

NATIONAL SMO COMPARISON SHEET

Feature Set	Budget (60 Hrs)	PREMIUM (88 Hrs)	Ultimate (120 Hrs)	
SMI ACCOUNTS TO MANAGE	Facebook	●	●	●
	Twitter	●	●	●
	Instagram		●	●
	Pinterest		●	●
	LinkedIn			●
	YouTube			●

INITIAL MARKETING REPORTS	Content Strategy Sheet	●	●	●
	Project Management Report	●	●	●
	Group Promotional Content Posting	●	●	●
	Editorial Calender	●	●	●
	Participating in Trending Topics		●	●
	(National Region) Facebook Ads Manager		●	●
	National Trending Hashtags Research		●	●

SOCIAL MEDIA UPDATES	Social Media Art Works/ Cover Images Updates	1 in 1 Month	2 in 1 Month	4 in 1 Month
	New Social Media About Us Description Updates	●	●	●
	Social Media About Us Content Updates			●

PROJECT CONTENT CURATION PROGRESS	Custom Posts Creation With Branded Graphics (Weekly)	3 to 4	7 to 17	22 to 27
	Scheduling Posts With Tools	●	●	●

PAGE REPUTATION MANAGEMENT	Respond To Comments & Replies	●	●	●
	Respond To Direct Messages & Mentions	●	●	●
	Spam Monitoring (Weekly)		●	●