

■ Partnership Pathways for Small Business ■

Social Media & Marketing

Tier	Basic – \$500/mo (~5 hrs)	Mid-Level – \$1,000/mo (~10 hrs)	Full-Service – \$2,000/mo (~20 hrs)
Posts	4 posts/month	8 posts/month	12–16 posts/month
Reels/Stories	2 stories/polls	4 reels + 4 polls	8 reels + 8 polls
Extras	Page optimization	Content calendar	Ad management, analytics, strategy session

Recruitment & Hiring Strategy

Tier	Basic – \$750/project	Mid-Level – \$1,500/project	Full-Service – \$3,000/project
Roles	3 roles	5 roles	Unlimited (hiring event)
Resumes	25 candidates	75 candidates	200 candidates
Extras	1 consult	Interview guides + sourcing recs	Pipeline reporting + coordination

Data & Process Insights

Tier	Basic – \$500/mo	Mid-Level – \$1,000/mo	Full-Service – \$2,500/mo
Scope	1 function review	2–3 functions	Full business insights
Dashboards	Simple KPIs	Custom dashboards	Advanced dashboards + reports
Extras	Key report	Monthly recs	Quarterly presentation + team training

Combined Growth Package (Signature)

Tier	Signature – \$4,500/mo (~40 hrs)
Includes	Full Social Media + Recruitment + Data
Extras	Bi-weekly strategy calls, tailored campaigns, on-call support

Lacey Speaks – Energy in Motion for People & Businesses