

# **SOCIALLY VESTED**

## **WE INVEST FOR YOUR SUCCESS!**



### **WHAT WE DO FOR YOU**

- 1. Overall Management & Posts**
- 2. Custom Content Creation**
- 3. Interactive Engagement**
- 4. Awareness & Follower Growth**

Our social media management services are designed to grow and engage your brand's online presence. We take the time to establish a genuine relationship as well as gain knowledge of your brand/company. We are setting the new standard for social media marketing! We offer the highest level of quality, professional, and dedication in all of our services. This sets us apart from any other marketing company! With social media growing and changing by the minute, we are always expanding our knowledge and continue to stay updated with the newest and upcoming trends. We help your brand establish trust and build relationships with potential buyers/fans. The benefits of using our social media management services consist of increased awareness, lead generation and eye catching material! Additional benefits include influenced Google rankings, blog promotions, reputation management, and customer service to current and potential customers.

We use platforms like Facebook, Twitter, and Instagram to accomplish your brand's social media objectives. Each social media platform is used differently to connect with potential buyers.

### **Why Use Socially Vested?**

Our expert Internet Marketing team is experienced, knowledgeable, and flexible. We build and manage social media campaigns that create a strong online presence for our clients, and ultimately a loyal following of customers. We know exactly what it takes to create an online buzz. We also realize that every company is different, and will need a different strategy. Social media has become a part of our daily lives. Studies indicate that Americans alone spend an average of 3.2 hours per day on social media networks. Plus, 27% of total time spent online in the US is spent on these social networking websites! Social media marketing simplifies the advertising process and increases desired results by targeting only users who have shown interest in you already.

## **CONTENT/GRAPHIC CREATION** **POSTS.FLYERS.LOGO.POSTERS**

Content creation consists of the creation of posts that go out on your social media channels. We develop content by defining how your brand hopes to engage its audience. This could be creating content that educates people about your brand, inspires them to take an action, or informs them more about industry-related to engage their interest. We differentiate from other social media management companies by producing high-quality content with images that incorporate your logo and color scheme.

## **INTERACTIVE ENGAGEMENT**

Interactive engagement consists of engaging and interacting with potential buyers on social media. This involves posting content that drives likes, retweets, comments, and shares. It also involves interacting and joining authentic conversations with people who may have need for your product or services on a daily basis.



Facebook is a data-driven platform that allows your business to laser target buyers. We create engaging content and run Facebook ads to increase your page likes, post reach, and website traffic. The first step we take is to design your brand's page to give your brand a clean and professional appearance. Next, we create and post content daily 1-2 times a day. If someone comments on a post, our account managers respond within 24 hours.

**TWITTER**

Twitter is a micro-blogging site that allows your business to have 1-on-1 conversations with your target audience. We post sharable content and interact with 8-10 people every day to build new relationships with potential buyers. In addition, we normally increase organic followers by 300 to 400 people on a monthly basis.



Instagram is all about telling your brand's story through images. It currently produces the more content engagement for our clients than any platform. We use high-quality images and post 1-2 times on a daily basis. Our account managers also incorporate high-traffic hashtags in posts to reach a large audience. We typically grow followers by 400-500 people on a monthly basis organically.

**INSTAGRAM**

<b>SERVICES</b>	<b>Package #1 EXPOSED (CORE)</b>	<b>Package #2 ACCELERATED (Ideal exposure)</b>	<b>Package #3 PREFERRED (VISIONARY)</b>
Social media marketing strategy	✓	✓	✓
Dedicated account representative	✓	✓	✓
Daily monitoring of included social asset(s)	✓	✓	✓
Social media personal consultations per month	✓	✓	✓
Facebook - setup / enhance & promotion	✓	✓	✓
Weekly Facebook updates / engagement	✓	✓	✓
Daily Facebook updates / engagement		✓	✓
Twitter - setup / enhance & promotion	✓	✓	✓
Weekly Twitter updates / engagement	✓	✓	✓
Daily Twitter updates / engagement			✓
Instagram - setup / enhance & promotion	✓	✓	✓
Weekly Instagram updates / engagement	✓	✓	✓
Daily Instagram updates / engagement			✓
Monthly calendar outlining posts	✓	✓	✓
Google+ business profile setup / enhance & promotion		✓	✓
Weekly Google+ updates / engagement		✓	✓
Pinterest - setup / enhance & promotion			✓
Weekly Pinning, Follower seeding & engagement			✓
Daily Pinning, Follower seeding & engagement			✓
YouTube - setup / enhance & promotion			✓
Custom YouTube page			✓
Weekly YouTube updates / engagement			✓
Social profile creation on secondary sites: StumbleUpon,Reddit, Tumblr			✓
LinkedIn company setup			✓
Monthly reporting & analysis	✓	✓	✓

**Rates and Charges vary depending on the packages you choose. Pricing will also rely on the client's aim and the agreed duration of an individual campaign.**



72% of online adults are using Facebook  
 62% of the **entire adult population**  
**Facebook continues to have the most users.**  
 Young adults **ages 18-64** Facebook Users: **82%**  
 Adults **65 and older** Facebook Users: **48%**  
 74% of urban users  
 72% of suburban users  
 67% of rural users

- Create a Business Page
- Pick a Vanity URL
- Update About section
- Optimize for Search Engines
- Facebook Marketing Strategy
- Content Creation
- Cover Photo Design
- Engaging Profile Photo Design
- Custom Tab Creation
- Daily Updates
- Facebook Fan Engagement
- Facebook Ads to Target by Region
- FB Ads to Increase Engagement\*
- Facebook Ads to Increase Likes\*
- Facebook Advertising Campaign (2 Ad Creation a Week)

82%

18-29

79%

30-49

54%

50-64

48%

65+

- Twitter Page Setup
- Create a Business Name
- Optimize Twitter profile
- Create Custom Twitter Background
- Creative Engaging Tweets
- Schedule Tweets
- Engage with Followers
- Optimize Tweets with hashtags
- Build Targeted Followers



FOLLOW US ON  
**twitter**

Twitter is steady at 23% of online adults  
 20% of the entire adult population uses Twitter  
 Twitters largest demographic is **18 to 29**  
 32% are using the site  
 3 in 10 online urban residents are using Twitter  
 21% of suburbanites  
 15% of rural dwellers are using the platform.

400 Million monthly ACTIVE users  
 77+ Million users in the US  
 80+ Million photos shared a day  
 3.5 Billion likes daily  
 40+ Billion photos shared  
 Instagram has overtaken Facebook and Twitter as the network with the largest population of younger users.



- Instagram Setup
- Create a Business username
- Optimize Instagram profile
- Creative Engaging Images
- Schedule posts
- Engage with Followers
- Optimize posts with hashtags
- Build Targeted Followers

53%

18-29

25%

30-49

17%

50+