



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”