

# The Importance of an Active Social Media Profile



The perks to business are numerous but in this report we will focus on what we believe to be the most important. The key benefits include (but not limited to):

### **Better Rankings**

With social and search merging having an active social presence online is now essential as it's believed social signals can help to improve your rankings. The higher the number of social signals you gain from the below networks the better the position of your website in SERPs:

- Google +1
- Facebook Shares
- Facebook Comments
- Facebook Likes
- Facebook Total
- Pinterest
- Tweets

Maintain a strong profile in social media is extremely beneficial to businesses wanting to have an effective online presence.

### **Brand Awareness**

Social media offers your business a perfect way to be seen by your target audience's eyes and build awareness around your brand/company. Remember that regular posts about the latest company, as well as industry, news will help your business be seen as an authority within the industry.

That's not all...Social Media can increase more than awareness.

### **More Traffic**

New and regular high-quality content will help you keep your business/brand in mind and in front of the eyes of your current as well as potential customers. Your Social Media accounts are perfect for increasing the amount of times existing and potential clients are exposed to your company which in turn will have a positive impact on your website traffic.

According to **Social Media Examiner study**, 75% of marketers stated increased traffic as second best benefit they managed to gain from Social Media marketing.

However, don't be a spammer and post only links to your website; make sure that 80% of the Tweets, Facebook updates, LinkedIn posts, etc are relevant to your industry and target customers and only 20% is about self-promotion.

### **Increase in conversions**

With more people coming to your website from Social media there is a higher chance that also your conversion rates will be higher. Plus you can use your Social Media accounts to spread exclusive offers and discounts. Come up with an attractive offer and pair it with a strong call-to-action and you're half way through to higher conversion rates. However, ensure that your customers feel that there's value in clicking on your offers/ads/posts, and avoid making them feel that they're being sold to.

If you're sceptical about the effect of Social Media on sales, a latest study suggests that 77% B2C and 43% B2B companies have acquired clients from Facebook.(Source: [HubSpot](#))

### **What Does Effective Social Media Management Look Like?**

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To reap all of the above mentioned benefits, and more, you must invest time and smart work. The five core activities of effective Social Media management that drives results include;

- Regular Social Media plan creation – this can be done on a weekly, monthly, quarterly or annual basis
- Regular analysis of Social Media activities, their successes/failure and performance against set goals
- Daily updates across all Social networks
- Daily customer service – Responding to user's messages, comments and posts as soon as you can
- Daily engagement with the community
- Regular Brainstorming to find new ideas, content and create offers

**Here are 14 simple social media ideas that have been proven to work over and over again.**

### **1. THE SUCCESS STORY**

If something good is happening in your business – new premises, an award, a new product launch etc. – use social media to tell people about it. This is the bread and butter of business social media. Dish it up.

### **2. THE TOPICAL QUESTION**

Look out for big news stories that are related to your industry. A new law that affects your customers, a new trend receiving mass media coverage, things like that. Then simply ask your followers what they think about it. You'll show that you're on the ball and interested in your customers' opinions. And you might just start a conversation with someone interesting.

### **3. THE SPECIAL OFFER**

Running special offers via social media is a great way to attract followers and fans. If you're using an online discount coupon, try creating a unique code for each channel. That way you can easily measure where your sales are coming from.

### **4. THE SURPRISING PIECE OF TRIVIA**

You're an expert within your industry, aren't you? So you're bound to know a few curious, little-known facts that your customers will find fascinating. Personal example: research shows that 6 out of 10 people will read **ONLY** the headline of an advert – which is why good headlines are so important. See what I mean? Show off your own specialist knowledge via social media.

### **5. THE JOKE**

Heard a really good joke lately? Or a really bad one? Post it on your social media pages and show everyone you've got a sense of humour too. Just makes sure it's appropriate for your whole audience.

## **6. THE LINK TO SOMETHING COOL**

There's nothing wrong with piggybacking on other great sites you found on the Web. It's got to be relevant to what you do, but apart from that the sky's the limit. Introduce the link with some text to put your own spin on things, and suddenly it's your own content.

## **7. THE PHOTO THAT MADE YOU SAY 'WOW'**

Photo posts are great because they're visual. They look good and they require very little thinking by the reader. You can post your own photos, or interesting pics you found on the Web. (Be sure to give credit where it's due though.) Easy peasy.

## **8. THE APPEAL TO MORAL DECENCY**

Every industry has issues that negatively affect businesses and their customers – be it piracy, fraud, shoddy practices or something else. Commenting on these topics via social media affirms your own moral position. It also lets others have their say, and can start really interesting discussions. Because nobody loves to claim the moral high ground more than Internet commenters.

## **9. THE CELEBRITY ASSOCIATION**

Sad though it is, people love celebrity 'news'. It's easy to find stories online about what Katie Price, Prince William etc. are up to at any given time. If these celeb stories are at all related to what you do, channel your inner tabloid and post about it. You'll be glamorous by association.

## **10. THE YOUTUBE VIDEO**

YouTube is a goldmine. Find a video that's entertaining and relevant to your business – preferably one that hasn't already gone viral, because we're trying to keep things fresh here – and share it via social media. Just don't go overboard. Too many of *any* one post type will bore your followers.

## **11. YOUR OWN VIDEOS**

Got a corporate video? Post it, obviously. But if you want to share regular video updates with your audience, try making your own with a camera. This is social media, so your videos don't need Hollywood production values. They just need to be interesting, funny or useful.

## **12. THE COMPETITION**

Running a prize draw? Social media is a brilliant way to promote it. A competition with an attractive prize is exactly the type of content people like to share with their friends.

## **13. THE PERFECT SONG**

Is there a catchy song you like that perfectly sums up your business Find yours on YouTube and post it!

## **14. THE CUTE POST**

The fact is that people click 'like' on cute and funny pictures. The Web is full of them. As always, the content you post should be related to what you do. So if you're a mechanic, try a dog driving a car, but so long as you don't overdo it, people enjoy this stuff.

Now, I never said all these social media ideas would appeal to you personally. I just said they're all proven to work – and proven to work they are.

Try the ones you like and mix them up to keep things fresh. Pretty soon you'll have a social media feed that appeals to many different people and gets lots of responses.

## 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

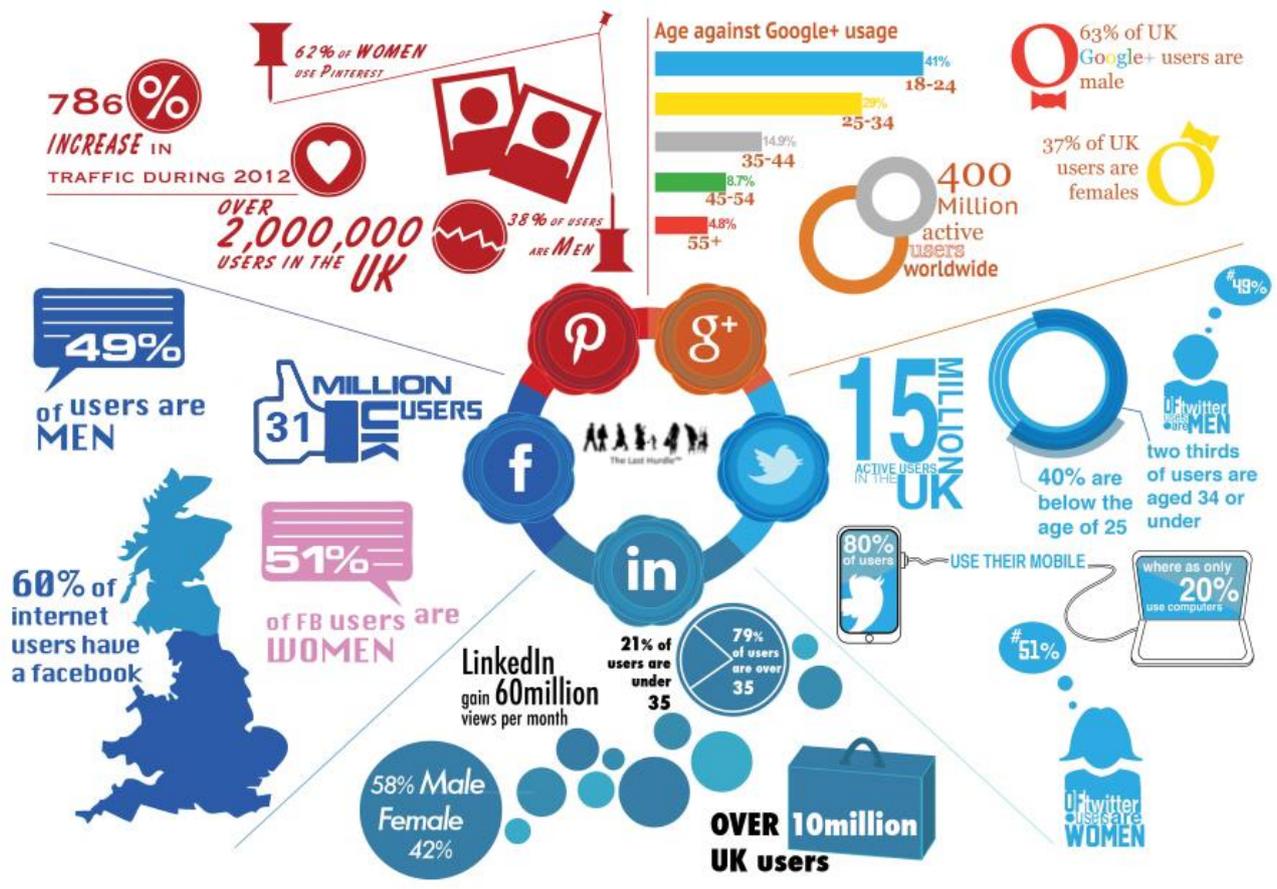
£165 per month for a 12 month contract

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 MASSIVE 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:

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