



egghead[®]

SOCIAL MEDIA MARKETING

Social Media Marketing is the practice of social interactions between a variety of different technologies, powered by user generated content. Businesses can use Social Media sites to establish themselves as an authority on their particular field of expertise, engaging in social conversation and promoting brand awareness to existing and new potential customers.

What is it?

The most popular social media sites are:

- **Social Networking Sites** – Facebook, Twitter, LinkedIn
- **Social Bookmarking Sites** – Digg, Delicious, Reddit, StumbleUpon
- **Blogs** – Wordpress.com, Tumbler, Blogger.com
- **Photo Sharing** – Photobucket, Flickr
- **Document Sharing** – Slideshare, Bet, Scribd, Issuu
- **Meetups and Events** – Meetup.com, Facebook Events
- **Geolocation** – Gowalla, Foursquare, Facebook Places
- **Video Sharing** – YouTube, Vimeo, Google Videos

Why should we do this?

Social Media Marketing has quickly become one of the fast growing forms of online marketing as businesses have started to realise its potential. Statistics show that 1 in 3 of your potential customers are active users of social media, with over 2 billion registered users of social media sites today.

In essence, it is an advanced form of word-of-mouth advertising, so if someone likes your brand or your products, rather than telling a few friends about it, they can now tell the world. Social Media sites give users a platform to share all their experiences to a mass market; both good and bad. Although you can't change the fact that your business will be discussed online by people of differing opinions, you can influence and moderate what is being said about you by actively getting involved in Social Media Marketing.


How do we do this?

By filtering out the noise of social media, we can identify your social objectives, your audience and the correct tone of voice to design and implement a successful social media strategy to improve brand awareness and customer relations.

The key to Social Media success is to have a clearly defined strategy; most businesses fail in Social Media Marketing by diving in and not taking the time to develop an objective driven plan with clearly defined goals. How can you monitor the success of your Social Media Marketing if you haven't defined your objectives to begin with?

What we offer?

Our complete Social Media Marketing service includes a personalised Social Media strategy, campaign planning



and the monthly on-going implementation of your Social Media campaign. Our team of Social Media strategists will develop a complete strategy and plan of action based on extensive research of your industry, customers, existing online presence and your competitors. Once we have formulated the appropriate strategy and campaign objectives, we will plan a detailed schedule of the work we will undertake on a weekly and monthly basis.

Your personalised social media strategy and campaign plan will include:

- **Your Social Media Vision and Mission Statement**
- **Your Social Media Objectives**
- **Your target audience**
- **Which social platforms to use**
- **The writing style and tone of voice best suited to your audience**
- **Your online social presence**
- **SWOT Analysis** – The Strengths, Weaknesses, Opportunities and Threats to your business
- **Your competitors**
- **Your competitors social activity**
- **A list of social media campaigns that will be undertaken each month**
- **A monthly schedule of work to be undertaken**
- **Social Media Measurement metrics** – how to measure the success of your campaign
- **A list of social tools to use to help you implement the plan**

At the end of the initial 6 month plan, we will sit down with you to discuss the results of your campaign and outline a plan for the next 6 months so we are always planning your social media activity well in advance.

This option is the ideal solution for businesses that want to utilise the power of Social Media Marketing, but who don't have the resources in-house to be able to undertake the on-going management of your social media activities. We will take control of your all your social media platforms and act as your social voice to your customers, so you will have the knowledge and experience of our social media strategists as an extension to your business.

What next?

If you'd like to know how Social Media Marketing by Egghead can help you transform your online business, call for a chat on **01455 559 005** or email **talktous@eggheadesign.co.uk**