



***Maximize performance. Optimize results.***

## **Social Media Marketing**

**Create a successful *inbound* marketing campaign utilizing social media**

### **What is it?**

Creation and implementation of a marketing campaign to communicate with customers and stake-holders using inexpensive social media marketing tools

### **How does it work?**

The Social Media Marketing program includes:

- Review of your existing marketing plan, website and social media program
  - Marketing plan: Value proposition, brand and messages
  - Marketing program: Mix, media, placements and schedules
  - Social media: Sites, post schedules and themes
  - Website: Look, feel, navigation and content
- Create or renovate your social media program
  - Objectives: Define business reasons and goals for your social media marketing program
  - Media: Decide which tools to use for what purposes
  - Content: Plan messages and themes
  - Post schedule: Decide when to post... periodic and event-driven
- Coordinate with your overall Marketing program
  - Schedule placements and social media posts
  - Synchronize posts with media placements and website updates
  - Optimize links with websites

### **How does the client benefit?**

You receive:

- A social media program focused on building and sustaining relationships with customers and stake-holders
- A social media program that optimally supports your overall marketing plan and program
- A social media program designed for easy update to ensure continued freshness and effectiveness while reducing “blog burnout”