

# Social Media Strategy

The world of social media can be a confusing and daunting place; my aim is to simplify that world. From new to existing businesses, a great social media strategy can help you achieve your goals and target your customers more effectively. This will save you and your business the countless hours often spent on posting content that won't convert!

Whether you are after brand awareness, customer loyalty, increased database, authentic communication, improved relationships or a competitive advantage I can help.

**Initial Strategy Session** - 2hrs + 2hrs training  
\$495 + GST

## **Aim: What is your goal through working with social media?**

What is the businesses aim with social media? Are we targeting sales, building brand awareness or increasing traffic to the site?

## **Platforms**

- Strategy - Which social media platforms should you be using to connect with your target audience?
- Frequency - Each platform has a difference algorithm so it is important to be aware what time you are posting and how many times per day.
- What - What does your audience 'like', what are they looking for, what can you help them with? Are you portraying yourself as an industry leader?
- Content – Copywriting & Topic Planning, Blogging.

## **Advertising**

- What type - Making sure you are advertising across the correct platforms and making sure that your customers are correctly targeted.
- Budget
- Management/Analytics

## **Destination**

**How To** - Basics of how to use each platform if required

**Training** - For you or your admin person to implement (2hrs)

**Value Adds – 1hr** Bi-Monthly Review of Strategy and Performance

\$100 + GST

- Metrics and Review of strategy and advertising
- Review of website analytics



## **Emma Barr**

Social Media Consultant

“Let me help you get your business online and on track! With simple social media and marketing solutions!”