

Social media package

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using social media
to grow your business



Initial social
media audit

Monthly social
media plan

Results

Using social media to drive traffic and increase revenue.



Initial audit

- Creation / Migration / Customization of existing Facebook, Twitter, LinkedIn and Google Plus accounts
- Creation of standard applications and tabs
- Identification and elimination of duplicate accounts
- Benchmarking with competitors
- Communication strategy and plan
- Training
- Duration: 45 days



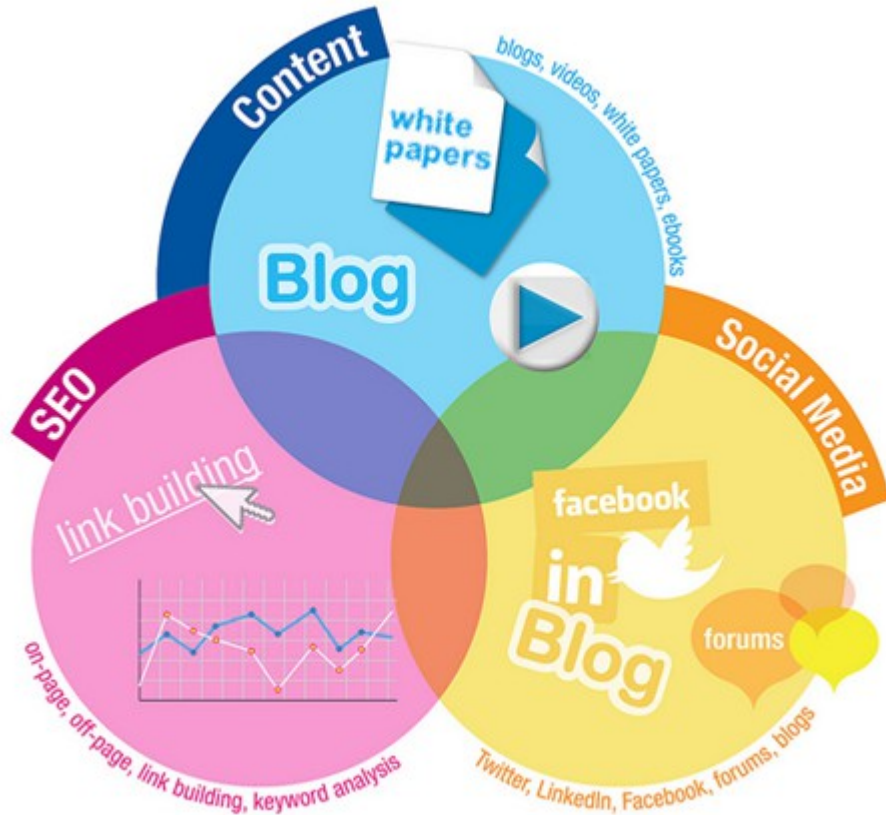
Monthly SM plan

- Crisis management and intervention
- 3 times / week new content
- Search of prospect customers in all social media channels
- Follow leaders in the industry
- Once a month easy promo action on Facebook
- Once a month Twitter ad campaign
- Monthly reports for each channel with main KPIs

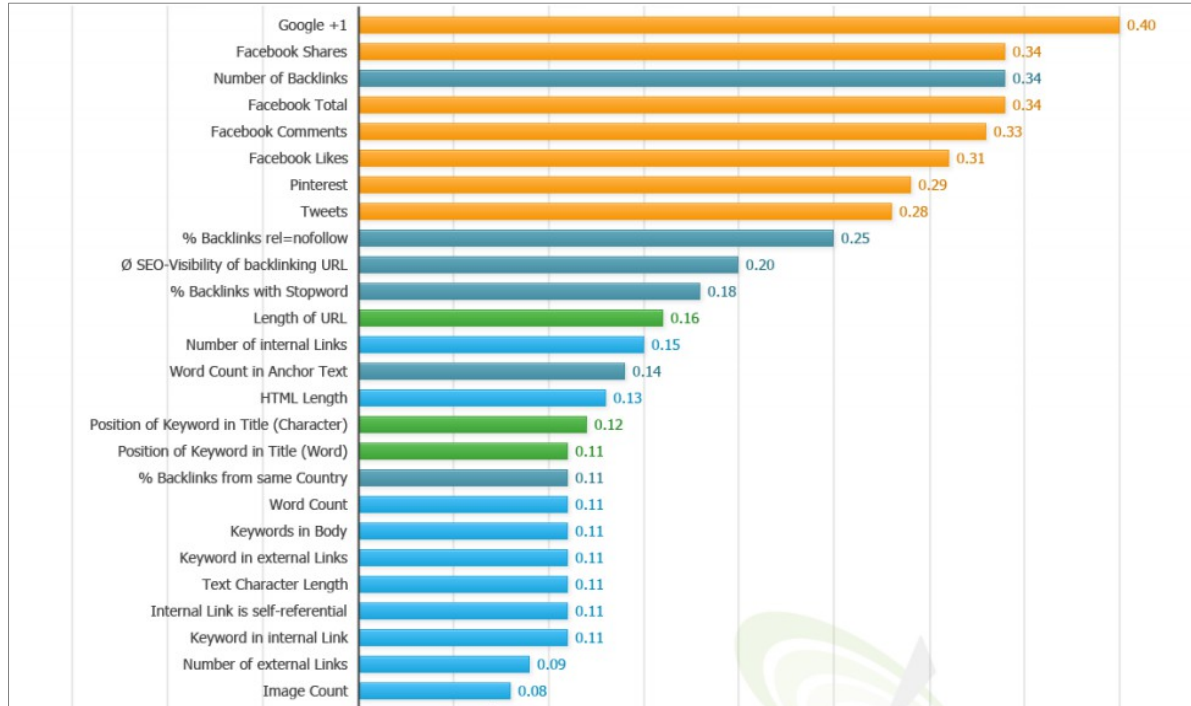


Results

- More Shares and Likes, more retweets
- More links from social sites
- More quality links from social sites
- More content
- More traffic
- Better ranking in Google



- Interaction between SEO and social media
- Links from social media - linkbuilding
- High quality links
- Buzz feeds into SEO



Top valued links are from social media : Google Plus, Facebook Shares, Facebook Comments, Facebook Likes, Pinterest and Tweets.

SEO services

SEO audit

Monthly plan

SMM services

SMM audit

Monthly plan



Could we have a special social media profile created?

If you consider that Pinterest or other channels would contribute more to your site, we will open them and manage them for you at your request.

What indicators will I be able to see in the social media monthly reports ?

Twitter : new followers and retweets

Facebook : new Shares and Likes

LinkedIn : new followers, clicks and likes

Google Plus : more +1 and more shares

Do I have to work on social media regularly?

Yes, social media forms part of the SEO and linkbuilding strategy and needs to be managed every month for it to bear results.

What is included in the social media packages?

The social media packages consist of

- 1) the initial social media audit
- 2) the monthly social media plan

Would it be possible to have interactive applications designed for us?

Yes, we can design interactive applications, as they are not included in the package they have an additional cost.

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