Social Media Client Starter Kit

Pricing, outreach and onboarding for selling social media management with Viral Dashboard — the business side, in one kit.

Pricing Your Service

- Starter (1 platform set, 12 posts/month): $300–$500/month — right for a single local business
- Growth (multi-platform, 20+ posts, inbox management): $750–$1,200/month
- Full-service (content + engagement + monthly report): $1,500+/month
- Price the outcome (visibility, leads, time saved) — never the number of posts alone

The 4-Day Outreach Sequence

- Day 1: audit their current socials — screenshot 3 specific gaps (no posts in 14 days, no bio link, unanswered comments)
- Day 2: send a short message leading with ONE gap and a free sample post you already made for them in Viral Dashboard
- Day 4: follow up once with a 30-day content mock-up for their brand (the AI calendar makes this a 10-minute job)
- On the call: show the calendar, the inbox and a sample report — sell the system, not the software
- Close with a 30-day paid trial month, not a discount

Client Onboarding Checklist

- Collect brand assets: logo, colors, fonts, tone examples, offers, FAQs
- Connect accounts together on a call — never ask for passwords by email
- Agree the approval workflow: who approves, by when, what happens on silence
- Set expectations in writing: posting cadence, reply hours, monthly report date
- Week 1 deliverable: full 30-day calendar for approval before anything posts

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