

SOCIAL MEDIA

Make Your Mark in Social Media

A **dynamic social media strategy** expands your online presence and helps you reach your marketing goals faster! Most importantly it is a cost effective way to:

- interact with your prospects and customers
- improve your search engine ranking
- increase Web traffic
- enhance your brand

Yes, social media is not only an excellent opportunity to engage customers and prospects, it is playing an increasing role in determining search engine ranking. Activity on social media platforms and links back to your Web site are being measured by all of the major search engines and are an important ingredient when your site is scored to determine your ranking.

Social media can also strengthen your marketing plan and improve the return on your marketing investments. It is a fast and easy means to gain instant market feedback about your company and products, and it allows you to communicate with today's buyers the way they like.

No time? No experience? No excuse! Our social media packages make it easy for you to get your feet wet or jump right in.

We take care of all the set up, customization, and ongoing management of three major social media sites – **Facebook**, **LinkedIn**, and **Twitter**. After set up, we maintain your accounts and regularly post your company's status updates and tweets throughout the month. We will guide you in determining how often to engage your audience including what to say and when. We will thoroughly research topics that will interest your audience and write and post all of the content for you, saving you the time of having to manage all of these activities and your workload. Our "hassle free" social media program will happen on time and on schedule every month according to our integrated social media plan and you will be free to focus on your business rather than what to post online.

If you just want to dip your toes in the water, a **blog** is a great supplement to any Web site. An interesting and up-to-date blog gets readers to come back again and again and encourages discussion. We will set up the blog site, customize it to fit your existing Web site's look and feel, and write and publish your posts.

A well-planned **email marketing** campaign will further drive Web site traffic as well as blog readership, Facebook friends, Twitter followers, and LinkedIn connections. Our custom designed email template will reinforce your brand and enhance your image with every exposure.

An **integrated social media plan** will ensure that everything works together to drive traffic to your Web site and delivers a good return on your social media investment. To support consistent messaging, we will develop an annual content plan that identifies a new topic each month unique to your industry. Based on the monthly topic, we will write content that is designed to take full advantage of each media's unique application and will also drive readership to the other social media sites being utilized.



Facebook

- 500 million users
- 50 percent log in daily
- 1.5 million businesses
- 35 million update status daily
- Average user has 130 friends



LinkedIn

- 800 million members
- Executives from all Fortune 500 companies are LinkedIn
- 2 million companies have LinkedIn company pages



Twitter

- 175 million registered users
- 300,000 new users each day
- 180 million unique visitors each month
- 90 million tweets each day

SOCIAL MEDIA PACKAGES

Social Media Basic

Get your feet wet with a basic plan that introduces your business to the world of social media. Includes:

Social Media Plan

- Annual integrated social media plan defines monthly topics to keep your material fresh and social connections interested month after month
- Annual content plan and message calendar – a roadmap to make sure everything works together and that your message is consistent

Facebook

- Account set up
- Page customization
- Company profile development
- Image uploads
- 4-6 posts / month

LinkedIn

- Account set up
- Vanity URL
- Company profile development
- Image uploads
- Top five LinkedIn groups identified
- 1-2 group responses or questions / month

Twitter

- Account set up
- Theme customization
- Company Description
- 10 Tweets / month
Tweets are 140 characters each

Profile Consolidation

- Manage all of your social media accounts in one place

Social Media Premium

Increase your customer and prospect engagement frequency on the most popular social media sites. Includes:

Social Media Plan

- Annual integrated social media plan defines monthly topics to keep your material fresh and social connections interested month after month
- Annual content plan and message calendar – a roadmap to make sure everything works together and that your message is consistent

Facebook

- Account set up
- Page customization
- Company profile development
- Image uploads
- 8-10 posts / month

LinkedIn

- Account set up
- Vanity URL
- Company profile development
- Image uploads
- Top five LinkedIn groups identified
- 3-4 group responses or questions / month

Twitter

- Account set up
- Theme customization
- Company Description
- 20 Tweets / month
Tweets are 140 characters each

Profile Consolidation

- Manage all of your social media accounts in one place

Social Media Add-Ons

Enhance your social media efforts with a blog, email marketing and / or social media monitoring and responding.

Blog

Generate links back to your own Web site, start a discussion with your audience, and even differentiate your company from the competition with a blog! Includes:

- Blog site set up / customization:
 - Search engine optimization
 - Google Analytics
 - Blog site training
- Content development
 - Topic research
 - Blog content writing
 - SEO enhanced copy
- Blog publishing

Email Marketing

Connect with your customers and prospects further support your social media efforts by driving Facebook friends, Twitter followers, LinkedIn connections, and blog readership. Includes:

- Content plan with 12 email topics
- Custom email template
- One promotional or content-rich email each month
- One custom landing page / quarter
- List management
- Launch and bounce management
- Monthly activity report

Monitoring and Responding

- Monitor social media posts to pick up where and when your business is mentioned
- Quick responses to posts about your company

What are you waiting on?

Social media is the fastest, least expensive way to get your company and products more visibility and increase awareness. It can also:

- **Enhance** your results and **return on** other marketing investments
- **Strengthen** your brand
- Provide a forum for **instant market feedback**
- **Communicate** with today's buyers the way they like

**For a quote or more information,
call 404.846.0401 today.**