



# Websites & Social Media Content Management

*Creative – Affordable – Reliable – Effective*

Unlocking the mysteries of websites and social media can be daunting at times. But, it's not that difficult when you're working with experienced professionals who can help you develop an effective and cost-efficient plan.

Our team of highly experienced professionals takes the confusion out of the process, educates you on what you need to know to make informed decisions and identifies solutions that are effective, economical and, naturally, *inspired*.

## A Process Geared to Your Satisfaction

### Plan

- Determine Website Goals & Measures of Success
- Identify Features and Services Needed
- Select Services & Software Tools
- Discover Design Preferences
- Develop Site Map
- Agree on Statement of Work

### Develop

- Inventory Resources & Content Available
- Identify Content Needed & Responsibilities
- Develop Initial Design
- Launch Draft Website
- Obtain User Feedback
- Revise

### Launch

- Publish Website, Social Media, App, etc.
- Advertise to Target Audiences

### Evaluate and Improve

- Measure Performance
- Analyze Results
- Collect Additional Information
- Identify Areas for Improvement
- Make Improvements
- Repeat



Selection of the best combination of online services and content requirements flow from an understanding of your goals and measures of success. Once we have these specifications clarified, we will work with you to develop a statement of work that fits your budget and time requirements.

We use a collaborative and iterative process for development that is efficient and ensures that the products we are developing and services provided are what is needed to get the intended results. Involving key stakeholders in development and evaluation help ensure a high level of satisfaction with our services.

*Let us help you get your website and social media in gear and on your way to achieving success!*



Contact us for a **FREE, NO OBLIGATION** consultation on your next project:  
**(678) 202-4826 | [info@inspiredsolutions.org](mailto:info@inspiredsolutions.org)**