

CAMPAIGN STRATEGY

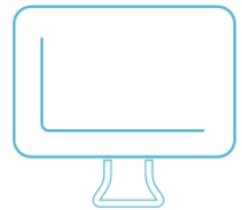
YOUR SOCIAL MEDIA MANAGEMENT CAMPAIGN

This proposal is for a comprehensive and coordinated campaign to build a social media presence on the popular social media outlets, particularly Facebook, Twitter, and YouTube, but can include other social media outlets as well. Social media provides the opportunity to build brand awareness, transmit messages to key audiences, and drive website traffic at very low cost, therefore offering big returns through more leads and prospects which in turn promote sales and revenue.

SOCIAL MEDIA MANAGEMENT OVERVIEW:

CREATE & UPDATE ACCOUNTS

Create Facebook, Twitter, YouTube channel, blog post site/area, and other social media accounts, or update any existing accounts/blogs as needed (i.e. improved profile images and descriptions). This includes applying existing logos and marketing graphics or creating original profile content if required.



INITIAL ACTIVITY & ONGOING MAINTENANCE

After the accounts are built and accessed, the next order of business is lining up a consistent brand message across the important social media channels. When the initial social media activity is complete, regular activity must be sustained according to the social media marketing plan. Weekly or monthly sessions with the client are held to brainstorm ideas, topics, and messages for on-going activities, and make adjustments as required.



MONETIZE YOUR DATA

It's one thing to have your social media profiles pumping and growing. It's another thing to learn how to make more money from your satisfied previous customer. Customer Acquisition Costs are higher than ever in business. Our team are experts at helping you lower your Cost Per Acquisition by monetizing your social media channels, driving in more leads and more business.

