

PROFILE BOOSTER

BLOG AND SOCIAL MEDIA STRATEGY

This is your business and your personal Brand, people always connect with people on a personal level. It's all about engaging in a dynamic relationship. Your business and your profile must be congruent across all the platforms that you will be found on. The Blog and Media Strategy gives you the direction and insight to ensure you are strong in your message.

Here are a few tips for you to follow to ensure you are positioned correctly:

- Build the narrative
- Introduction of you on You Tube
- The Blogs contain your Business Direction
- What is your story?
- Who are you?
- Is your Profile congruent with your Brand?
- Is your Brand congruent with your profile?
- What is your Marketing Strategy?
- What is the message of the Business?
- How are you sharing it on Social Media?

The aim of this Program is to provide a framework for you to take the next steps towards successfully leveraging Social Media activity for your business.

Social media networks were a novelty 5 years ago, but today their importance is no longer debated. Yes, businesses have definitely realized the power of social media and accepted that social media marketing has to be part of their marketing and PR mix.

"Whether you are launching a start-up or leading an established company, you should start establishing your social media presence if you haven't already."

Richard Branson

The success gap is widening between businesses that are using social media in an informal, ad hoc manner and those taking a more planned, strategic approach.

Social Media should be used to enhance your marketing, public relations, advertising, promotions and your customer service initiatives. Building your community via Social Media requires a long-term commitment and ongoing investment of resources. Facebook is still the leading social media network and continues to grow and should not be ignored when considering your Social Media Strategy.

It is crucial that you are getting the right message to your Client and that you understand whom your Ideal Client is.

Businesses that use social media strategically are more satisfied with the results than ad hoc users, who are more sceptical about the value of social media.

Businesses that use social media as part of a planned corporate approach are 1.5 to 2 times more likely to anticipate revenue growth than ad hoc users.

TO DO THIS, YOU ARE PROVIDED WITH:

- 1) "Blog Template" - to be completed each month
- 2) "Social Media Template" - to be completed each month
- 3) A writing Style guide
- 4) Monthly Program Overview and Strategy guide

THE PROCESS TO SUCCESS

1		<h2>Gather Information</h2> <p>In order for us to write/design your Blog and Social Media Strategy we first need to gather relevant information on the various sections we are looking to update. To achieve this, we'll ask you to fill out a short document with a set of relevant questions addressing these points.</p>
2		<h2>Conduct Phone Interview</h2> <p>Once we get the documents back from you, we then arrange to get in touch with you by phone to ask you a few questions to ensure we have all the information needed to proceed</p>
3		<h2>Implement and Design</h2> <p>And then, we review the information received and write your Blogs and Social Media Posts. You are provided with weekly emails so you can track your Strategy and each month you receive four Unique Blogs you can post. Your Social Media Posts are then added to Hootsuite</p>

Below is listed the Program and Strategy for connecting with your Client's and raising your Online presence.

EACH WEEK:

1. Blog post written and prepared for posting on:
 - a. Client website
 - b. LinkedIn - Premier Account holders only
2. The Blog will be converted to a Power-Point Presentation* and Uploaded to SlideShare.
3. Posts written and posted where possible on:
 - a. Facebook
 - b. Twitter
 - c. LinkedIn

THE PROGRAM AND YOUR INVESTMENT:

CURATE SOCIAL MEDIA	<i>7 Twitter posts per week = 30 per month</i>
	<i>7 Facebook post per week = 30 per month</i>
	<i>7 LinkedIn post per week = 30 per month</i>
BLOG CONTENT CREATION	<i>One 300-500 word Blog post per week = 4 per month</i>
CUSTOMER SUPPORT	<i>Customer Support and Brand Monitoring.</i>
MARKET RESEARCH	<i>All Blogs will be Original pieces</i>
PROJECT MANAGEMENT AND REPORTING PER MONTH	<ul style="list-style-type: none"> • <i>Blog Research and Creation</i> • <i>Briefing each month</i> • <i>Client correspondence</i> • <i>Client reporting, no analysis.</i>

*The client is to provide the template for the PowerPoint presentation

The next step is to contact Peter to discuss your Social Media Strategy and the best time to launch your program.

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