



# OUR SOCIAL MEDIA PROPOSAL

**Social Media Marketing Planning Guide**

## WHAT IS SOCIAL MEDIA MANAGEMENT?

Let the experts take care of your social media activity, while you get on with running your business

Social media is a very effective way to stay in touch with your existing customers, and to acquire new ones. Most small businesses acknowledge that social media is a key marketing activity they want to expand, but often lack the time and expertise to fully capitalise on the great opportunities that it can offer. Social media marketing is all about engagement. Creating and posting compelling content that people want to read and share, which encourages and incentivises them to take action. It can be used for announcements, special offers, competitions, vouchers, event promotion and also just for more informal posts and updates that help define your business “personality”. With Search Engine Land’s social media management service, you can let our experts define and manage your social media presence and activity for much less than a traditional media agency. We will setup your social media presence, manage it for you, and create regular compelling content to keep it dynamic, engaging and fresh.

**A FULLY MANAGED SERVICE FROM SOCIAL MEDIA PROFESSIONALS  
ENCOURAGE CUSTOMERS TO CONNECT WITH YOU ONLINE,**

**ENGAGE WITH YOUR NETWORK ON A REGULAR BASIS**

**&**

**DRIVE CUSTOMERS TO TAKE ACTION**

## MANAGEMENT SERVICE

### TAKE ADVANTAGE OF THE BREADTH OF OPPORTUNITIES YOUR CUSTOMERS' NETWORKS OFFER

Why use a social media management service?

**Social media is increasingly an essential part of the digital marketing mix. It allows businesses to engage directly with their customers and their customers' network in a way that no other marketing channel can offer. But there is a lot to think about (and do!), so it pays to get some professional help.**

#### **Fan Acquisition:**

Before you can engage with your social network, you must first have a social network following. Getting your existing customers to connect to you online is a vital step.

#### **Social Platform Presence:**

Lots of businesses have a Facebook page, but the quality of content and design ranges greatly. You should think about any social platform presence as a mini website - it's important that it looks good and functions well.

#### **Content is Key!:**

Not just regular updates, but also some substantial, engaging posts. Rich content and strong reasons to engage are vital to successful social media marketing.

#### **Monitor your Brand & Competitors:**

We can also monitor what other people are saying about your business on social and review sites, and help you respond appropriately. Plus, we can watch what your competitors are doing (and what people are saying about them) to help you keep a competitive edge!

**FULLY MANAGED BY SOCIAL MEDIA PROFESSIONALS SETUP A PROFESSIONAL PAGE ON FACEBOOK, TWITTER AND TWO TO FOUR OTHER SOCIAL MEDIA PLATFORMS OF YOUR CHOICE. MULTI-CHANNEL FAN ACQUISITION CAMPAIGNS. TWO POSTS PER WEEK ACROSS YOUR SOCIAL MEDIA CHANNELS, BRAND AND COMPETITOR MONITORING, TWO ANCHOR POSTS PER MONTH.**

## **WHY USE SEARCH ENGINE LAND?**

### **PROFESSIONAL SOCIAL MEDIA SERVICES FROM A TRUSTED, LOCAL PROVIDER**

We understand that social media marketing may seem a little unclear, which is why we think that a management service delivered by expert professionals can really set you apart from your competition.

Search Engine Land has a long history of helping businesses promote themselves in their local community, and with expert knowledge in digital marketing, no-one is better placed to offer a simple and effective range of digital and social marketing solutions.

We have partnered with a world leader in social media marketing for small businesses to bring you a professional service at a budget within your reach.

**FULLY MANAGED SOCIAL MEDIA SETUP, MANAGEMENT AND CONTENT CREATION. USES WORLD LEADING SOCIAL MEDIA MANAGEMENT TECHNOLOGY, PROVIDES REGULAR CUSTOMER CONTACT, CLEAR AND SIMPLE PRICING WITH NO HIDDEN COSTS.**

## GETTING STARTED

### STARTER

R1400 PM

- 3 SOCIAL MEDIA NETWORKS
- DEDICATED ACCOUNT MANAGER
- 2 POST PER WEEK ON SOCIAL MEDIA NETWORKS
- CONTENT CREATION
- CONTENT PLANS - 1 PER MONTH
- ANALYSIS AND REPORTING
- ADVERTISING BUDGET - R400 PER MONTH

### STANDARD - RECOMMENDED

R4000 PM

- 3 SOCIAL MEDIA NETWORKS
- DEDICATED ACCOUNT MANAGER
- 2 POSTS PER WEEK
- CONTENT CREATION
- CONTENT PLANS - 1 PER MONTH
- ANALYSIS AND REPORTING
- NEWS /BLOG CONTENT - 2 BLOGS PER MONTH OF 600 WORDS
- ADVERTISING BUDGET - R1000 PER MONTH

### CORPORATE

R12000 PM

- 5 SOCIAL MEDIA NETWORKS
- DEDICATED ACCOUNT MANAGER
- 4 POSTS PER WEEK
- CONTENT CREATION
- CONTENT PLANS - 1 PER MONTH
- ANALYSIS AND REPORTING
- NEWS/BLOG CONTENT - 4 BLOGS PER MONTH OF 600 WORDS
- ADVERTISING BUDGET - R5000 PER MONTH



## READY TO TAKE THE NEXT STEP?

Call us to discuss your challenges and plans.

We would love to hear from you.



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