BETTINA DUDEK MARKETING

External head of marketing for SMEs
Olten · bettinadudek.ch

SOCIAL MEDIA FOR SMES

Social Media Management on Subscription

Your channels stay active: posts, stories, community and reporting. You provide photos and approvals, I take care of the rest. Predictable monthly costs, without agency overhead.

INTRODUCTORY PRICES

Valid for contracts signed by 31 March 2027.

3-month launch phase, then cancellable monthly.

	S · Start	M · Growth (MY RECOMMENDATION)	L · Full Speed
	You want to be visible on a regular basis.	You want to grow and know what works.	You want maximum presence and more pace.
	CHF 890 per month	**CHF 1'390** per month · around CHF 320/week	**CHF 1'990** per month
CONTENT			
Posts per week*	3	4	6
MANAGEMENT			
Community Management	1× per week	2× per week	3× per week
Content plan	monthly	monthly	monthly
Call with me	15-min. check-in, longer if needed	15-min. check-in, longer if needed	15-min. check-in, longer if needed
IMPACT			
Reporting	Platform insights	Monthly dashboard NEW with recommended actions	Monthly dashboard with recommended actions
Content optimisation	✓	✓	✓
Content funnel review	every six months	quarterly NEW	quarterly
	1 core platform included Approvals in writing	Choose S	Start with M	Choose L

* Image, story, reel or carousel: we decide together in the content plan which format suits each post best.

+ Only CHF 500 more than S: With M you get one more post every week and twice as much community management. Plus a dashboard with concrete actions and a funnel review every quarter. So you know what works and what comes next.

Additional platforms

Instagram + Facebook — **+ CHF 160/mo.**
Same posts, adapted copy.

LinkedIn + Instagram/FB — **+ CHF 390/mo.**
Same posts, new copy for each platform.

Google profile — **+ CHF 160/mo.**
4 posts per month from your social media, replies to reviews.

Comments 1× per week, shared dashboard. TikTok from M.

Ads from package M

Meta Ads — **+ CHF 490/mo.**
One-time setup CHF 399. Ad budget from CHF 300/mo., paid by you directly.

LinkedIn Ads — **+ CHF 590/mo.**
One-time setup CHF 399. Ad budget from CHF 1'000/mo.

Setup, one-time

Kick-off workshop & setup — **CHF 499**
Target audience, topics, tone of voice. Profile, copy, highlights, templates.

Each additional platform — **CHF 150**

Google profile — **CHF 290**
Set up or revised.

Without launch phase — **CHF 990**
Cancellable monthly from the start.

Think structured. Act pragmatic.

After the 3-month launch phase, we look at the numbers together and decide whether you continue as is, upgrade or downgrade.

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Prefer to post yourself? Guidance with content plan, feedback and sparring call from CHF 640/mo.

All prices in CHF, excl. VAT. Requirement: an existing corporate design.

3-month launch phase · then cancellable monthly · upgrade at any time