

rhino creative



SOCIAL MEDIA
Packages *2026*

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Feature	Launchpad	Performance	Accelerator
Platforms	Instagram, Facebook, LinkedIn	Instagram, Facebook, LinkedIn, YouTube	Instagram, Facebook, LinkedIn, YouTube
Content Creation Time	2-hour photo/video or 2 hours of animation	half-day shoot or 4 hours of animation	full-day shoot or 1 animation video
Video Output	1 primary video or 4 shorts videos	1 primary video + 4 short videos	2 primary videos + 2 - 4 short videos
Custom Design	not included (see exclusions)	2 custom designs per month	4 custom designs per month or more advanced animation
Social Media Management	included	included	included
Paid Ads Management	included	included	included

Key Package Details & Notes

Flexible Content Alternative:

The packages offer flexibility on content creation. For instance, in any given month, you can opt to use your allocated shoot time for equivalent animation time instead (e.g., if you prefer an animated explainer video over a shoot).

Paid advertisement spend (Crucial Note):

The package prices do not include the actual budget for paid advertising (e.g., ad money paid directly to Facebook/Instagram/Google). This budget is entirely separate.

- **Our Recommendation:** We recommend a minimum budget of \$100 to see measurable traction.
- **Maximising Results:** Spending \$500 and above will significantly maximise your reach and efficiency, effectively lowering your overall cost per person reached.
- **Zimbabwe Market Context:** Based on current market performance, for every \$1 spent on paid ads, you can expect to reach between 100 and 3000 people.

Exclusion:

Please note that these packages do not include graphic design services (in the launchpad tier) or mileage/travel expenses for shoots outside of Harare. Voice overs are also not included in these options.

Look forward to working with you. Please let me know if you have any questions and we can figure out the best way forward.

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