

## Social Media Packages

<b>A Create a Facebook Page</b>	<b>B Create Facebook Ads</b>	<b>C Create a Property Video</b>	<b>D Additional Marketing</b>
<p><b>Basic Option Includes:</b></p> <p>A Facebook Page for showcasing photos that highlights features and unique qualities of your for-sale home</p> <p>Photos for your Page with descriptive captions of the inside and outside of your home.</p> <p>Use of Face book “Notes” to add additional descriptive narrative to your property’s listing details</p> <p>Use of the “Events” function on your Facebook Page to set up an event and invite others to attend</p> <p>Referrals from interested home buyers are sent directly to you, via email.</p> <p>Photos provided by the client or from a professional photographer</p> <p><b>Enhanced Option Includes</b> Photos and video can be taken by Northern Lights Home Staging for an additional \$150.</p>	<p><b>Basic Option Includes:</b></p> <p>Facebook Ads promote:</p> <ol style="list-style-type: none"> <li>1. Facebook Page</li> <li>2. Open Houses</li> <li>3. Video (must select Option C)</li> </ol> <p>The \$60 fee is calculated at the minimum Facebook ad cost of \$1 per day plus \$30 For Northern Lights Home Staging and Design to create the ads and monitor them.</p> <p>Northern Lights Home Staging will make payment to Facebook for ad costs.</p> <p><b>Enhanced Option Includes</b> By paying more (\$2 per day) to Facebook, you can increase your ad exposure to a larger audience or concurrently run your ad promoting your page and open house events.</p>	<p><b>Basic Option Includes:</b></p> <ol style="list-style-type: none"> <li>1. A video of a for-sale home showcasing your photos (provided by you), property details and home seller’s contact information</li> <li>2. Uploading of the video to a Facebook Page that has already been created specifically to feature and promote your home sale</li> <li>3. Converting the video to a “YouTube” promotional video that can be: <ul style="list-style-type: none"> <li>- Added to a Facebook Page</li> <li>- Used in a Face book Ad</li> <li>- Included on a For-Sale-By-Owner (FSBO) website that is compatible with You Tube files</li> <li>- Included on a Multiple Listing Service (MLS) site where allowed as part of your home’s marketing strategy.</li> </ul> </li> </ol> <p><b>Enhanced Video Option Includes:</b> Video interviews with the home seller (taken by Northern Lights Home Staging).</p> <p>Video clips of various rooms and exterior</p> <p>360 degree video footage of select locations in the home (taken by Northern Lights Home Staging).</p>	<p><b>Includes:</b></p> <p>This package also includes additional exposure on social media sites associated with Northern Light Home Staging &amp; Design’s:</p> <ul style="list-style-type: none"> <li>- Facebook Business Page</li> <li>- Twitter</li> <li>- Google+</li> <li>- Pinterest.</li> <li>-Business website</li> </ul>
<b>Basic Option: \$195</b>	<b>Basic Ad: \$60</b>	<b>Basic Video: \$150</b>	<b>Marketing fee: \$60</b>
<b>With Enhanced Option: \$345</b>	<b>With More Exposure: \$90</b>	<b>With Enhanced Video: \$400</b>	