

checkmate marketing

Social Media Plans
May 2025

Make Moves.

At Checkmate Marketing, we offer a range of marketing services designed to help your business grow. Whether you're just starting out or looking to scale, we have a plan for you.

We specialize in **holistic, results-driven strategies** that begin with optimizing your sales process and marketing efforts, ensuring every step you take leads to **measurable growth**.

As the marketing arm of our consultancy, we bring the same expert advice that businesses pay hundreds of pounds for each month—into your hands, without the hefty price tag.

With Checkmate Marketing, you get the benefit of **years of strategy, consultancy, and execution**—all designed to work seamlessly for your business.

We combine this expertise with the power of AI-driven solutions, allowing us to **streamline and automate tasks** that traditionally take up valuable time and resources.

Leveraging cutting-edge AI tools, **we pass on these time and money savings directly to you**, offering hands-free services that drive results while keeping costs down. This means you get the best of **both worlds—expert guidance and high-performance services powered by technology**—all with minimal overhead.

By working with Checkmate Marketing, you're not just hiring a marketing agency.

You're gaining access to a **comprehensive, scalable system** built to grow your business efficiently, with expert advice, innovative strategies, and technology-driven solutions—all designed to give you more time to focus on **what you do best**.

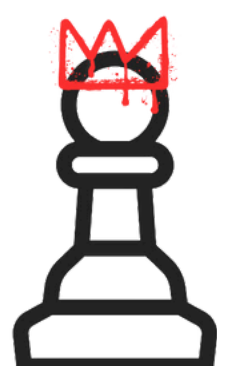
Additional Information:

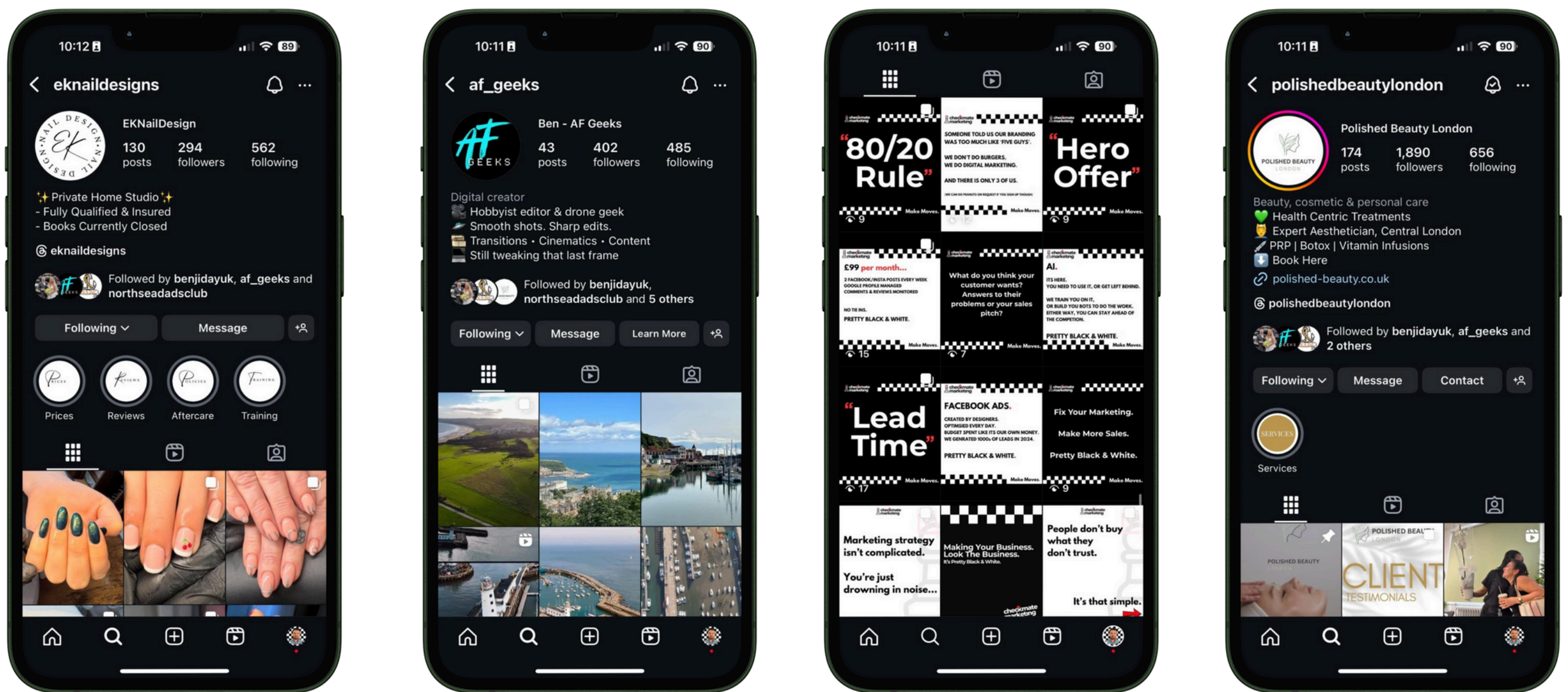
Our Guarantee - If we work together for 90 days with no tangible results from our set KPIs (set from day one) we will work for a further 90 days free of charge in whatever service we feel will best suit your goals.

All monthly plans require a 3-month minimum commitment. 90 days gives us adequate time to test, measure and scale. We can't guarantee results within 30 days, marketing takes time. However we are proud of our average ROI of 250%* after 6 months of working with us.

Prepay Discount: All monthly plans come with a 10% discount when you prepay for 3 months. This is refundable pro-rata.

I look forward to growing your business with you.
Benjamin Day
Founder





Social profiles audited

Social profiles taken over

High Resolution logos and bio optimised

Curated, on brand profiles

Posts / carousels / reels designed

Content created and /or edited

All posted & created by humans

Engagement with other accounts

Stories & interactivity planned

Growth strategies planned

Always looking to monetise the visibility

Linked with other digital platforms

Social Media Management

Plan / Price / What's Included & Ideal For...

The Maintainer

£99/month

2 Facebook posts & Google Business Profile management. Ideal for businesses looking to maintain a basic online presence with minimal effort.

The Boost

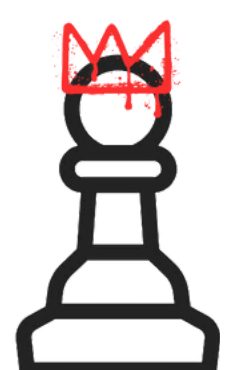
£275/month

20 posts across any platforms, monthly content schedule, reporting, strategy calls. We reply to comments, watch your socials and grow you steadily. We will edit content provided by you to be used across your socials. Ideal for small businesses wanting to establish their online presence and make connections and grow rapidly on their socials.

The Scaler

£425/month

8-10 posts per week across multiple platforms, creating and editing content, personal 1:1 number, weekly reporting, content days, posting in local groups, engaging for 30 mins per day across your socials and always looking to make sales through your socials. Ideal for growing businesses looking to monetize your socials and start making money through digital means.



Looking for a bit more value...



	The Maintainer	The Starter	The Rook
Price	£99 p/m	£475 p/m	£725 p/m
Minimum Term	30 Day Rolling	3 months	3 months
Social Posts (Reels & Carousels)	2 per week	5 per week	8 per week
Number of Social Platforms	FB & Insta	3	4
Google Business Management	✓	✓	✓
Stories & Engagement on Socials	-	✓	✓
Content Creation & Editing	-	Monthly	✓
Ad-hoc Graphic Design	-	-	✓
Consulting & Strategy Calls	-	On sign up	Monthly
Website Management	-	✓	✓
FB & Instagram Ad Campaigns	-	-	✓
AI Automations	-	Website	✓
CRM & Email Management	-	-	✓