

Social Media Marketing



**Channel Specialities Include: LinkedIn, Facebook, Instagram, and Twitter
other channels are available pending content and location**

Clients include: B2B, Nonprofit, small businesses, and startup organizations from a wide range of industries including events, mental health, technology, and beauty

Follower Growth

Work with your team to leverage personal social media connections and followers to convert to company followers. Identify new relevant social media connections for leadership and the company. Mainly target organic follower growth but paid campaigns are also available.

Social Media Content Creation

Work with your team to identify existing content to use in social media posts as well as create new content graphics or short videos for a channel of mixed content. Will also research relevant industry articles or blogs that align with your company and messaging.

Social Media Consistency

Create a social media calendar and workflow that will include suggested graphics, copy, and an overview of the month to build consistency. The social media calendar will ensure that multiple posts a week on ready to go in the queue.

Social Media Engagement

Daily social media engagement with followers, influencers, partners, and relevant posts that increase awareness of the company and spark conversations online.

Social Media Research & Evaluation

Research relevant hashtags, social groups to join and competitors' postings to ensure that social media is leveraged to max capacity and adjustments can be made

