

SMM PRICING

Pricing Strategies For Remote SMMs



What Do I Charge For My Services!

FEEL CONFIDENT KNOWING WHAT TO CHARGE!

Learn the basics to knowing what to charge for your SMM remote services!

Understanding Your Starting Point

As a beginner SMM, pricing can feel overwhelming, but remember that everyone starts somewhere. Your lack of extensive experience doesn't mean you can't provide value, it simply means you need to price strategically while you build your skills and portfolio.

Step 1: Evaluate Your Costs and Expertise

Start by knowing your foundational expenses. Calculate your baseline costs. Consider your monthly expenses: internet, phone, software subscriptions (like Hootsuite, Canva Pro, or scheduling tools), computer maintenance, and basic living expenses. This gives you your absolute minimum rate. Anything below this means you're losing money.

Next, honestly assess your current skill level. Can you create basic graphics? Do you understand platform algorithms? Are you comfortable with content planning? Do you have copywriter or ghostwriter skills? The more skills you have the more valuable you are to your potential client. Your expertise level directly impacts your pricing power.

Step 2: Research Market Rates

For small businesses, social media management packages often start around \$300 per month minimum.

Step 3: Choose Your Pricing Structure

Package Pricing (Recommended for Beginners) Create 2-3 clear packages that outline exactly what clients get:

Starter Package (\$200-400/month):

- 8-12 posts per month
- Basic graphic design
- Caption writing
- Hashtag research
- Monthly analytics report
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Growth Package (\$400-700/month):

- 15-20 posts per month
- Stories and reels
- Community management (responding to comments)
- Competitor analysis
- Bi-weekly strategy calls
- Hourly Pricing Alternative If packages feel too restrictive, consider hourly rates. Beginners typically start at \$15-25/hour, depending on location and specific skills. This works well for clients who want flexible, project-based work
- I've seen hourly rates as low as \$5 per hour but be careful not to price yourself too low. Too low, many American companies will think you're probably not skilled and won't hire you.

Remember they're paying you for your skill set to help them grow their business, not to pay you to make mistakes and learn.

Step 4: Create Value-Added Services

Differentiate yourself by offering services that don't require years of experience:

Social media audits for new clients

Hashtag research and strategy

Content calendar creation

Basic photography for local businesses

Social media training for business owners

These services allow you to charge premium rates while building your core SMM skills.

Step 5: Understand What SMM Tasks Include

Since you mentioned not knowing all SMM tasks, here's what clients typically expect:

Content Creation:

Writing captions and copy

Creating graphics and videos

Sourcing stock images

Editing photos

Strategy and Planning:

Developing content calendars

Researching trends and hashtags

Competitor analysis

Brand voice development

Community Management:

Responding to comments and messages

Engaging with followers

Managing online reputation

Customer service via social platforms

Analytics and Reporting:

Tracking performance metrics

Creating monthly reports

Adjusting strategy based on data

ROI analysis for paid campaigns

Step 6: Pricing Strategies for Different Business Types

Local Small Businesses These clients often have limited budgets but need consistent presence. Start with \$250-500/month packages focusing on local SEO and community engagement.

E-commerce Businesses These clients typically have higher budgets and need sales-focused content. You can charge \$400-800/month with emphasis on product showcases and conversion optimization.

Service-Based Businesses Professional services (lawyers, consultants, coaches) often have mid-range budgets. Focus on thought leadership content and charge \$300-600/month.

Step 7: Tools and Resources to Justify Your Rates

Invest in tools that make you more efficient and professional:

Canva Pro or Adobe Creative Suite for design

Hootsuite or Buffer for scheduling

Google Analytics for tracking

Grammarly for writing quality

Unsplash or Pexels for stock images

Being able to say "I use professional tools" helps justify your rates and improves your work quality. This really does work, so don't be shy. When it came to someone asking me what I used for video, I would say, "Years ago I used Final Cut Pro, top of the line video creation software, but since I no longer do commercial production, I used a semi-professional software called Camtasia, and just a couple of years ago when Canva Pro came out with their video editing and has such a great library of images and videos, it was a natural transition."

So use your experience anytime you can.

Step 8: Continuous Learning and Rate Justification

Invest in your education through online courses, webinars, and certifications. Each new skill you acquire justifies higher rates.

Consider certifications from:

Facebook Blueprint

Google Analytics

HubSpot Content Marketing

Hootsuite Social Media Marketing

But remember that experience typically trumps certifications.

Final Recommendations

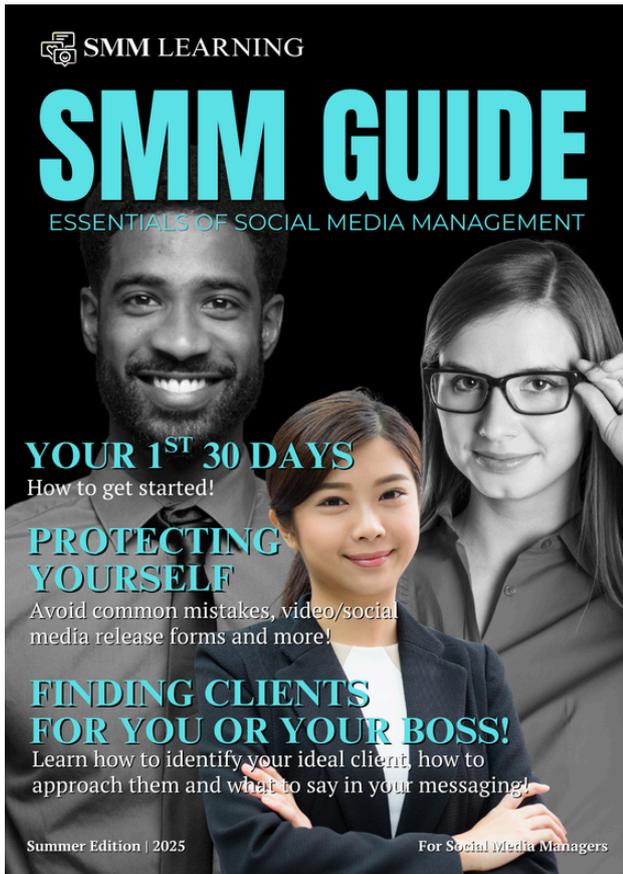
Start with package pricing around \$300-500/month for small businesses, focusing on 2-3 core services you can deliver well. As you gain experience and testimonials, gradually increase your rates and expand your service offerings.

Most importantly, don't let imposter syndrome keep you from charging appropriately. Every expert was once a beginner, and your fresh perspective and enthusiasm can be exactly what some businesses need to connect with their audience authentically.

NOTE FROM MARILEE:

Every business will be different, These are the basics, so feel free to contact me directly if you have specific questions. I love helping beginners.

Working-In-House as an employee, figure a minimum of \$2000+ salary range especially if you're supposed to be responsible for their marketing efforts. If you're more experienced and have in-house experience, figure \$3500+ in salary. However, your skill sets should be appropriate.



For Beginners: New social media managers often seek free and inexpensive courses and resources to quickly get up to speed in the field. This guide would cover fundamental skills like content creation, marketing basics, and platform-specific strategies.

For Remote SMMs: With remote work opportunities increasing, this guide would address unique challenges of managing social media from home, including time management, client communication, and maintaining productivity.

For In-house Teams: The resource would help internal teams understand core responsibilities like setting up business pages, community management, scheduling posts, responding to messages, and content planning.

For Experienced Professionals: Even seasoned managers need refreshers on evolving digital marketing trends, new tools, and updated strategies.

The 49-page format ensures comprehensive coverage while remaining digestible and actionable for busy professionals in this growing field.

Pick this guide up for only \$7.00 by [clicking this link.](#)

