

SOCIAL MEDIA MARKETING



**BRAND REACHERS SOCIAL MEDIA
EXPERTS ARE HERE TO GUIDE YOU**

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Social media is everywhere and we all take part in the growing conversation in one shape or form whether we want to or not. As technology brings the global marketplace within reach of just about everyone, today's businesses are seeing more and more of the value of social media to help reach new markets across the street and around the world. Statistics show, in fact, that a staggering 90% of companies today report that social media is an important tool for growing their customer base and their bottom line.

How is your business leveraging the power of social media?
How can you increase the potential and reach of the social media tools you already use?



Leveraging Social Media to Grow Your Business



The ultimate goal of a social media marketing campaign is to increase brand awareness and drive traffic to your website. Social media is all about building connections. It's about creating a community and nurturing relationships with your target audience.

Plan your social media strategy. Learn how social media fits within your marketing strategy, sales efforts and customer service initiatives and how you can use it to reduce costs and drive Return On Investment (ROI).



Leveraging Social Media to Grow Your Business



Conducting an audit

Performing a competitive review

Creating a benchmark report

Discovery Module

A good social media strategy and plan should always start with a discovery phase. In order to fully understand your business, we will conduct an audit of your current state of affairs on social media. This audit will include taking inventory of current social profiles and comparing them to current best practices and providing any feedback that will drive the strategy forward. In this phase, we will also conduct a competitive review so we can see what your competitors are doing on social. This will allow us to determine any gaps there may be in the industry, and help you identify what unique content you should focus on for each platform. Before we get started, we will create a benchmark report to get a snapshot of your social media presence, and effectively measure future success. This report will also help drive your social media strategy.

Strategy Module

1 Defining goals and objectives

2 Persona development

3 Developing social media tone and voice

4 Tactical distribution plan





Defining goals and objectives

When the discovery process is complete, the next step is to design a roadmap for reaching and connecting with your target audience where they live on social media.

Our social media strategists work with you to lay out your social media objectives and bring focus to your online engagement. Every post, reply, like, and comment should be guided by a larger coordinated marketing effort. We help you develop a social media strategy that is directly linked to your brand's overarching goals and the seasonal activities of your industry.

What is the purpose of your social media marketing efforts? Do you want to create or raise awareness of your brand? Are you looking to increase sales, or website traffic, or both? Is your goal to build customer loyalty and increase retention?

These, and other questions, serve as the foundation for developing your social media strategy.





Persona Development



Creating personas based on your key audience provides clarity and direction for creating meaningful, relevant and shareable content. Persona development takes a look at your audience's age, gender, where they live, income, and personal identifiers as well as what they value. Once you have a clear picture of who you are talking to, you will be able to create tailored messages that will speak directly to your audience.



Social Media Tone & Voice

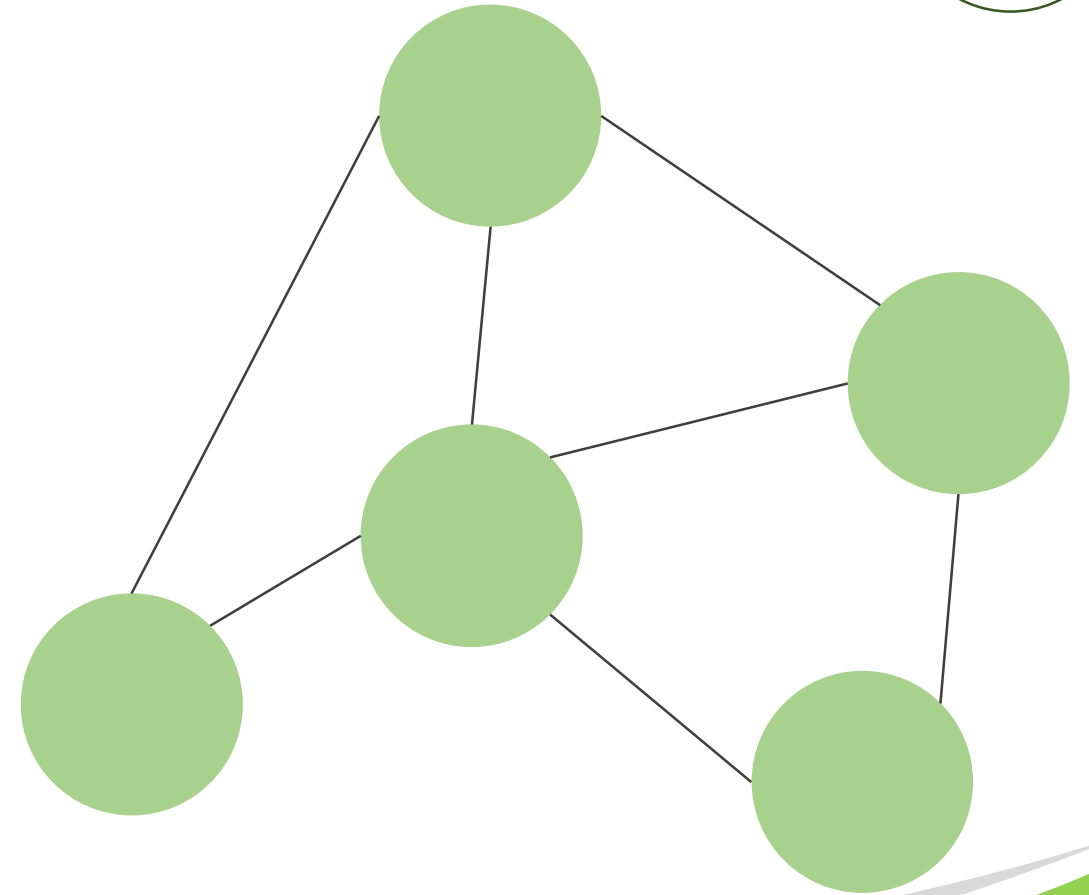


We help you develop the personality, character, and language of your brand by creating a consistent brand voice that will be used across all social channels. Since each platform lends itself to a specific audience type, we will also provide recommendations for tone and voice per channel based on each persona created.

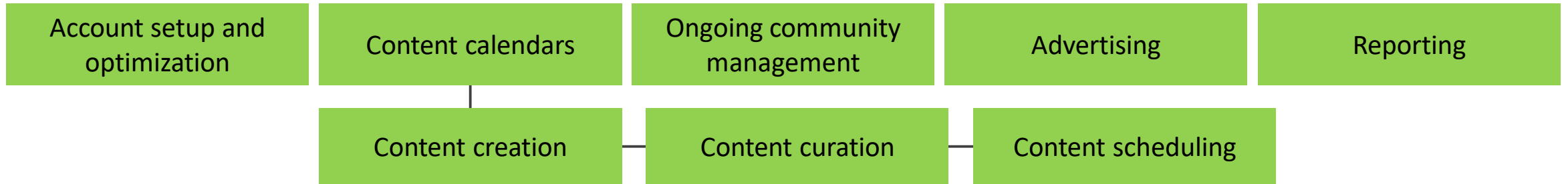


Tactical Distribution Plan

We start by determining which channels are most appropriate based on strategy, key demographics, overall goals and industry best practices, while also providing a skeleton for planned content. We lay the groundwork for an effective social media calendar that includes frequency of posts, researched branded and non-branded hashtags, and recommendations for content types such as images, videos, and infographics tailored to brand objectives. Our social media strategy provides you with a strong plan for engagement, a solid framework of planned content and the guidance needed to reach your audience per each channel's best practices.



Engage, Execute & Report



Being there is the key to ensuring a successful social media strategy. Social media may not be a face-to-face conversation, but it is a way to interact in real time with your customers. If your social accounts are inactive, or comments and messages are left unanswered, your brand will lose trust. In our engage, execute, and report module, we help you manage your accounts based on industry best practices, so you can start to enjoy success from this powerful marketing tool. We begin by building a strong foundation through setting up your profiles and optimizing them for both SEO and the native search function of each platform. We will then build out the social strategy for developing great content that will speak directly to your audience, and the where's and when's of distributing that content.

Once your posts go live, we don't simply leave them, we continue to monitor your profiles and posts. A dedicated community manager will engage and interact with your audience on your behalf to ensure no customer comment, question, or concern goes unanswered. Many social media strategies will include some form of advertising. We will work with you to create the ads, determine the targeting, and optimize the ads for conversions. Each month, we will report on the success of your social media activity and use the findings from each report to drive the strategy.



Other Social Media Offerings

Crisis
Management

Content
Calendar
Development

Social
Advertising

Training &
Consulting

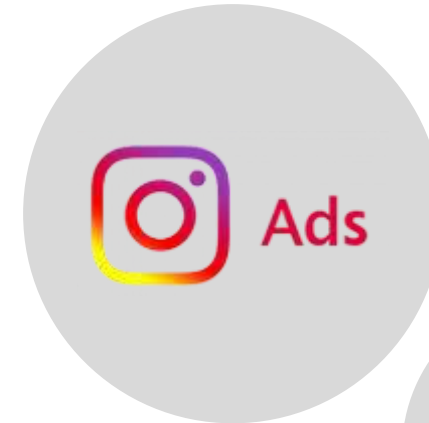
Influencer
Marketing



Paid Advertising Campaigns

MEDIUMS WE WORK FOR

1. Facebook Paid Ads
2. Instagram Ads
3. Twitter Ads
4. LinkedIn Ads
5. YouTube Ads



PRICING OPTIONS

1. CPC – Cost Per Click
2. CPM – Cost Per Mille
3. CPV – Cost Per View
4. CPE – Cost Per Engagement
5. CPA – Cost Per Action
6. CPL – Cost Per Lead
7. CPI – Cost Per Install

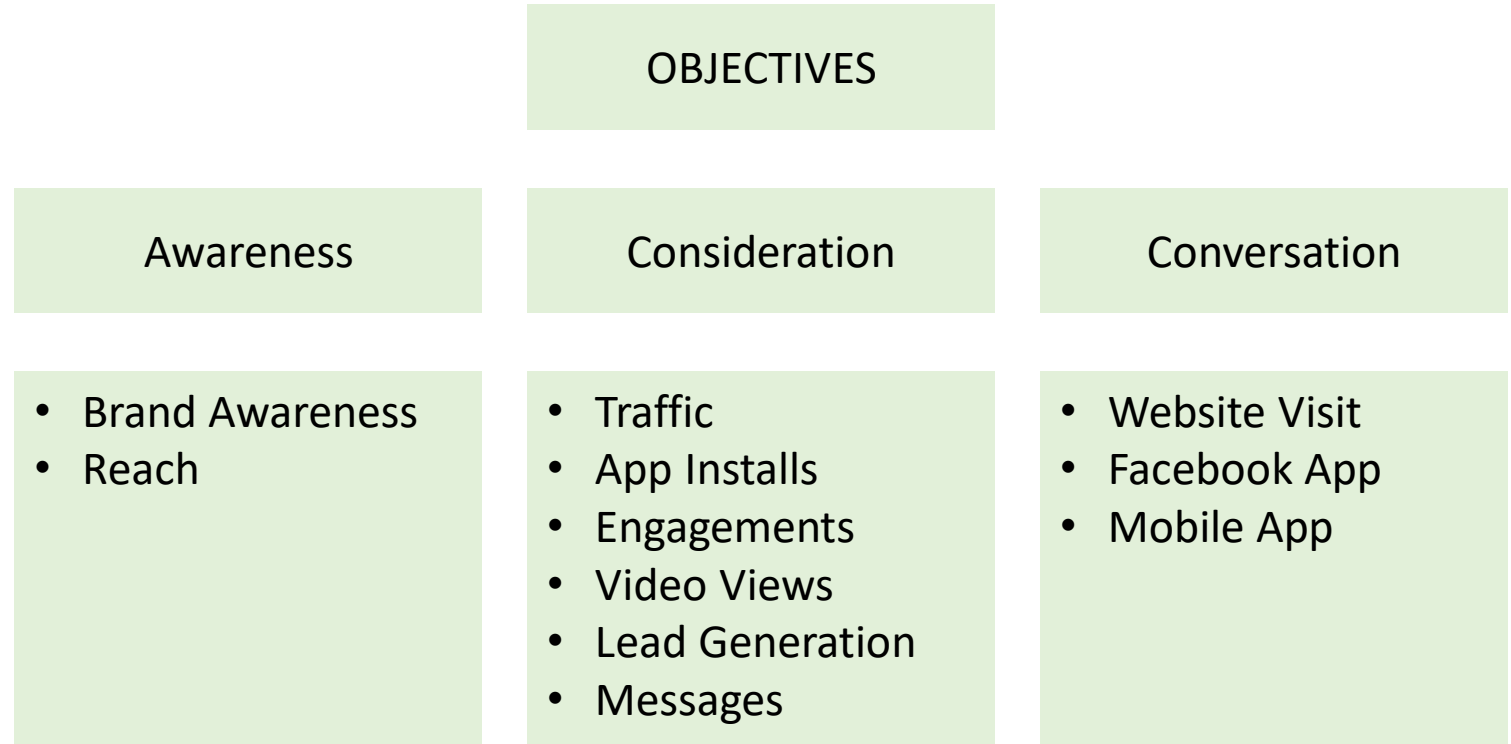


FACEBOOK ADS

Facebook micro-targeting allows you to reach your exact target audience based on demographics, location, interests, and even behaviors.



facebook.
Ads

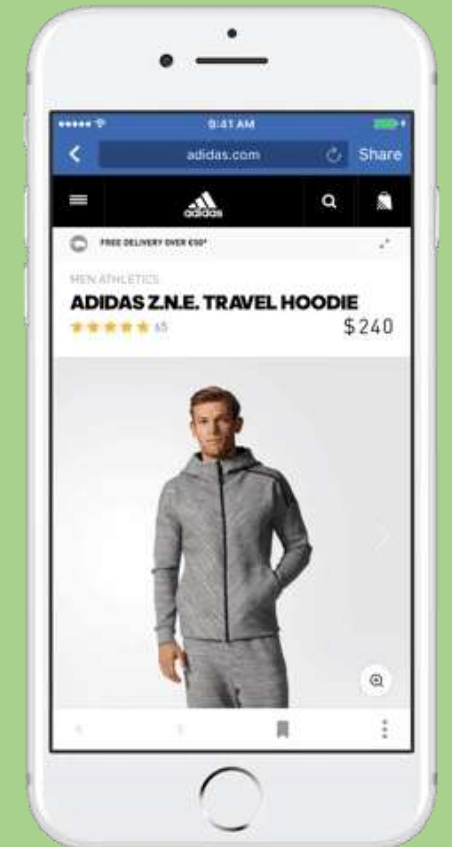
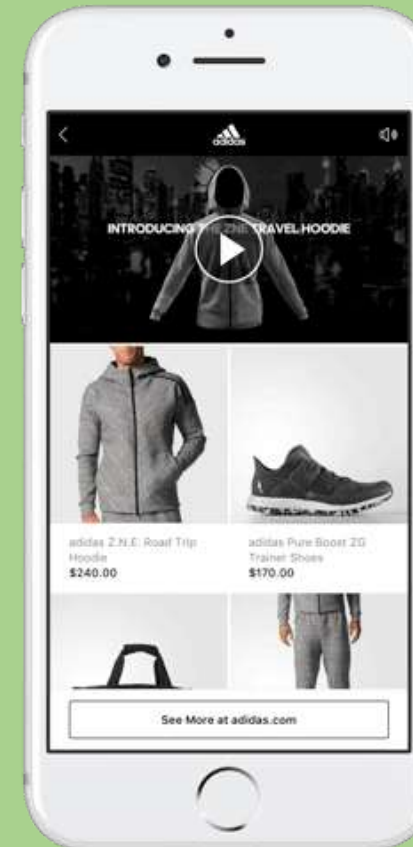
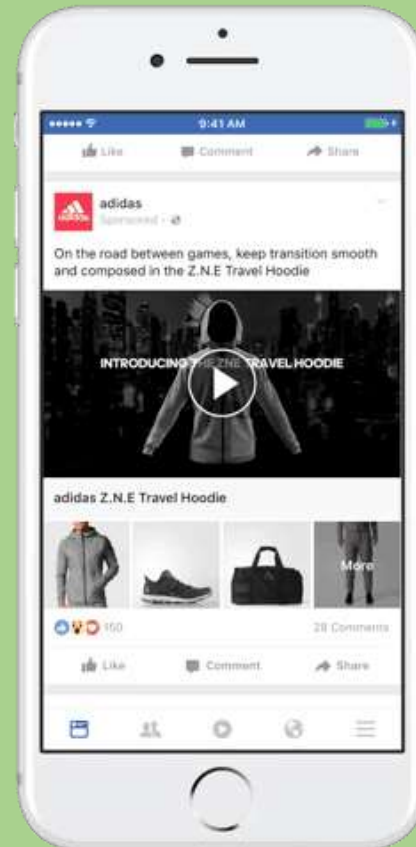




Video posts on Facebook get at least **59%** more engagement than other post types

FACEBOOK AD CAMPAIGNS WE OFFER

- A) Image Ads
- B) Video Ads
- C) Slideshow Ads
- D) Carousel Ads
- E) Collection Ads
- F) Instant Experience





Targeting Options

Location

Reach people in the cities, communities and countries where you want to do business.

Demographics

Select an audience based on age, gender, education, relationship status, job title and more.

Interests

Choose the interests and hobbies of the people you want your ad to reach from organic food to action films.

Behavior

Select people based on their prior purchase behaviours, device usage and other activities.

Connections

Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.



INSTAGRAM ADS

Why Instagram?

People come to Instagram to be inspired and discover things they care about, which includes content from brands and businesses.

25 million+

business profiles worldwide.

60%

of people say they discover new products on Instagram.

80% increase

time spent watching videos on Instagram.

2 million+

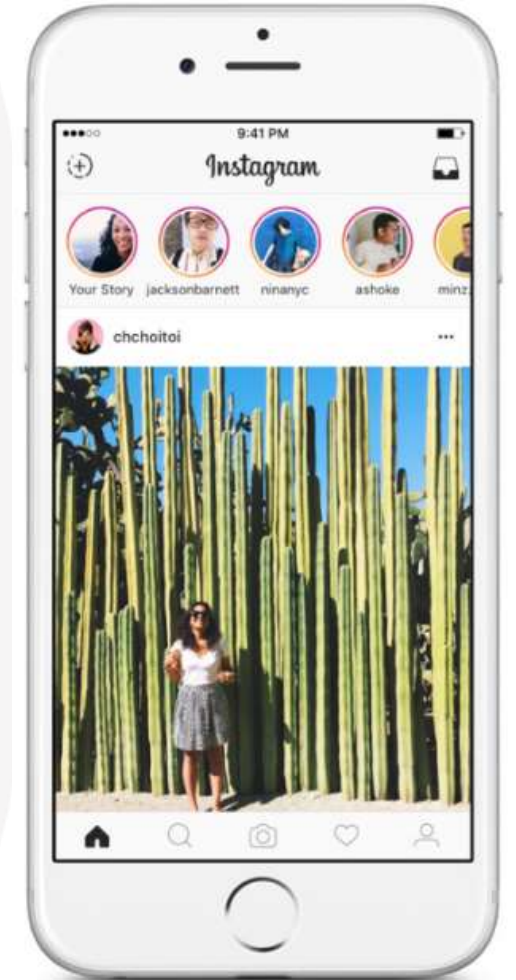
advertisers worldwide use Instagram to share their stories and drive business results

200 million+

Instagrammers visit at least one business profile daily

1/3

of the most viewed stories are from businesses





Targeting Options

Story ads

Connect with over 500 million accounts using stories daily. Businesses worldwide share stories to drive audience attention.

Carousel ads

Add another layer of depth to campaigns, where people can swipe to view additional photos or videos in a single ad.

Photo ads

Tell your story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

Collection ads

You can use collections to visually inspire and help your audience discover, browse and purchase products. Tell an integrated story through video, images or both.

Video ads

Get the same visually immersive quality as photo ads, with the added power of sight, sound and motion. Now, you can share videos that are up to 60 seconds long in landscape or square format.

Within the app

Instagram Insights help you learn more about your followers and the people interacting with your business on Instagram. You can also see which posts and stories your audience sees and engages with the most.



LINKEDIN ADS

By advertising on LinkedIn, you are getting your message in front of the right person when they are most engaged, The professional network of more than 610 million members is strong by leveraging accurate first-party data at scale.

LINKEDIN ADS WE OFFER

- Sponsored Content
- Sponsored InMail
- Text Ads

OBJECTIVES

- Brand Awareness
- Website Visits
- Engagements
- Video Views
- Lead Generation
- Website Conversion
- Job Applicants





Targeting Options

Job Experience

Job Functions, Job Seniorities, Job Titles, Member Skills, Year of Experience

Company

Company Connections, Company Followers, Company Industry, Company Name & Company Size

Education

Degree, Field of Study & Member Schools

Interest

Members Interest & Members Group

Demographics

Age & Gender



TWITTER ADS

Share your message with the people you want to reach most by targeting their specific interests, demographics, or activity on Twitter. What are Twitter Ads. You may see different kinds of ads on Twitter, such as: Promoted Tweets, Promoted Accounts, and Promoted Trends. We may show these ads to you when you are logged in or logged out of Twitter

TWITTER ADS WE OFFER

1. Promoted Tweets
2. Promoted Accounts
3. Promoted Trends
4. Twitter Website Card
5. Twitter Promoted Video

Awareness

Promote your Tweets and maximize your reach.

Tweet engagements

Promote your Tweets and get more Retweets, likes, and replies.

Followers

Promote your account and grow your Twitter following.

Website clicks

Promote your website and get more traffic.

App installs

Promote your mobile app and get more downloads.



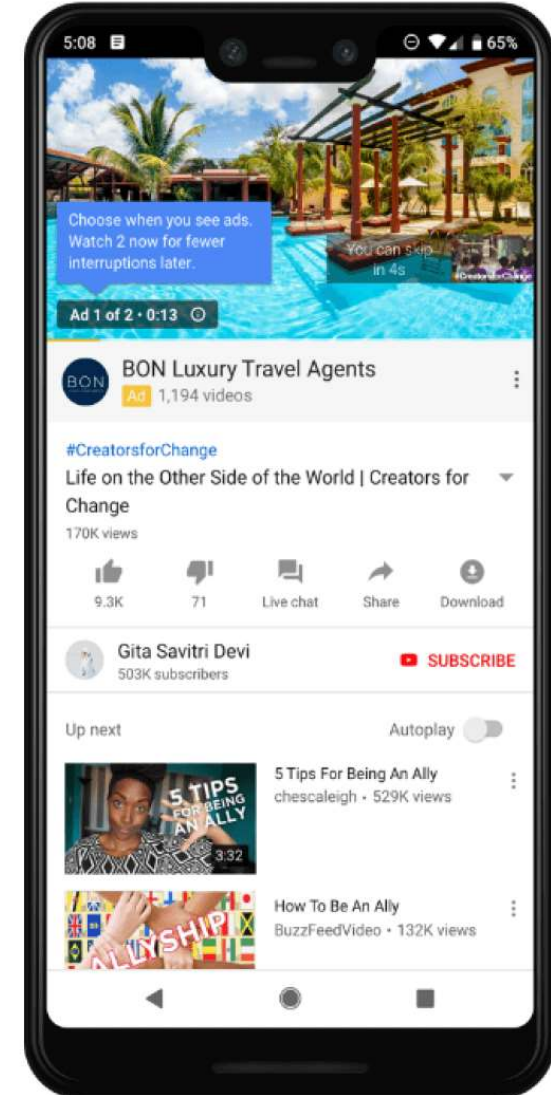


YOUTUBE ADS

With YouTube ads, reach potential customers and have them take action when they watch or search for videos on YouTube – and only pay when they show interest.

PROMOTIONS WE OFFER

- Skippable in-stream ads
- Non-skippable in-stream ads
- Discovery ads
- Bumper ads





BUILD AWARENESS AND AD RECALL

Capture the attention of new potential customers and keep your brand top of mind with existing ones.

DRIVE ACTION

Reach potential customers in decision-making moments, and make it easier for them to take meaningful actions that you can measure.

GROW CONSIDERATION AND INTEREST

Influence potential customers in the opinion-shaping moments when they're most receptive to your message.

Attract

Draw attention from the start

Brand

Integrate your brand authentically and meaningfully

Connect

Connect with the viewer through emotion and storytelling

Direct

Clearly state what you want the viewer to do

THANK
YOU



Location

India



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