



Social Media MANAGEMENT



www.careid.us



hey, alexa...

HELP ME WITH MY SOCIAL MEDIA

CREATIVE DIRECTOR
+ BRAND SPECIALIST

Alexa's career began at the age of 17 creating her father's, Carlos Torres, marketing material. With over 15 years of experience she is known for her keen marketing skills, responsiveness, and educating her clients. She ensures her clients are always taken care of and expresses a genuine interest in each person she works with. Bilingual in English and Spanish, Alexa serves a diverse range of clientele.

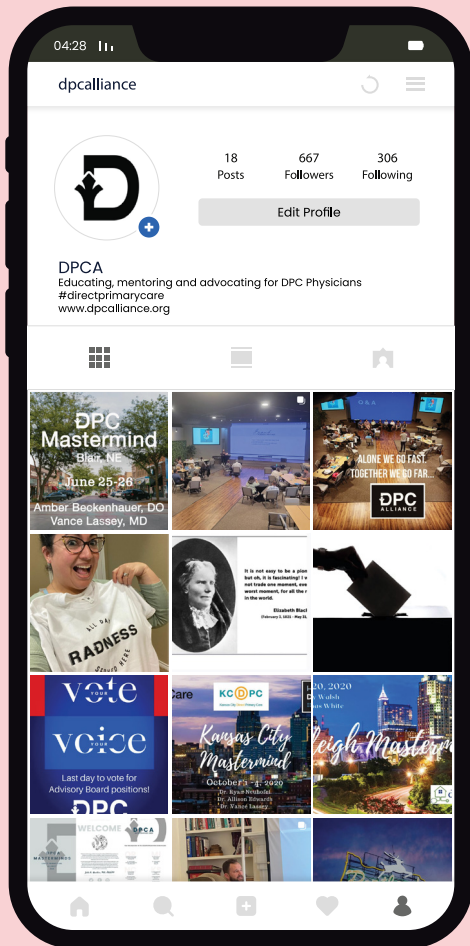
Her heart is to help other care clinics establish their brand's vision within their communities. In 2009, Alexandra, graduated from the Art Institute of Houston with a BFA in Interior Design. She created a website hoping to work in her chosen profession. Many people saw her brand and asked if she could help with their start-up's branding as well! This is where her love for branding was born.

15+ Years Experience

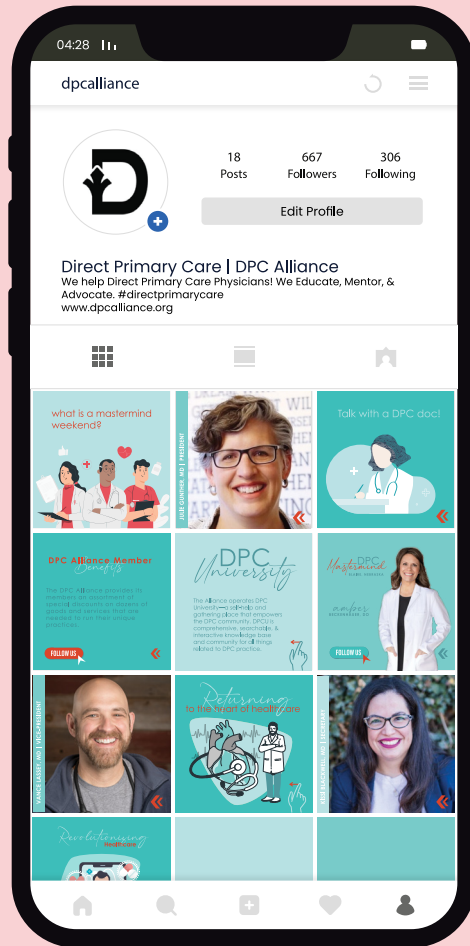




before



after



Facebook & Instagram

No company is one-size fits all. So, why should your social media marketing plan be? Care identity works with each client to set their personal growth goals.

Social Media MANAGEMENT

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INSTAGRAM

GEO TAG LOCATION



TRENDING HASHTAGS

ONLINE PRESENCE

REACT & REPLY TO STORIES & POSTS

DESIGN HIGHLIGHT COVERS

STORIES

CALL-TO-ACTION

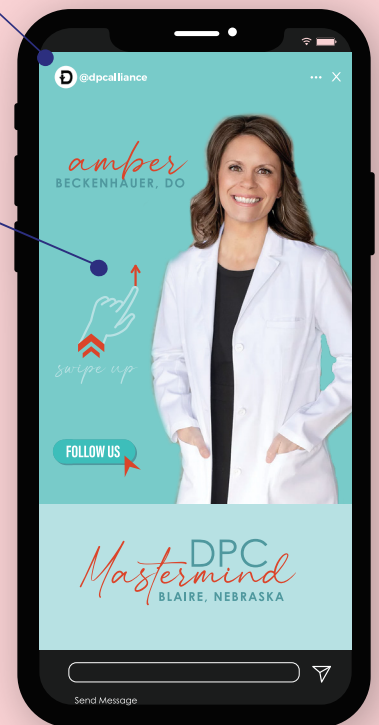
HELPFUL TIPS!

INSTAGRAM STATISTICS



- Instagram has 3.76 billion visits every day
- 500 million people use Stories every day
- 63% of American users check Instagram at least once day
- The average user spends 30 minutes a day on Instagram
- 81% of people use Instagram to research products and services

BRAND IDENTITY



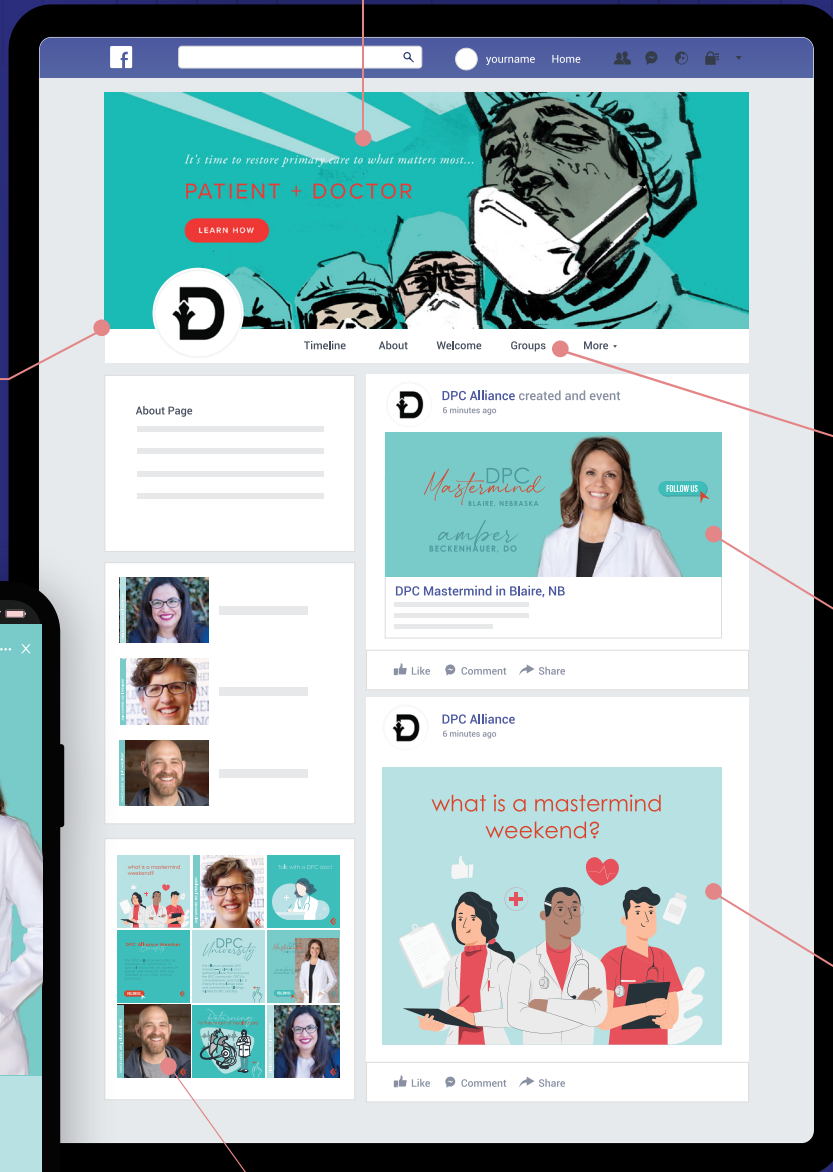
STATISTICS FROM HOOTSUITE

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BRAND IDENTITY



BRAND AWARENESS

Build brand awareness and online presence

JOIN GROUPS

Post in audience related groups

CONTENT DESIGN

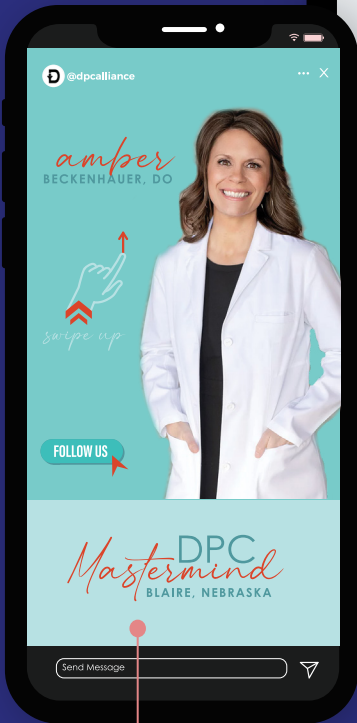
Create, design, & develop social media content; does not include blog content

WEEKLY POSTS

Post 3-4 days a week on news feeds and stories

FACEBOOK STATISTICS

- Facebook is the world's third most-visited website
- More than half of American users check Facebook several times per day
- The average user spends 34 minutes per day on Facebook
- 80% of people access the platform using mobile only



STORIES

AESTHETIC POSTS

Eye-catching designs to engage your audience

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BRAND AWARENESS

what is a mastermind weekend?

JULIE GUNTHER, MD | PRESIDENT

Talk with a DPC doc!

DPC Alliance Member
benefits

The DPC Alliance provides its members an assortment of special discounts on dozens of goods and services that are needed to run their unique practices.

FOLLOW US

DPC
University

The Alliance operates DPC University—a self-help and gathering place that empowers the DPC community. DPCU is comprehensive, searchable, & interactive knowledge base and community for all things related to DPC practice.

Mastermind
DPC
BLAIRE, NEBRASKA

amber
BECKENHÄUER, DO

FOLLOW US

VANCE LASSEY, MD | VICE-PRESIDENT

Returning
to the heart of healthcare

KISSI BLACKWELL, MD | SECRETARY

Care Identity creates & designs meaningful content to better engage your audience. We personalize each client's social media marketing strategy based on what is important to them.

AESTHETIC POSTS



\$6750

Six (6) Month Commitment | Paid Up Front

25% Discount for paying in full. Monthly price is \$1500/mo with a minimum six (6) month commitment.

No paid ADs, all organic growth.



Instagram

- Brand Identity & Consistency
- Build Brand Awareness
- Trending Hashtags
- Stories + Call-to-Action when Applicable
- React and Reply to Stories & Posts
- Create, Design, and Develop Social Media Content per our Designers' creative direction
- Geo-tag Location
- Follow Locals when Applicable



Facebook

- Brand Identity & Consistency
- Build Brand Awareness
- Post Stories
- Join Audience Related Facebook Groups + Post
- Create, Design, and Develop Social Media Content per our Designers' creative direction
- Post Events when Applicable*

*Event Calendar, Blog Posts, or Videos need to be provided to Care Identity one (1) month in advance for content creation and scheduling.

ADDITIONAL SERVICES



IG Grow Followers Quickly \$250/mo

These are not always local followers and most likely not to convert; Benefit is appearing to have a Large Social Media presence



FB Grow Followers Quickly \$550/mo

These are not always local followers and most likely not to convert; Benefit is appearing to have a Large Social Media presence



Daily Posts \$250/mo

Get posts 7 days a week + Content Creation for each day



REELS or 1-on-1 Coaching \$100/hr

30-60 Minutes coaching sessions



Blog Posts with SEO \$100/each

Up to 300 words



Blog Posts with SEO \$150/each

Up to 600 words



Paid ADs TBD

Targeted Paid ADs can help grow your following and aids in follower conversion



Create Canva Templates \$85/hr

We can create templates for Client use for day's Care Identity does not post