

# Social Media Marketing Premium Service Summary



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## Service Summary

# SOCIAL MEDIA MANAGEMENT PREMIUM PRODUCTS

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



# Social Media Management Premium Products

Our Social Media Management Premium services are classified into two styles.

- The first style of service is a brand-level management service starting with the management of a minimum of three social media platform profiles. (Facebook, Instagram, and LinkedIn are highly preferred by the majority of brands)
- The second style of service is a platform-specific standalone management service.
- Additional profiles can be cost-effectively added to the basic service.
- Platforms we can look after include: Facebook, LinkedIn, Instagram, Twitter and Pinterest.

## Social Media Management Premium Service Levels

- Silver (see chart below for inclusions)
- Gold (see chart below for inclusions)
- Platinum (see chart below for inclusions)

Please refer to the chart below to get a better understanding of what we do in each of these services.

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Inclusions	Silver	Gold	Platinum
Cost			
Competitor Analysis	✓	✓	✓
Facebook	✓	✓	✓
Instagram	✓	✓	✓
LinkedIn	✓	✓	✓
Twitter	✗	✓	✓
Pinterest	✗	✗	✓
Initial Audits	✓	✓	✓
Delivery Days	7	10	14

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Inclusions	Silver	Gold	Platinum
Profile Optimization/Creation	✓	✓	✓
Content Strategy	✓	✓	✓
Cover Video	2	3	4
Posts per platform	10	10	10
Stories	✓	✓	✓
Content Calendar	✓	✓	✓
Blogs	2	3	4
Page Likes + Boost + Traffic	R2300	R3500	R4600
Scheduling	✓	✓	✓

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Inclusions	Silver	Gold	Platinum
Monthly Report	✓	✓	✓
Weekly Stats	✓	✓	✓
Advertisement Consultation	✗	✓	✓
Dedicated Account Manager	✗	✓	✓
Goal Evaluation	✗	✗	✓

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## Purpose

- Managing Social Media profiles is very time-consuming. When done with local resources or employees, it either gets very distracting and expensive for your business to do it yourselves.
- Also, taking into account the wide range of different popular social media platforms, it is a challenge for most businesses to maintain marketing expertise in all these areas, unless it's your specific area of expertise.

### **The purpose of our management premium services is two fold:**

Firstly, we aim to provide a cost-effective social media management premium service.

### **To achieve the objective effectively, our services and processes are mapped to ensure**

- We understand and represent your brand
- We produce content (in image and language) that is of an exceptional quality that meets and surpasses your business's standards.

Our offerings are priced at a rate that provides a significant discount over locally produced content and rates, ensuring that you can make a decent profit while using our service

Secondly, we keep our team's skills (for each social media platform) up to date, ensuring our services are as effective as possible for the long term.

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Some measures of effectiveness could include

- Audience growth
- Reach growth
- Quality engagement
- Traffic to your website

By maintaining a team of consultants that ONLY do social media, and professionals that live it and breathe it, we ensure that the work we are doing for you has the maximum potential to meet your goals, as documented in the service brief.

## It Is Working When

- The initial brief is completed professionally and accurately.
- All the content is tailored according to your business's requirements and is approved by you prior to publishing.
- Content is both delivered and approved in a timely manner to ensure final content is complete in time for the publishing schedule.
- The publishing schedule is adhered to.
- Your brand is enhanced by the professionalism of the content.
- The goals agreed to in the briefing document are focused on and generally achieved.
- Where direct conversion and/or lead generation are a goal of this service, we must be mindful that these goals are secondary and typically are an indirect result of this management service.
- Often, conversions made using other lead generation activities are supported by our Social Media Management Premium service, or conversions that start with this service, are nurtured to completion using another channel.

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## Indicative Process

### Setup Month

- Initial Briefing
- Complete and agree on Social Media Marketing brief
- Social Media platform analysis and recommendations
- Content Creation for platforms as required
- Graphic Design
- Captions
- Meeting to review and approve content
- Direct Marketing for all platforms where required

### Regular Monthly Work

Marketing strategy includes a basic advertising budget to assist with content designed around key areas of your business.

- Month-end reports of the campaign are generated one day after the last post is scheduled.
- High engaging areas are identified and are added to the content strategy
- The next month's content strategy is initiated immediately after the first post is approved.
- Calendar goes live.
- The content is sent for review and approval.
- The approved calendar is scheduled accordingly.

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## Our Responsibilities

- Set up the briefing session with you for an effective discovery and documentation of your needs.
- Make sure that the utmost care is taken in the maintenance of your social media profile, only publishing approved content
- To prepare all content professionally and in time for the publishing schedule. This will be delivered for review/approval at least 3 business days in advance of the first publishing date, which is enough time for review and approval
- To schedule publication of approved content to maximize visibility and engagement.
- To apply delegated advertising budgets in line with the objectives of the campaign.
- To supply you with performance reports, ready for you to use and view at the end of each month
- To keep up to date with recent, proven effective social media trends and use these as a guide for ongoing improvement of our Social Media Management Premium strategies.

## Your Responsibilities

- To provide all necessary information regarding your social media profiles and your objectives in this process
- To make time to participate fully in briefings and other meetings. These meetings are critical to set up the service properly and then improve it over the long term. More often than not, a successful social media campaign is directly reflective of the strength of the cooperative relationship built between you and us.

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## Limitations

- Social Media Management is more about creating brand presence, supporting other marketing efforts, and reaffirming core business messages than direct lead generation.
- While some lead generation is possible and given attention to in these management services, if you are looking for fast and direct response lead generation, this is not an appropriate strategy for you.
- One major limitation of organic social media marketing is that you have no control over your audience. The social media platform algorithms control how much reach organic posts get in front of the built audience. With an ever-increasing amount of information flowing through social media channels, it appears business channels get less and less reach every month.
- This lack of control and real ownership is important for you to understand as it should be part of thinking about how you use the audience you develop in these channels.

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## What's Next?

- Email marketing is another great extension to a successful social media marketing campaign. In the last point above, we address the issue of lack of ownership/control of the social media audience. A great way to overcome this challenge is to develop an email marketing database off the back of the social media effort by endeavoring to convince the social media audience to join the email database through sporadic posting. Once the social media audience has agreed to join the email database, you then have control over the marketing communications that will reach their prospects
- If the social media management campaign is going well, the easiest and most obvious next strategy is to build on this success by implementing an advertising-based social media lead generation strategy. This is an extension to the previous point around developing an email database.
- Another service that you could consider would be a search-related marketing service as this would open up a completely new marketing channel for your business. Examples of these will include Search Engine Optimization (SEO) or PPC marketing.