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## SALES Paddock MARKETING PRICE LIST

Managing social media and sale horses is a full time job that a busy horse pro can't always maintain. We're here to help! We offer a variety of social media and marketing packages to get you out of the desk and back in the barn.

We are the creators of Sales Paddock: from designing and creating the website, to content and social media marketing. We know A LOT about managing social and horse sales through the Facebook crackdown, and we can navigate it all for you.

Take a look at our pricing and let us know how we can help. Custom packages available upon consultation,

SERVICE	DESCRIPTION	PRICE
Manage Sales Paddock Listings	Initial setup of Sales Paddock account and monthly maintenance: adding/subtracting horses, edit listings, horse show check-in	\$50 setup \$50/mo
SP Marketing Basic	Custom sign for horse shows with QR code linking to seller profile page, comment on ISO posts with either horse listing or seller profile page	\$100/mo
SP Marketing Plus	All of Basic plus: weekly posts on IG and FB stories for all horses, custom digital ad design for each horse to display on your social media	\$250/mo
SP Marketing Elite	All of Basic and Elite plus: Management of your Facebook and Instagram pages including social advertising with a complete social media calendar for regular content scheduling. Also an ad on the Sales Paddock Website	\$750/mo
Plaid Horse Stories	Limited availability: Add your horse to the Plaid Horse IG story with over 80k followers with its sale ad swipe up capabilities	\$100/horse/ instance
Equine Chronicle Stories	Limited availability: Add your horse to the Equine Chronicles IG story with over 8k followers	\$50/horse/ instance
Sales Paddock Ad	Pop up ad or sidebar ad TBD on availability (Free with Social Media Elite)	\$75/mo
Website Creation and maintenance	We can create a custom website for your business	Starting at \$150
Print and Digital Ads	Custom ad creation for digital and print media	Starting at \$50
Content Creation and SEO	Looking to grow your brand? Chat with us on how we can help you take your business to the next level	Custom