



SOCIAL MEDIA

Four speech bubble icons containing social media symbols: an envelope with '38', a person icon with '48', an '@' symbol with '27', and a heart with '81'.

## EXECUTIVE SUMMARY

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Whether you're looking for monthly social media content calendar creation and post scheduling to increased brand awareness and engagement, or you want to run social media ads to drive sales, while increasing your return on investment (ROI), our social media experts are well-versed in all aspects of B2B and B2C social media. Our team has more than 10 years of success in creating results because they know that good marketing is a dialogue, not a monologue, and how to create that for your brand. We work across various social media platforms with a primary focus on Facebook, Instagram, Snapchat, and Twitter. The choice of social networks can vary according to your business goals, so we also include LinkedIn and other platforms.

We begin by analyzing your industry and competitors. We will then use that data to work with you and your team to define a baseline and formulate a strategy. With that information, we will continuously optimize to over-deliver on expectations in your competitive online landscape.

In the proceeding pages, we will dive into the details to demonstrate why your business should be taking advantage of social media, our primary focuses, and a look into the various strategies, objectives, and services we implement for our clients. We will present a comprehensive audit of your current social media use and provide actionable advice to improve your results.

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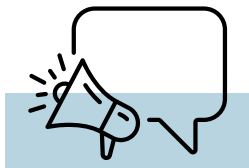


## WHY YOU MUST HAVE AN ACTIVE SOCIAL MEDIA PRESENCE

Nearly half of the world's population use social media regularly, and by 2025 it will be more than half, according to a July 2020 study from Statista. In the United States, 72% of Americans use social media regularly, according to a 2019 Pew Research fact sheet, and the average American spent 6 hours and 43 seconds online each day in 2019.

In 2020, 79% of Americans have one or more social media profile, according to Broadband Research, in comparison to just 10% in 2008. Interestingly, social media use is roughly even across gender, race, income level, and community (urban/suburban) demographics. While younger people are most active on social media, people aged 30-49 are close behind, and usage by people age 50 and older is both not far behind and growing as they use it to stay in touch with family and friends.

Broadband Research also studied what social media activities businesses can do to get people to make a purchase.



**48%** said being responsive on social media



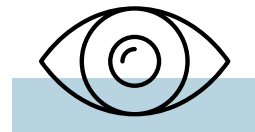
**48%** said offering promotions via social media



**42%** said providing educational/useful content



**28%** said providing interesting visuals



**27%** said providing behind-the-scenes content

In short, **your target audience is on social media.** Providing strategic content to attract them, engage with them, and move them through the sales funnel will grow your business. Social media marketing can build your company's visibility, enhance its reputation, and turn prospects into customers and customers into enthusiastic fans who share your content and recommend your products and services.



## THE IMPORTANCE OF COMMUNITY MANAGEMENT

Community management is a vital part of social media marketing. Simply posting content is not enough. To win over prospects and keep customers happy you must monitor comments, respond to questions, and address complaints. In today's online world, people are often more likely to use your social media profiles for customer service than to call or email.

One of the biggest mistakes a business can make is ignoring or deleting negative feedback. Efferent Media's community management team is very experienced at addressing complaints in a way that resolves it diplomatically and demonstrates to viewers that your company is responsible, caring, and worthy of their business.

Why does that matter? A Marketing Land study found that not responding to social media complaints can lead to a 43 percent decrease in customer advocacy, meaning they'll be less likely to recommend you, buy from you, etc. The same research found that a skillful reply can give you a 20 percent increase in customer advocacy, even if the person complaining remains unhappy. Prospective customers can tell when someone is being unreasonable and will appreciate good-faith efforts at a resolution even if it fails.

Crafting a diplomatic response to verbal abuse takes experience. Customers also want a swift reply. Both can be difficult to do while you're focused on running your business. Efferent Media's community managers can put their experience to work for you establishing and consistently maintaining a brand voice, freeing up your time and improving your customer relations.

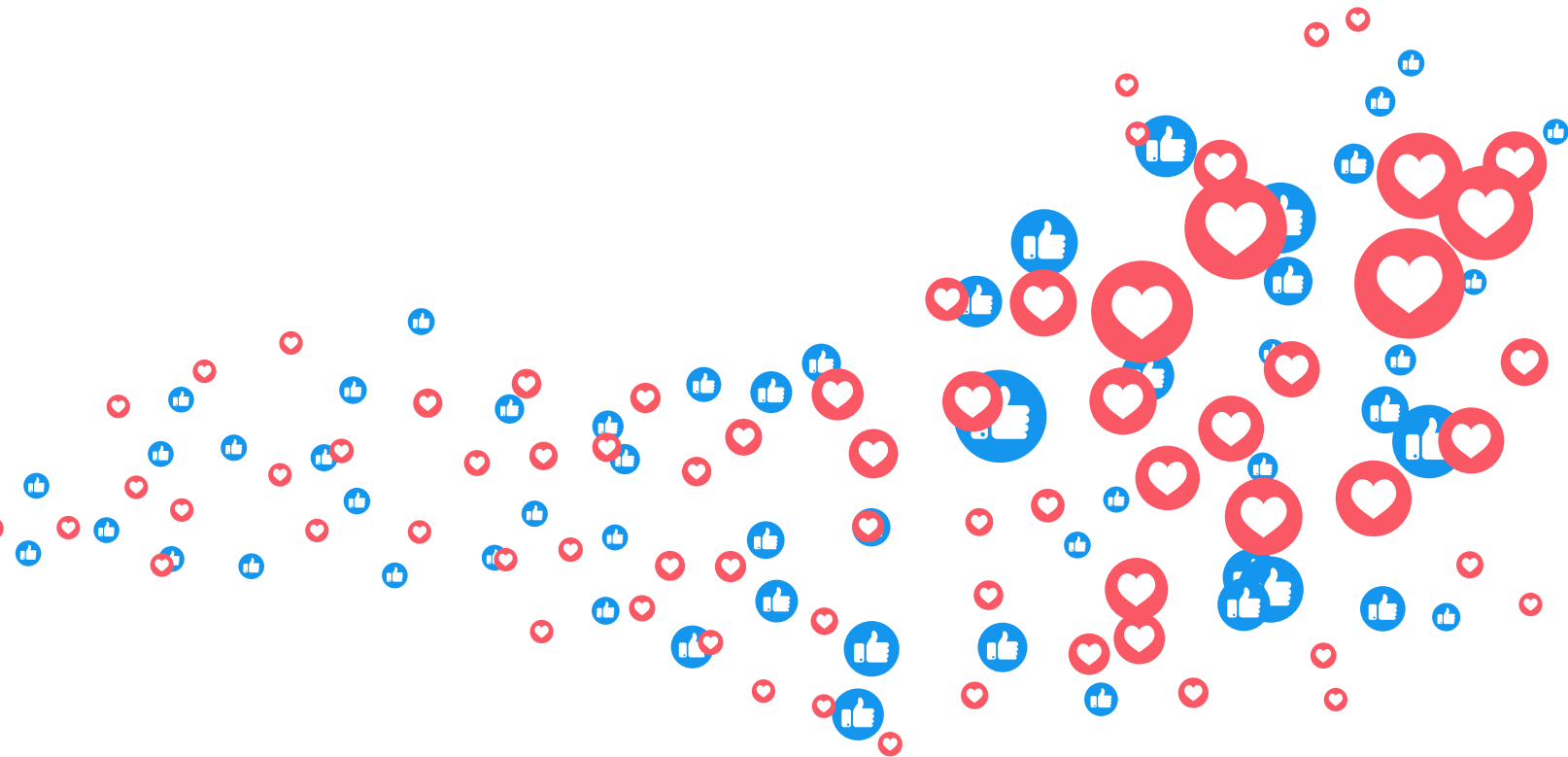


## THE ROLE OF PAID SOCIAL MEDIA ADS

As social media marketing has become increasingly important for companies of any size, the owners of various social media platforms optimized their services for advertising. Modern audience targeting allows us to create highly cost-effective social media ads for any budget, and when paired with an organic social media marketing strategy, the results can be spectacular.

However, getting the best results requires expertise. Facebook makes it very easy to boost a post for a small amount of money, but without proper targeting and a plan, you're probably just throwing your money away. Our social media ad managers at Efferent Media will recommend the right platforms for your business and a social media ad strategy that fits your budget and accomplishes your goals.

Remarketing is a specialized form of social media advertising that targets people who have shown interest in your business by visiting your website or engaging with your brand but haven't yet made a purchase. This way your brand stays on their mind by seeming to follow them around the internet.





ATTRACT NEW CUSTOMERS



INCREASE BRAND AWARENESS



ESTABLISH YOUR BRAND AS AN AUTHORITY



BUILD RELATIONSHIPS WITH CUSTOMERS  
AND PROSPECT



DRIVE TRAFFIC TO YOUR WEBSITE



PROVIDE CUSTOMER SERVICE ON SOCIAL MEDIA –  
WHERE YOUR CLIENTS ARE



REPUTATION MANAGEMENT



HIGHLY EFFECTIVE AUDIENCE TARGETING



DATA INSIGHTS ABOUT WHAT CUSTOMERS WANT



## CAMPAIGN GOALS

Your audience is on social media – and it's the best place to build rapport, address their concerns, and convert prospects to paying customers. We'll design a social media strategy as part of a cohesive marketing plan that will take your business to the next level.

## CAMPAIGN OBJECTIVES

### 1. SOCIAL MEDIA STRATEGY

Your strategy is custom tailored to your specific marketing needs.

### 2. AUDIENCE TARGETING & ONGOING MANAGEMENT

We create a custom audience for your business and keyword strategy to set you apart from the competition and increase your brand visibility.

### 3. CONVERSION OPTIMIZATION

Conversion-focused strategy to drive customer engagement and purchasing.

### 4. CONTENT MARKETING STRATEGY

Social media marketing can support and enhance your content marketing strategy.

### 5. INCREASE BRAND VISIBILITY

Social media can enhance your digital presence and authority.

### 6. MEASURED RESULTS AND REPORTING

Full visibility and access to a user-friendly dashboard will help you track your progress while our detailed quarterly reports provide insight and deeper analysis.

### 7. ACCOUNT MANAGEMENT

You will be assigned a dedicated account manager. They will be your point of contact to answer questions, discuss strategy, and ensure your account is moving in the right direction. Your account manager will work with you to create a seasonal calendar to help define your target audience, strategy, and short- and long-term goals.





## INITIAL STRATEGY MEETING

In the initial meeting, we'll present a unique strategy on social media platforms selected for your business and industry to grow your business with your target audience. Whether your goal is to increase engagement, gain followers, or generate leads, we will develop a social strategy to reach your objectives and business goals.



## ACCOUNT SET UP & PAGE OPTIMIZATIONS

Whether you're creating new profiles from scratch or optimizing your business on existing platforms, Efferent Media will ensure that your social media presence is effective and tailored to your target audience. If you don't already have a social media presence, we will create and optimize new accounts to reflect what makes your business unique.

If you already have social media profiles, we will request access to fully optimize your accounts, fine-tuning the information for best results while also eliminating unused sections. We can also create a branding guide, logo designs, banner images, profile images, and/or other images for your products and services as needed.



## SOCIAL MEDIA ADVERTISING

Effective and relevant social advertising is the best way to increase your company's online visibility and reach. At Efferent Media, our social media advertising specialists work closely with our in-house social media team and designers to strategize, create, and implement ads that produce results for your business. Based on your overall business goals, we can create ads for:

- Conversion/Lead Generation
- Engagement
- Website Traffic
- Brand Awareness
- Page Likes
- Video Views
- Content Views
- Reach
- and more



## ENGAGEMENT OPTIMIZATION

If you're looking to increase engagement and reach more of your intended target audience across all platforms, we have a strategy for that, too. In 2020, with Facebook and Instagram's latest algorithm, organic business posts are appearing less and less on people's news feeds. As a result, we will create a specific boosting plan within your budget to ensure your posts are seen. It works well to increase brand awareness, engagement, impressions, reach, and reactions.

In terms of organic reach and engagement, Instagram is the most trending platform right now. On Instagram, your engagement rates are likely to be at least double what you'll see on Facebook. With the correct hashtags and competitor research, Instagram posts don't necessarily need a financial boost to perform. On Facebook, we highly recommend and will outline a boosting budget plan for your business posts.



## QUARTERLY REPORTING

As part of our social media services, you'll receive in-depth quarterly performance reports so you can track how well you're doing. We will also provide a summary of how we are managing and optimizing your campaign as well as recommendations to build on that success. We continually monitor your accounts to further develop and understand what's working, what's not, and adjust accordingly for optimal results and efficient ad cost.



## COMPETITIVE ANALYSIS

With our robust insights and developed in-house proprietary tool set, we can learn from your competitors' mistakes and successes on social media platforms. We can also view all of your competitors' active ads to compare and adjust toward the type of ads that engage people. We will track your competitors' social media accounts and provide a full analysis of their content strategy or advertising strategy. Efferent Media will assess your current social media presence and make concrete recommendations based on our findings.



## CREATIVE & DESIGN

From eye-grabbing Facebook banners to compelling imagery and graphics, we have you covered. When working with Efferent Media, you will have direct access to our in-house graphic designers and our Social Media Director to help with idea generation for design. We will send some samples to you for your approval and optimize imagery to help your business thrive while maintaining your brand's style.



## YOUR OWN ACCOUNT MANAGER

To ensure excellent service and meet all of your business needs, you will have a dedicated account manager to address any questions. For example, if you want us to focus on new products or services, or you'd like to make changes to content, ads, landing pages, or anything else, Efferent Media's account managers are dedicated to the needs of your business and invested in your continued success.



## OUR SOCIAL MEDIA MANAGERS

**Primarily focus** on our clients through engaging content creation, and paid social marketing strategies on multiple social media platforms.

**Set clear objectives** through a social media plan focusing on brand awareness, site traffic, promoting products/services, and propelling the client's brand.

**Work with the Director** of Social Media and Creative Director to execute cohesive and engaging paid social media marketing campaigns to promote a client's product or services via social media.

**Plan, maintain, and design** a social media publishing calendar in order to create social content which helps increase post/page likes, brand awareness and engagement on a client's social media platforms.

**Read and report** social media analytics to best optimize your paid campaigns, as well as monthly optimization of social content.

**Create effective and successful** social media marketing campaigns according to the goals and guidelines set by the client.

**Work as a team** to produce effective and creative strategies for each client to ensure the best possible results.

## OUR COMMUNITY MANAGEMENT TEAM

**Responsible for daily** keyword listening across various social media platforms, monitoring conversations and looking for opportunities to engage with your targeted audience.

## OUR SOCIAL MEDIA CONTENT WRITERS

**Will write, edit, and publish** engaging content for various social media networks including Facebook, Twitter, and Instagram

**Optimize social media posts** (language, tone, message) based on the behavioral insights of your target audience.

**Select appealing images** and videos to complement copy.

**Update social media** pages with compelling company news.

**Boost brand awareness** through advertising techniques such as promotions and competitions.

**Track and report** on social media insights (traffic, shares, engagement).

**Research competitors** and stays on top of market trends.

## OUR GRAPHIC DESIGN TEAM

**Creates engaging and cohesive** content for brands across your social media platforms.

**Establishes and refreshes** brand identities through the design of logos, color palettes, typeface choice, and imagery style (branding). Create content that consistently maintains the brand identity.

**Works closely** with our Creative Director and Social Media Director to implement strategies and paid social marketing campaigns to raise brand awareness and engage the target audience.

**Generates imagery and animations** for social media calendars according to guidelines which helps increase likes and customer interaction.

**Designs attention-grabbing imagery** to accompany articles posted to clients' websites or social media pages to boost clicks.

**Designs and refreshes** website mock-ups for clients.

