Public Relations standard in Crisis and Issues Management.



Regular contributor giving strategy advice on the 'Social Creatures' Podcast series (available on Spotify [here](#))

- Social network expertise:  Meta       
- Management platforms:  **sproutsocial**  Google Analytics



A short horizontal line with a teal segment on the left and a white segment on the right.

Pricing & Resource Guide

The background is a photograph of a desk in a dimly lit room. On the desk, there is a silver laptop, a notebook, and a pen. A cane chair is visible behind the desk. The lighting is soft and warm, creating a professional yet cozy atmosphere.

Services & Fees

Unlike a traditional agency, I can offer pricing and service delivery options whereby 100% of fees go into consultation time, as there's no high overheads to cover.

To offer maximum flexibility I recommend a fee of **£450 per day** (7 hours) as standard and £350 per day for arts and non-profit organisations. Support requirements are defined by you, on either a monthly retainer basis and/or rolling contract. Hours are split across a month as desired (not allocated to a single date per month). Please find below recommended levels of support and pricing to meet your objectives:

Service	Time Required	Fee (standard)	Fee (non-profit)
Social Media Audit & Benchmarking	1.5 x days per report (data analysis, creation of benchmarks, content strategy advice)	£675 + VAT per report	£525 + VAT per report
Social Media Advertising	2 x days per month (ad creation, bid strategy, and management included - setup and reporting not included)	£900 + VAT per month	£700 + VAT per month
Influencer Outreach & Management	2-3 days per month (research, outreach, talent handling, content management)	£900 - £1,350 + VAT per month	£700 - £1,050 + VAT per month
Social Media Content Consultancy	2-3 days per month (ideation, asset briefs, content calendars, publishing - not including production)	£900 - £1,350 + VAT per month	£700 - £1,050 + VAT per month
Google Search Advertising <i>(outsourced)</i>	1 x day per month (strategy advice, pay-per-click search and display advertising)	£400 + VAT per month	£350 + VAT per month

A short horizontal line with a teal-to-white gradient, positioned above the 'Thank you.' text.

Thank you.

Stacey Wright,
Strategic Social Media Consultant

stacey@stacey-wright.com | +44 (0) 7495971380