

STRATEGY CREATION

There are 4.66 billion active internet users as of 2021, with Facebook alone boasting over 1.73 billion daily active users. **Are you utilizing social media to its fullest potential?**

Creating a social media strategy as part of your greater marketing strategy is the first step in reaching even a fraction of the above numbers. Social media strategies are often overlooked since anyone can post on social media, but creating a strategy will ensure goals are in mind with every post and engagement. Also as important is ensuring the social media strategy compliments the brand strategy, conflicting strategies will confuse your target market.

Let's figure out what your goals are, then I can put together how you (or we) can achieve those goals.

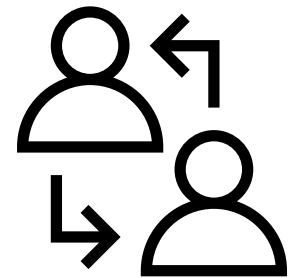
Examples:

Strategy Goals:

1. Brand awareness
2. Increase revenue
3. Create engagement

How to Achieve:

1. Partner with other brands, educational posts about the brand
2. Integrate selling features and marketplace
3. Host account takeovers, hold contests



SOCIAL MEDIA MAGEMENT

Social media can be time consuming, and with that in mind I can curate a speciality social media management plan that fits your needs, budget, and strategy to do the hard work for you. Don't need to post on social media every day? There is a plan for that. Or, do you need to increase your posting to multiple times a week or even daily? There is a plan for that too. Plus in addition direct message monitoring, follower engagement, or even website maintenance can be included in the monthly fee.

The below options are an example and starting point, but the final plan features would be determined by your company's goals, needs, and budget.

MONTHLY PLANS EXAMPLES

PREMIUM

ONLY 1 SPOT
AVAILABLE

- Daily posts on up to 3 social media platforms
- Content creation for above posts
- Website design, maintenance, and updates
- Follower interaction on posts
- E-Commerce storefront maintenance
- Full direct message monitoring
- Brand voice curation/monitoring

PLUS

ONLY 1 SPOT
AVAILABLE

- 3-5 posts a week on two social media platforms
- Content creation for above posts
- Follower interaction on posts
- Website maintenance and updates
- Direct messages monitoring and responses (up to 20)

BASIC

ONLY 2 SPOTS
AVAILABLE

- 3 Posts a week on one social media platform
- Content creation for above posts
- Basic website maintenance and updates
- Direct messages monitoring

BUSINESS PAGES

Don't know with where to start to create social media business pages? Or do you already have some but they need to be updated to be cohesive across all platforms?

I can create and/or edit various business pages to ensure your brand identity is consistent across all platforms.

We can also integrate services such as: direct message auto-responses, selling through your e-commerce store with inventory management, promoted ads, and customer reviews.

Contact me for a consultation at j@brushfiremgt.com

