

SOCIAL

MEDIA

TACTICS



As a social marketer, it's critical that you stay on top of the latest adoption trends, feature updates, and best practices on each social network you participate in. As social media continues to grow, more networks pop up, and more people start using them, staying up to date is becoming even more important.

Over 2.2 billion people use social media and in the UK there are over 31 million users on Facebook alone, and as a marketer, that's an opportunity you can't afford to miss.

Facebook is the largest social network in the world, by far. Invest time in exploring the interest tags available to you, and experiment with different tags and different combinations of tags to understand how your engagement is affected depending on your usage.

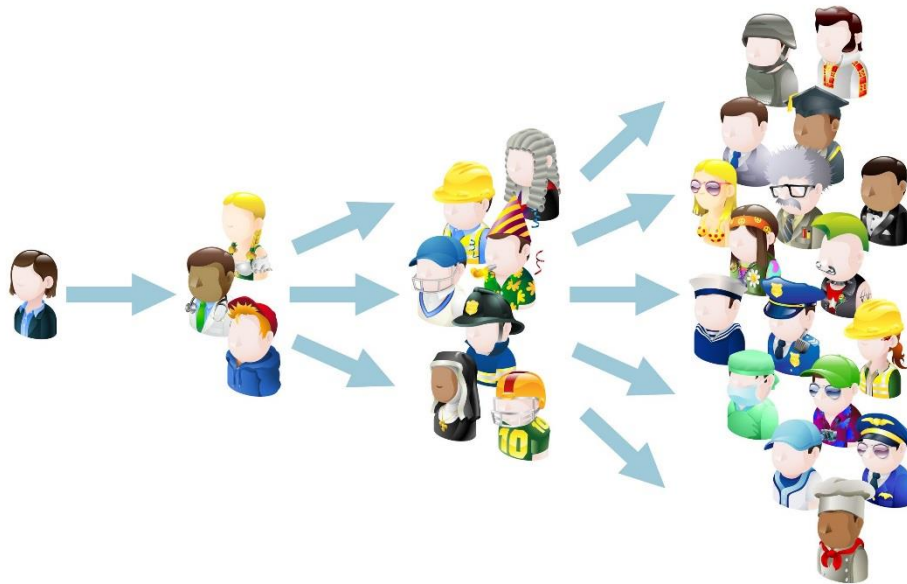
97% of the world's top brands have dedicated Facebook accounts. Surely they know something to be making use of Facebook for their brand. 93% of them post content on a daily basis and in some cases more than once a day. How often do you post? How engaged are you with your Facebook page followers?

Posting fresh, up to date, relevant content on your Facebook page on a regular basis is the best way to ensure your audience stays engaged, talks about you and ultimately visits your business. This is one of the best forms of "free" traffic for your business. It is not entirely free as it takes time for you to create and manage your Facebook page posts but apart from that, there are no other costs involved.



Word of mouth is still the best form of advertising and your FaceBook page followers can provide you with the best advertising for your business if you keep them engaged and visiting your page by providing regular fresh content.

With over 31 million users in the UK, FaceBook provides you with a platform to link to so many more potential customers than any other form of advertising available to you today. Are you benefitting from this potential?



Take Advantage of our Reasonably Priced Social Media Management Services

We offer the following services:

- **Entry Level Package**

Our entry level package consists of 1 post per day (every day of the month) at a time selected by you to your FaceBook page. Information to be posted can be provided by you or our team will select the posts and ensure they are delivered at the right time.

Price:

£150.00 per month for a 3 month contract

£140.00 per month for a 6 month contract

£130.00 per month for a 12 month contract

- **Advanced Level Package**

Our advanced level package consists of 2 posts per day (every day of the month) at times selected by you to your FaceBook page. Information to be posted can be provided by you or our team will select the posts and ensure they are delivered at the right time.

Price:

£165.00 per month for a 3 month contract

£155.00 per month for a 6 month contract

£145.00 per month for a 12 month contract

- **Dominator Level Package**

Our dominator level package consists of 3 posts per day (every day of the month) at times selected by you to your FaceBook page. Information to be posted can be provided by you or our team will select the posts and ensure they are delivered at the right time.

Price:

£185 per month for a 3 month contract

£175 per month for a 6 month contract

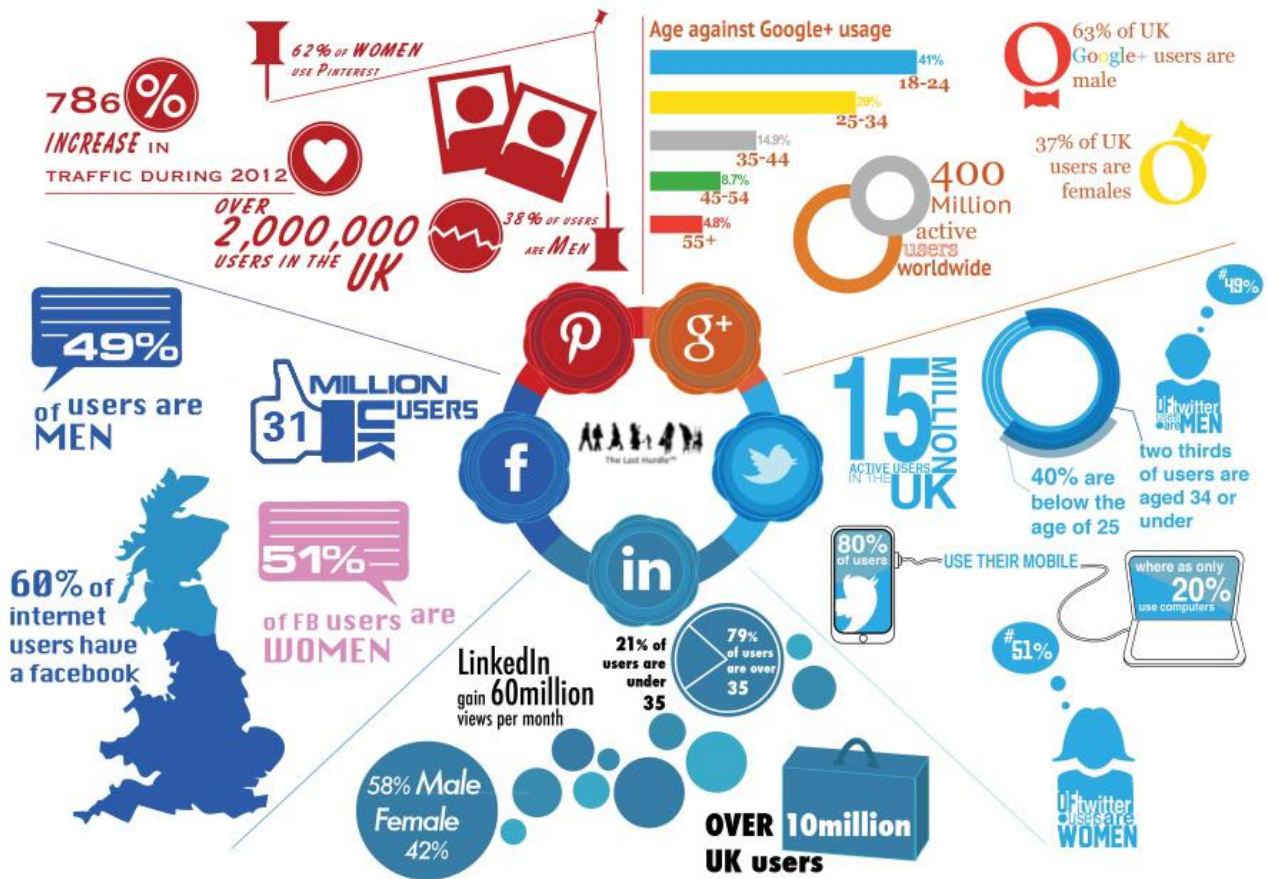
£165 per month for a 12 month contract

All of the above packages are scheduled at least one week in advance to ensure all content is delivered on time. We will provide you with a report at the end of the month of the posts made and activity on your FaceBook page. There is a once off £50.00 administration fee for setting up your account and all relevant links to ensure your posts are made to your FaceBook page.

The beauty of this kind of advertising is that you can see live on a daily basis what is being posted, how it is performing and that we are delivering what we promised.

We also offer packages that include posts to Twitter & LinkedIn if you have these profiles set up. If you do not and would like them set-up, we are able to set these up for you at a nominal fee. If you would like to consider having your posts on Twitter & LinkedIn as well then let us know and we can quote you accordingly.

Social media traffic is MAASIVE as you will see on the next page...



The above shows the power of posting on FaceBook, Twitter and LinkedIn so if you want to take advantage of our services to post your FaceBook posts to Twitter and LinkedIn as well then contact us and we will quote you accordingly. The price different is not significant and increases range from 20% - 30% depending on whether you take Twitter and/or LinkedIn.

Thank you for taking the time to read this report and we look forward to hearing from you soon.

If you have any queries, please do not hesitate to contact us at:

support@standout-media.com