



***We're talking
about you...***

A guide to our
social media service



WELCOME TO A NEW WORLD OF MARKETING

It will not have escaped you... just about everyone is 'online'. Chatting, shopping, surfing... But how much of your time is spent online engaging with customers or potential new customers?

Most businesses, organisations and budding entrepreneurs tell us that they just don't have the time to post, tweet, like and share content. Many cannot afford the cost of a marketing agency or a marketing professional in-house, but we are changing that.

We offer low cost, professional social media management for businesses of all shapes and sizes. Our Social Media Management Service takes the stress out of developing, enhancing or managing your social media sites. We will look after your social media sites just like they're our own.



WHY BOTHER?



1.44 billion monthly active users on Facebook

**statista.com*



236 million monthly active users on Twitter

**statista.com*



1 billion Youtube users. Everyday, people are watching hundreds of millions of hours on YouTube, generating billions of views

YouTube.com/statistics



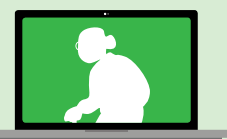
In 2014, **74% of all adults** bought goods/services online

office for national statistics



In 2014, **38 million adults in the UK** accessed the internet everyday

office for national statistics



Older people use the internet too! **11.5 million** people aged 55-64 and **5.5 million** people aged over 65 years use the internet.

AgeUK Labour Force Statistics Survey

WHAT WE CAN DO FOR YOU

We have different levels of service dependent on your needs and budget.

As a minimum we will:

- Create relevant, topical and timely content for your social media sites.
- Create content that creates leads. We will send customers straight to your inbox or website.
- Deliver a monthly report to your inbox. This will include reach figures, the number of leads generated, new followers / fans. We will even calculate how much new business has been generated.

THIS SERVICE IS GREAT FOR:

- Busy business owners who don't have a lot of time to spend online.
- Businesses who cannot afford expensive marketing and PR agencies or cannot employ a marketing executive.
- Businesses who do not have a marketing/ PR professional in house.
- Marketing managers who have little time or lack experience in digital/ online engagement.
- Businesses who want to grow their brand online and find new customers.

HOW CAN SOCIAL MEDIA ENGAGEMENT HELP YOU?

Social media can help you:

- Increase awareness of your business or service.
- Reduce marketing costs.
- Generate qualified leads.
- Increase traffic to your website.
- Improve your understanding of your target market.
- Identify negative and positive feedback.
- Give you insight into a consumer's or service user's opinion of your brand or service.
- Generate new ideas for products and services.



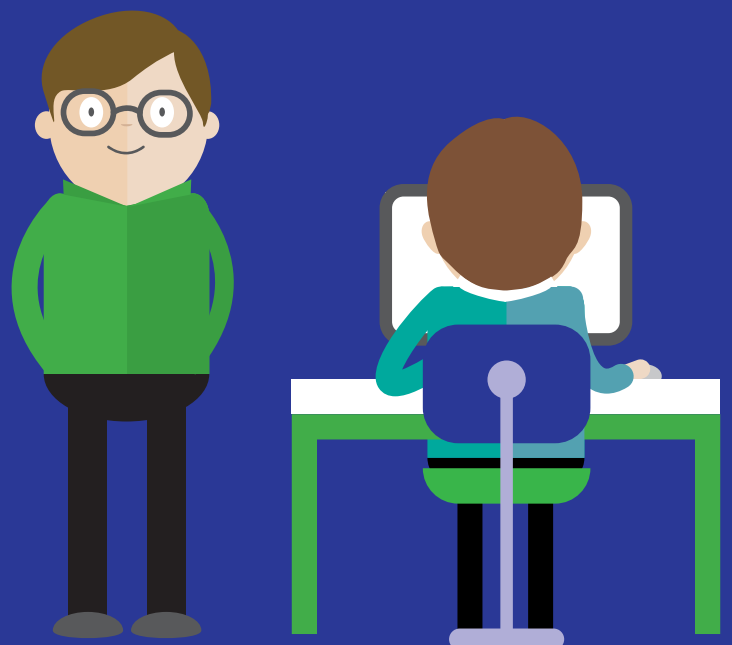
WHY US?

We understand people. We have dedicated our working lives to getting to know people – what they think, what they want and what they need.

We believe social media has the power to change things. We have worked with governments and public sector organisations on tough social issues and now we want to extend our reach to business and make change happen for you.

We believe that our expertise in Social Marketing makes us the perfect people to help grow your business on social media. We understand how people think and behave. We know what times of the day they talk, we know what interests them. This gives us the added advantage of being able to write content that really engages with your target audience.

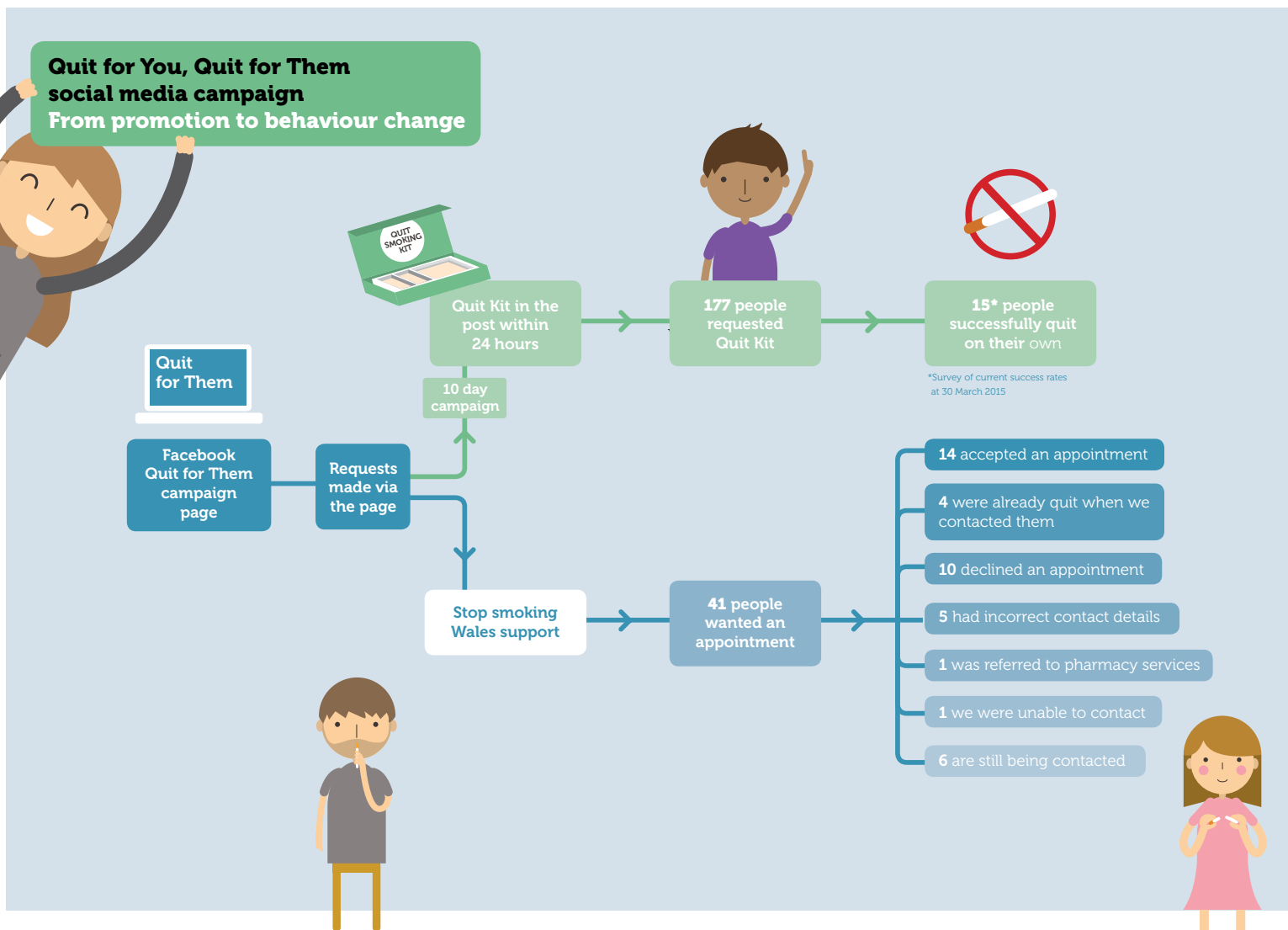
And the best bit? We are not expensive.



CASE STUDY 1

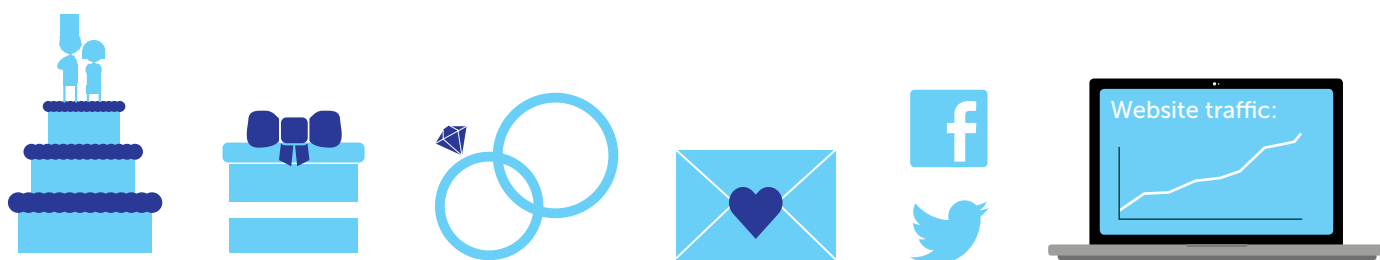
In March 2015 we designed a social media campaign to get smokers to quit on No Smoking Day.

We targeted one town in Wales. In 10 days we reached over 5,000 people. 177 people requested a quit kit and 41 people requested NHS stop smoking services. If we can convince people to quit smoking – one of the hardest tasks – think what we could do for your business?



CASE STUDY 2

We worked with a wedding venue in the East midlands in 2014. Over a three-month period we increased enquiries to the wedding planner by 34% and increased traffic to the website by 51%



LET'S CUT TO THE CHASE. WHAT IS THE COST?

Activity	Bronze package	Silver package	Gold package
Dedicated account manager	✓	✓	✓
In house Journalists, Designers and Copywriters	✓	✓	✓
Custom built page (includes set up for two accounts)	£125 setup cost	included	included
Regular and customised content for your social media accounts	20 customised starter posts - with a minimum of 1 post per day (two accounts)	20 customised starter posts, followed by personalised social media content: minimum of 2 posts per day (on three accounts)	20 customised starter posts, followed by personalised social media content with a minimum of 2 posts per day (on unlimited accounts*)
Customer response - we will respond to your followers on your behalf	✓	✓	✓
Lead generation - email enquiries direct from social media. We will set up an online form that delivers leads straight to your inbox	✓	✓	✓
Monthly activity report	✓	✓	✓
Blogging: We will write blogs for your website and advertise these via social media driving traffic to your website. This helps with SEO		Two per month	Three per month
Monthly online panel. We will host a Q&A online with your followers once a month		✓	✓
Custom graphics for your page/newsfeed. We will produce beautiful graphics to help sell your business or organisation		✓	✓
Design of a social media campaign. We will set up a new campaign to run for three months. You will have access to our marketers to help you bring even more business to your door			✓
£50 of Facebook advertising per month			✓
Bi Monthly meeting			✓
Cost	£199 per month	£299 per month	£399 per month

SPECIAL DEALS

Sign up to a six-month contract and we will give you 10% off all prices.

Would you like to pay annually? Talk to us today for HUGE savings.

Commit to a six-month contract before 30th July 2015 and we will secure your monthly price for 12 months.

12 months for the price of 10.

*The accounts must be for the same business/organisation.

OTHER COSTS

If you have yet to set up your social media account, for a one-off fee we will do this for you for just £125. This includes Facebook cover, profile picture and custom tabs.

(Included in the Silver and Gold packages)

OUR PROMISE TO YOU

We care about outcomes. Not just page views and traffic. Our effort is only working when you're getting the right response. We will work hard on your behalf to generate leads, build brand and deliver business. Our job is to make you look good, not us.

Q & A

Am I locked into a long term contract?

Absolutely not! That's not how we work. You are free to terminate at any time. However, we do know that it takes about three months to start seeing a good return so we do hope that you stick with us for at least that long. Cancellation is easy - we just need 30 days notice.

I don't have Facebook, Twitter, Instagram or Pinterest - can you help set these up for me?

Of course! We will custom build the pages for you. We have in house journalists, copywriters and designers who can set up your accounts for you. On our bronze package it will cost just £125 but if you opt for our silver or gold package we will include set up in the monthly cost.

Do you post content at weekends and in the evening?

Yes - we schedule posts on days and at times that your target audience is most likely to engage. This could be 9pm on a Friday night or first thing on a Sunday morning.

Our business is on Facebook and Twitter and we haven't seen any results so I'm not convinced social media actually delivers for us. What can you do that we are not already doing?

It is a crowded space online and it might be the case that your messages have not resonated with your audience. We will start by understanding your business, your target market and importantly your target customers. Using our marketing and research expertise we will be able to quickly identify areas for improvement and a plan to make you stand out from the rest. It is no good just being 'on' Facebook. You have to be 'in' it. And we are 'in' it to win for you.

Contact us to arrange a free appointment:

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