





CONTENT SERVICES



2024 Price List & Previous Campaigns



PRICES: CONTENT MARKETING

- £170+ VAT**  for an **event video reel with music**, produced and posted onto our social platforms
- £250+ VAT**  for an **event video reel** and **additional voiceover** produced and posted on our social platforms
- £320+ VAT**  for **full day coverage** including static / video posts via stories, a video reel OR write-up posted on our social platforms and a 5 minute **Insta** OR **Facebook live** hosted by one of our presenters if relevant
- £750+ VAT**  for **professional event coverage** including high-quality, professional grade video OR photography coverage of your event posted to our social platforms and licensed for your own use.

PRICES: BOOSTED ADS

- £80+ VAT**  **per boosted ad** via one of our social media platforms (includes £40 ad-spend)
- £160+ VAT**  for a **multi-boosted ad** across all 3 of our social media platforms (includes £80 ad-spend)

HOWDO?! YORKSHIRE IMPRESSIONS & ENGAGEMENT

OVERALL IMPRESSIONS

Facebook
(Last 90 Days)

26.2k

Instagram
(Last 90 Days)

29.2k

Twitter / X
(Last 90 Days)

4.4k

DAILY AVERAGE IMPRESSIONS

Facebook

2,215

Instagram

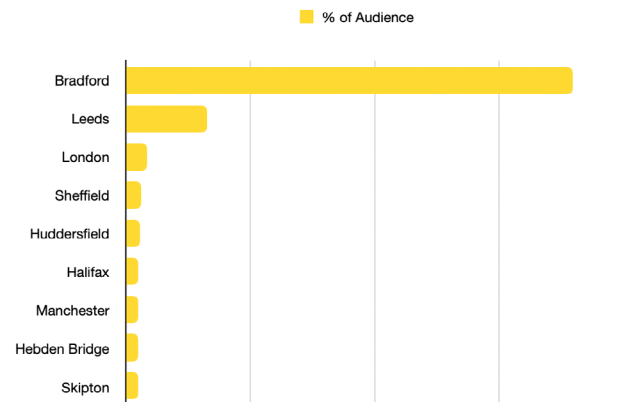
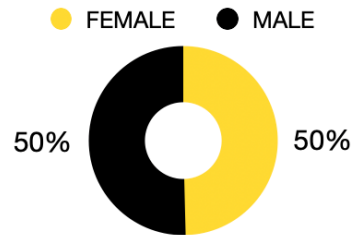
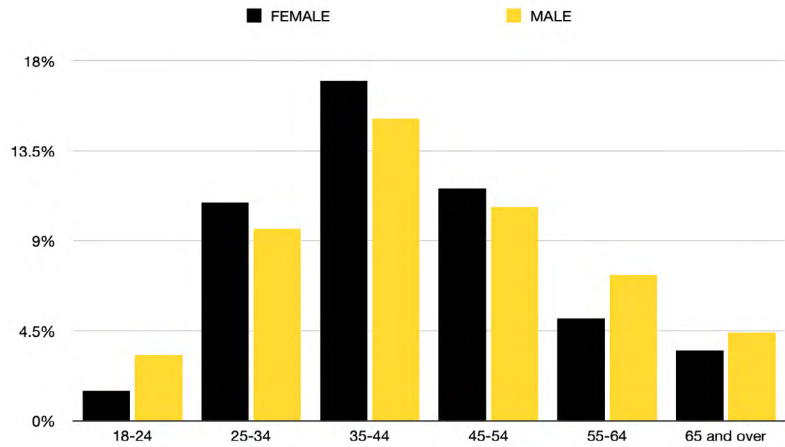
1,227

Twitter (Impressions per Tweet)

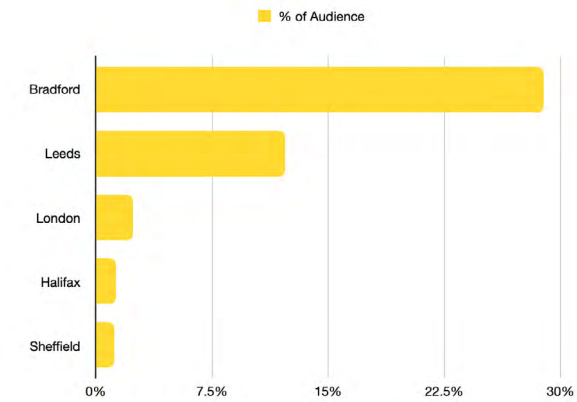
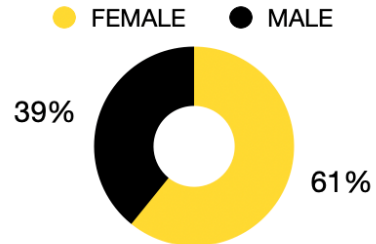
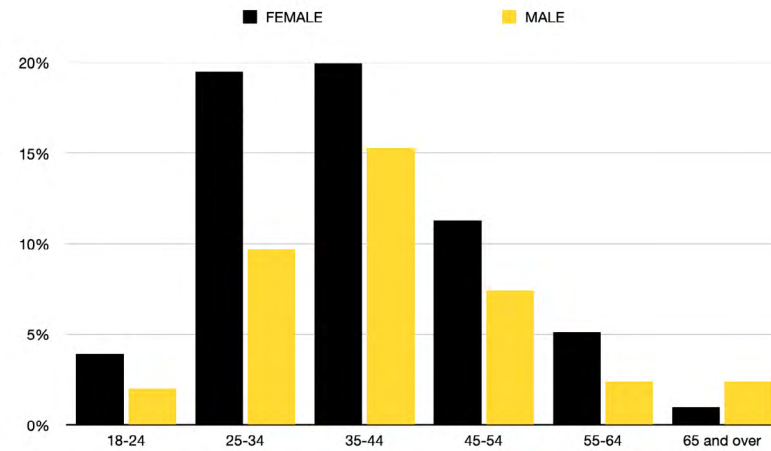
186

DEMOGRAPHICS

Facebook



Instagram



PREVIOUS CAMPAIGNS

View our content reel here!



BRADFORD ZINE FAIR

September 2023 - 1 Week Campaign

Our work with Bradford Zine Fair consisted of a sponsorship deal, which included **distribution, an event coverage reel, and a boosted multi-platform post with an £80 ad spend.** Ran across one week prior to the event to drum up engagement and interest, campaign highlights can be found below.

CAMPAIGN HIGHLIGHTS

48.6k

Total Impressions

397

Total Engagements

1.4k

Total video plays

£80

Total Ad Spend

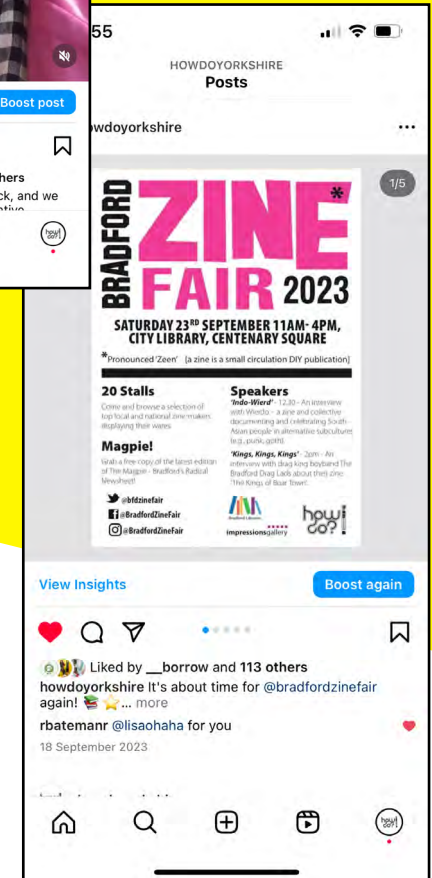
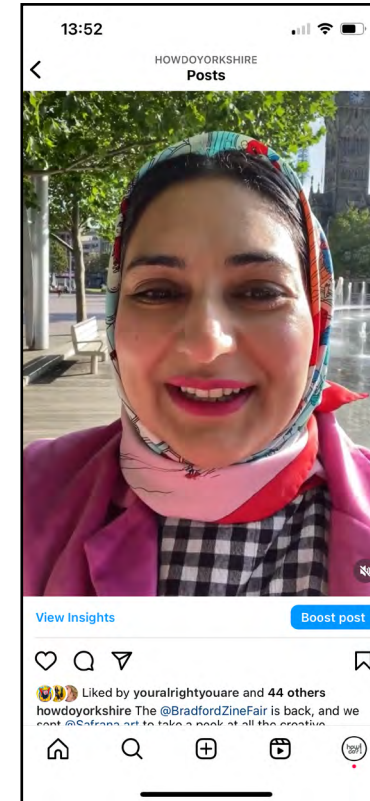
£200

Total Campaign Cost

Total Campaign Cost includes:

- Ad spend for static multi-post
- Content Creator Fee for event coverage**
- Admin fee**

*Distribution workers, content creators and employees at HowDo? Yorkshire are paid above the Real Living Wage per our company policy.



SINFONIA

April 2024 - 1 Week Campaign

This work with Sinfonia consisted of an event coverage reel done a week prior to the main event, which was then posted and boosted across socials in the run up to the event weekend.

CAMPAIGN HIGHLIGHTS

48.1k

Total Impressions

11.1k

Total Engagements

1.1k

Total Link Clicks

£100

Total Ad Spend

£245

Total Campaign Cost

Total Campaign Cost includes:

- Ad spend for reel
- Content Creator Fee for event coverage & voiceover**
- Admin fee**

*Distribution workers, content creators and employees at HowDo?! Yorkshire are paid above the Real Living Wage per our company policy.



KIRKLEES YEAR OF MUSIC

May - October 2023

This work for Kirklees Year of Music spanned across six months in 2023 and consisted of three different multi-platform boosted posts. Kirklees Year of Music provided us with the content, and used our services to reach new audiences in Leeds, Bradford and Calderdale.

CAMPAIGN HIGHLIGHTS

70.9k

Total Impressions

459

Total Engagements

27k

Total Video Plays

£160

Total Ad Spend

£240

Total Campaign Cost

Total Campaign Cost includes:

- Ad spend for three multi-platform posts
- Admin fee**



*Distribution workers, content creators and employees at HowDo?! Yorkshire are paid above the Real Living Wage per our company policy.

FANTASMA

September 2023 - 3 Day Campaign

This ad campaign for FANTASMA in collaboration with Come Play With Me Co and Leeds 2023, consisted of three days of paid promotion in the run up to this event.

CAMPAIGN HIGHLIGHTS

92.5k

Total Impressions

347

Total Engagements

13.7k

Total Video Plays

£80

Total Ad Spend

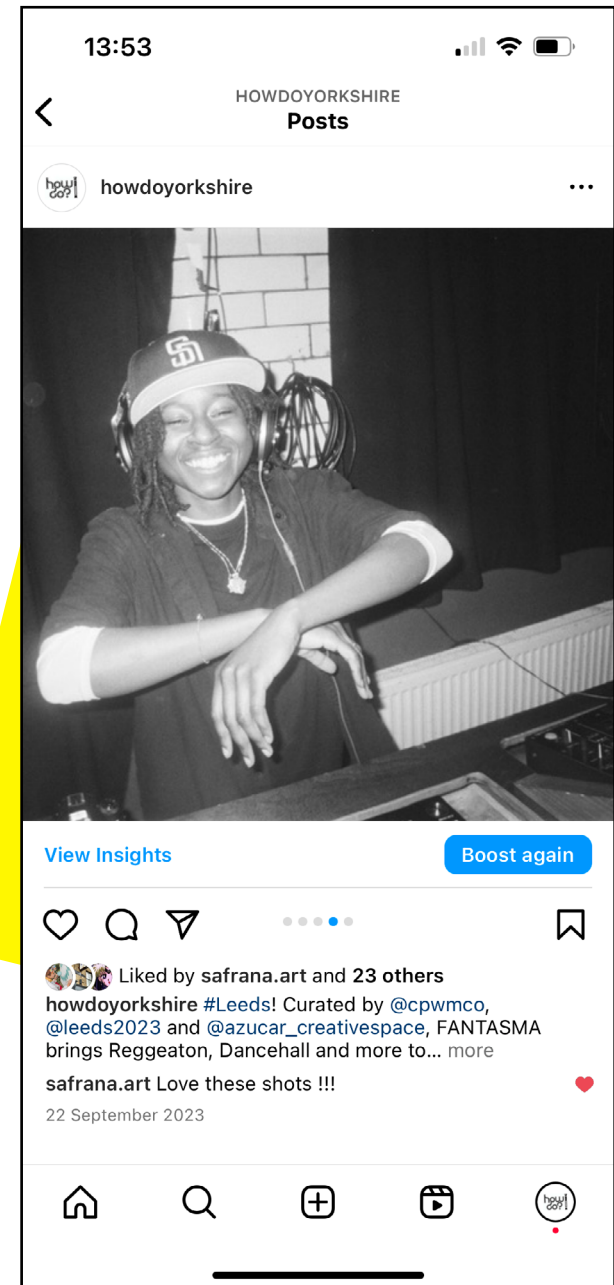
£120

Total Campaign Cost

Total Campaign Cost includes:

- Ad spend for three multi-platform posts
- Admin fee**

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Interested in our digital campaigns?

We tailor every campaign to your specific brief.

Pop us a message with a bit about your event or project, your budget, your target audience and your marketing goals, and we'll put together a free quote and campaign brief for you.

[**Get in touch**](#)



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