

# STELLIUM CONSULTING SERVICES

## LINKEDIN ESSENTIALS PACKAGE

Thank you for considering Stellium Consulting Services

These packages are designed with your continued growth and development in mind. There is the opportunity for long-term support (should you opt for this). There is a focus on educating and supporting you (and your team) throughout each stage of your business journey, as your business grows.

Proposed Package options are based on Phases of your business.

### PHASE ONE: Package Overview

#### Tier 1: LinkedIn Essentials Package – \$550

- LinkedIn Profile Review + Feedback session. Approx. 1 page with actionable summary.
  - Includes: Revision of Profile Summary and Headline for client attraction
  - Review of potential for adding and / or optimizing featured section e.g. curating key content such as a welcome video, link to website / services, case studies, past wins, posts that reflect your thought leadership. The aim is to help viewers quickly understand your expertise and offering.
  - Ensuring tone aligns with business / professional direction.
  - Initial training on how to engage for visibility. A 30-minute walk-through session (included in our call). A reference guide with weekly engagement prompts to follow for the following 4 weeks. Optional ongoing support available to help refine this over time.
- 1-hour zoom session with a consultant to walk through all recommendations.
- Basic website feedback. Includes: suggestions on layout / images / consistency across LinkedIn. (Combination of recorded video + written suggestions).
- 1 x 60-minute zoom session with a consultant on your 6 month - 12 month business strategy plan.