

ESGI Services

Extraordinary Structured “Growth Intentional” – Services



Social Media Platforms

As a business owner, you probably don't spend much time on social networks yourself, so it's quite a challenge to figure out exactly where to focus your attention.

While social marketing and advertising are an integral part of online marketing strategy, at its heart, social media is about people, conversations and developing leads and sales from those relationships.



Kenyon Glover

What Our Social Media Platform Services Provide:

- Oversee the social media strategy for the company ensuring it aligns with the company's brand.
- Engage with customers through the use of social media.
- Keep up to date with advances in social media technology and the latest social media platforms.
- Maximize followers social media platforms such as Facebook, Twitter, Google plus and Pinterest.
- Ensuring that approaches to social media are relevant and appropriate for each medium.
- Monitor social media for customer comments both positive and negative.
- Build a reporting frameworks to evaluate return on investment on the various platforms.
- Engage with customers to resolve customer service issues and or create positive PR opportunities.
- Continuous research into new relevant social media channels and their impact on your marketing brands and others in the industry
- Working with your marketing team to look at ways social media can work within wider campaigns.
- Analyze social media insights to guide future social media campaigns.
- Develop content calendar across all platforms ensuring a constant supply of relevant content.



- Report on social media mentions of the brand internally providing useful feedback to product and marketing teams.
- Searching social media for off-diary stories and content.
- Planning and delivery of community management strategies through social media.

