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.

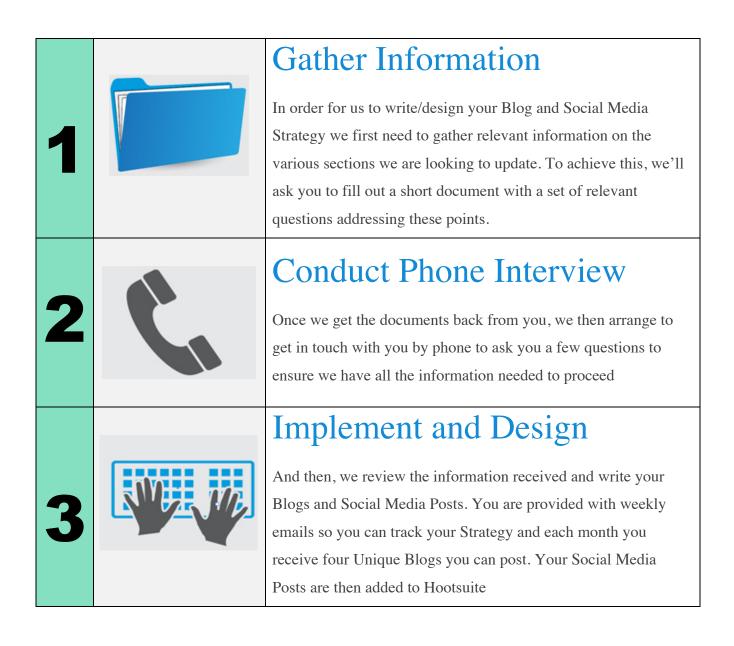
Businesses that use social media strategically are more satisfied with the results than ad hoc users, who are more sceptical about the value of social media.

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



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:

	7 Twitter posts per week = 30 per month
CURATE SOCIAL MEDIA	7 Facebook post per week = 30 per month
	7 Linkedin post per week = 30 per month
BLOG CONTENT CREATION	One 300-500 word Blog post per week = 4 per month
CUSTOMER SUPPORT	Customer Support and Brand Monitoring.
MARKET RESEARCH	All Blogs will be Original pieces
	Blog Research and Creation
PROJECT MANAGEMENT AND REPORTING	Briefing each month
PER MONTH	Client correspondence
	Client reporting, no analysis.

^{*}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.

Office: +61 3 9005 8275

Mobile: 0408 036 153

Email: peter@mmfb.com.au