

# HOW TO GET THE MOST OUT OF SOCIAL MEDIA FOR YOUR BRAND



## GETTING STARTED

### WHAT WE NEED FROM YOU:

- Your brand's logo & colors
- Any images that you have that you would like used (product/service images, images of employees & owners)
- Any slogans/sayings that you use for your company/brand
- A list of your competitors & their social media accounts
- Social media accounts that you like the look of
- Examples of specific styles/colors that you would like used



### WHAT TO EXPECT FROM US:

- 12-20 high-quality, brand-centric posts per month.
- Hashtags used in appropriate & effective ways for each platform.
- Consultations at 1 month and quarterly thereafter.

### WHAT WE EXPECT FROM YOU:

- Quick response to all messages & comments on your brand's social media accounts.
- Post suggestions that you might have (upcoming events, featured products, employee spotlights, etc).



## BUILD A RELATIONSHIP

### INTERACTION IS KEY ON ALL PLATFORMS.

Respond to messages from your followers.

Follow up on comments. And do it ASAP.

Encourage your customers (in-person) to follow you on social media.

Share your business posts to your personal page once per week.

Encourage your customers to leave reviews on both Google and Facebook.

The more involved and personal you make your brand, the more people will want to connect with you!



## SOCIAL MEDIA AUDIT

### FIND OUT WHERE YOU ARE ON SOCIAL MEDIA.

Our social media audit allows us to learn more about your communities on social media and the platforms on which they connect with them.

Through this process, we take a deep dive into what you have been doing, what's happening on each platform that could impact growth, and what could be done to improve their overall social media presence.

This strategic overview allows us to develop a customized strategy that speaks directly your current community AND suggest any changes that could be made to better target your market.

**Audit review will take place during first month consultation alongside an analytic review.**