

Content Credits

DESCRIPTION

Sixty percent of marketers create at least one piece of content per day,¹ so how do you make sure yours stands out? Enter Likeable. As part of your service agreement with us, you'll receive a set number of content credits to be used during your partnership based on your budget and goals. Content credits can be "redeemed" for our content products. We produce those concepts, deduct the allotted credit amount, and deliver the final content to you. We don't charge overtime, run out of hours midway, or pass through any unexpected charges.

Once you begin your content partnership with us, our Content Strategists will work closely with you to determine the themes, messages, and concepts that best suit your brand goals. Once determined, our award-winning creative team will execute these concepts to ensure they are visually stunning *and* strategically sound.

While project-based credits are available, we find that our clients get the most value out of a subscription with us, which includes:

- **Increased Flexibility to Meet Your Business Needs:** A yearly subscription lets you bank, borrow, and roll over credits. They are yours to use how you wish, so if your needs change, you can easily and flexibly adapt. We will, too. After all, there's a reason we call ourselves the fastest in social.
- **A Clear View of Spend:** No hidden costs, no surprise hours, full transparency.
- **Content Expertise, Strategic Insight, and Optimization:** Our strategists dive deep into your business objectives to determine the content that will resonate best with your target audience, because we craft every deliverable to have both visual appeal *and* results.

¹ [Source](#)

SERVICES	PROJECT-BASED	TIER 1	TIER 2
CREATIVE CONTENT CREDIT ALLOTMENT	40	112 (28 quarterly)	220 (55 quarterly)
ACCOUNT MANAGEMENT SETUP AND ONGOING MANAGEMENT	✓	✓	✓
PRODUCTION COSTS INCLUDED	-	✓	✓
STRATEGIC CONCEPTING	1	4/year	4/year

The Financial Benefits of a Content Credit Bank:

- **Savings:** On average, a subscription commitment results in savings of **\$300 per credit**, and a lower cost when you buy additional credits.
- **Transparency:** When you partner with us for a subscription, project costs are rolled in. Predictability for you, clear oversight and forecasting for your financial team, and no hidden charges.
- **Easily Add On Without Additional Contracts:** Need more? Buy credits to re-up your bank (at subscription rates) if your needs change.