

CARAMEL TINTED LIFE

SOCIAL MEDIA MANAGEMENT SERVICES

ABOUT ME



Hi, I'm Shinta Simon, a former marketing strategy consultant with companies such as IBM and Genpact. After an 8-year long marketing career, I switched to food blogging in 2015 and am now a full-time content creator. I am a professional food blogger at www.carameltintedlife.com, and the co-founder of the expat platform, www.namasteswitzerland.ch.



My food blog, www.carameltintedlife.com, receives more than 70,000 pageviews a month, and I have been featured in notable media platforms such as CNBC, Nau.ch, Men's Journal, A Taste of Home, etc. I am also a publishing partner with Mediavine, a leading ad-service company.

WHY WORK WITH ME?

Over the last several years, I have strategically grown my food blog and social media platforms through industry best practices. I believe in 100% organic growth. I am passionate about quality content and organic engagement with a digital community, and in representing your brand values authentically.

OUR SOCIAL PLATFORM METRICS



Website pageviews:
70,000+ per month



Facebook page:
2000+ followers



Instagram:
3450+ followers



Pinterest:
365,000+ monthly views

FEATURES AND MEDIA MENTIONS



Pinterest Management Services

Pinterest Account Management Services include the following:

- Identify your Pinterest goals and create a strategy to work towards those goals
- Preliminary account setup, creation of Pinterest SEO-optimised boards
- Creation of pinnable images, setting up pinning schedule
- Pinterest Story pins and Video pins in line with account goals
- Consistent posting schedule with daily pins
- Creating graphics and editing images shared by client
- Running Pinterest ad campaigns as needed
- Monthly checkpoint call, weekly email checkpoints

Monthly Price: 1100 CHF (3 months minimum contract)

Instagram Management Services

Instagram Account Management Services include the following:

- Identify your Instagram goals and create a strategy to work towards those goals
- Preliminary account setup/clean-up, creation of a content calendar
- Writing Instagram posts - copywriting, hashtag research (in German & English)
- Engaging with the Instagram community
- Consistent posts - 4-5 weekly posts, reels, regular IG stories at optimized times
- Creating graphics and editing images shared by client
- Running Instagram ad campaigns as needed
- Monthly checkpoint call, weekly email checkpoints

Monthly Price: 1100 CHF (3 months minimum contract)

Social Media Management Services Package

Social Media Management Services for **Instagram, Facebook, and Pinterest** include the following:

- Setting up accounts and goal setting for each social media platform
- Consistent scheduling of posts for optimized time periods
- Writing and copywriting content in English and German
- Maintaining a content calendar for 3 platforms
- Engaging with the Instagram, Facebook and Pinterest community
- Running ad campaigns as needed
- Creating graphics and editing images shared by client
- Monthly checkpoint call, weekly email checkpoints

Monthly Price: 2,000 CHF (3 months minimum contract)