

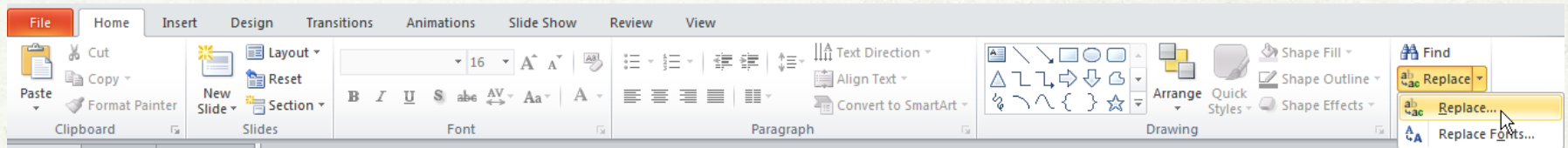
# Hot Tip - Branding

- **Want to change this? (hint: don't click it)**



SELECTING & IMPLEMENTING SOCIAL MEDIA STRATEGIES

- **How do I incorporate my company info into all the slides?**



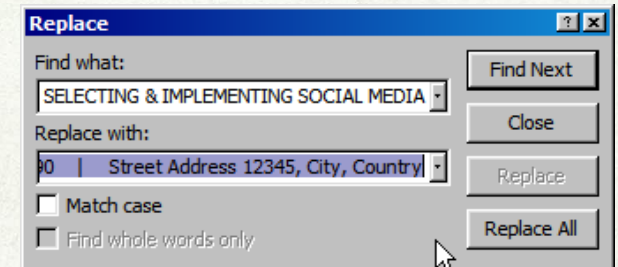
Click Home>Replace

Find: SELECTING & IMPLEMENTING SOCIAL MEDIA STRATEGIES

Replace with (use your own info, we recommend this format): [www.mywebsite.com](http://www.mywebsite.com) |  
+12 34 567 890 | Street Address 12345, City, Country

Click the "Replace All" button.

In some cases you might have to save the presentation and reopen to see the results.



## [ Image information in product ]

•Note to customers : These images have been licensed to be used within this PowerPoint template only. You may not extract the images for use independently on a website. Use in a PowerPoint, PDF, or video embedded in a website is allowed.

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Logo  
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# SOCIAL MEDIA AGENCY

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[www.url.com](http://www.url.com)

Start >





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# INTRODUCTION

[www.url.com](http://www.url.com)



# Even a Cavemen Can Do it?



- The concept of social media has been around for ages – *even cavemen posted on each other's walls*
- The internet just scaled this to a whole new level with more than 1.5 billion people on social networks increasing by more than half a million a day

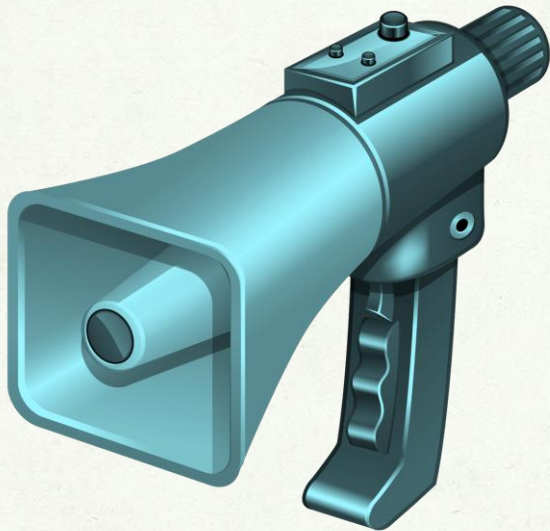
Icon by fasticon.com; Statistics Source: Top Social Networks Around the World

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# The Paradigm Shift



## Technology Shifting

Change the communication Channels

Phone



Smartphone

Mail



eMail

News



eNews

Socialize



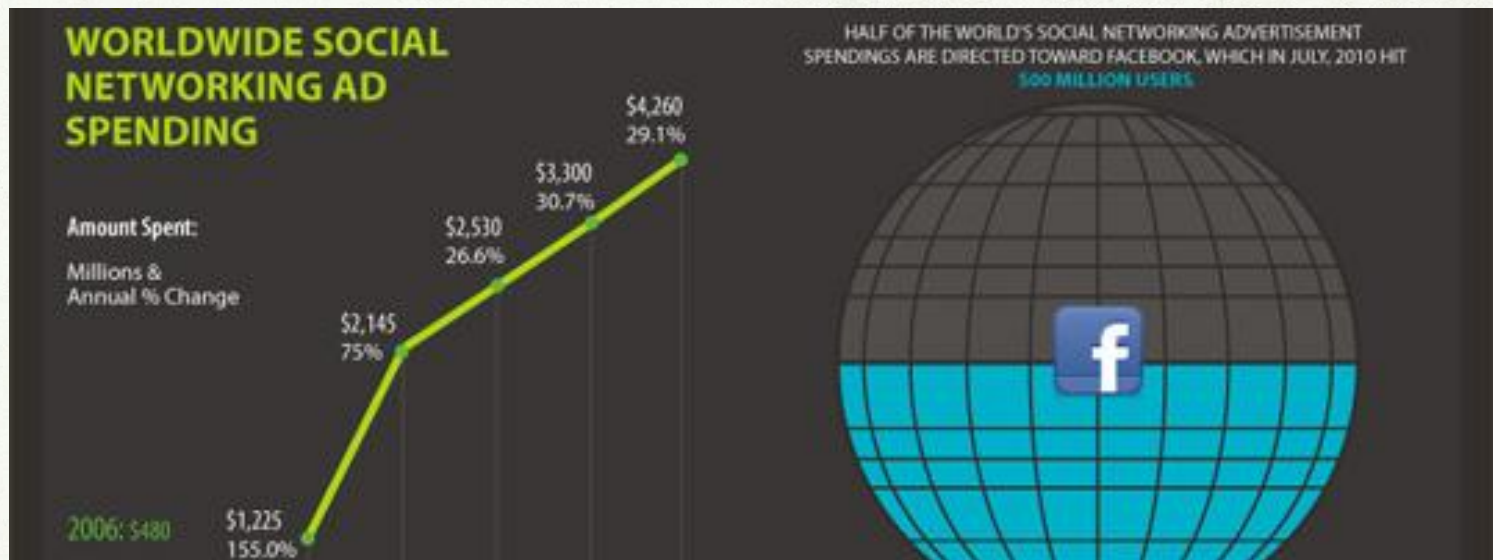
Social.net

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# Don't Be Left Behind

*\$4.26 billion marketing dollars were spent on social media in 2011*



Source: Digital Buzz Blog

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# Why the Urgency...

**800 Million**  
**200 Million**

Number of active users on Facebook

New Facebook accounts in 2011

**56%**

Customers more likely to recommend a brand once fan on FB

**30%**

B2B marketers spending yearly \$1m+ on social media

**34%**

Marketers who generated leads using Twitter

**33%**

Marketers that say FB is critical/ important to their business

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# Revenue Potential



If your business is not leveraging social media marketing,  
your business is not maximizing its revenues

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It's Viral



Social media is word-of-mouth on  
**steroids**

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# ABOUT US

[www.url.com](http://www.url.com)





# Who We Are

## Consulting

We are a social media consulting firm that creates campaigns for businesses via various channels to ensure effectiveness and revenue generation.

## Customization

We have built our company around our clients by taking the time to personalize their social media campaigns to fit their needs. We are a full-service firm offering Facebook, Twitter, YouTube and other social media outlets to ensure your business maximizes its reach via multiple channels.

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# A Sample of Our Clients

We have a wide range of expertise from mom and pop shops to large corporations:

Logo 1

Logo 2

Logo 3

Logo 4

Logo 5

Logo 6

Logo 7

Logo 8

Logo 9

Logo 10

Logo 11

Logo 12

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# Case Study

Picture Here

Client Name

MobileMob, Inc.

Problems

Mobilemob, Inc. recently had a decline in its customer base by 16% and the trend pointed downwards. Meanwhile, competitors were effectively employing social media strategies to increase their customer base.

Results

We structured an effective social media campaign employing Facebook, Twitter and YouTube social media outlets. Over the span of 4 months, we helped increase the customer base by 31% and customer satisfaction ratings by 22%.

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# The Team

Harry Doe

Chairman

Jeane Biggins

Managing Director

John Smith

Creative Director

Al Comeronie

Finance Director

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# CUSTOMIZED STRATEGY

[www.url.com](http://www.url.com)



# Will Normal Ads Die?



Some leading business publications believe normal advertising may eventually die but in reality social media is just a very powerful addition to current marketing channels

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# Social Media is Free

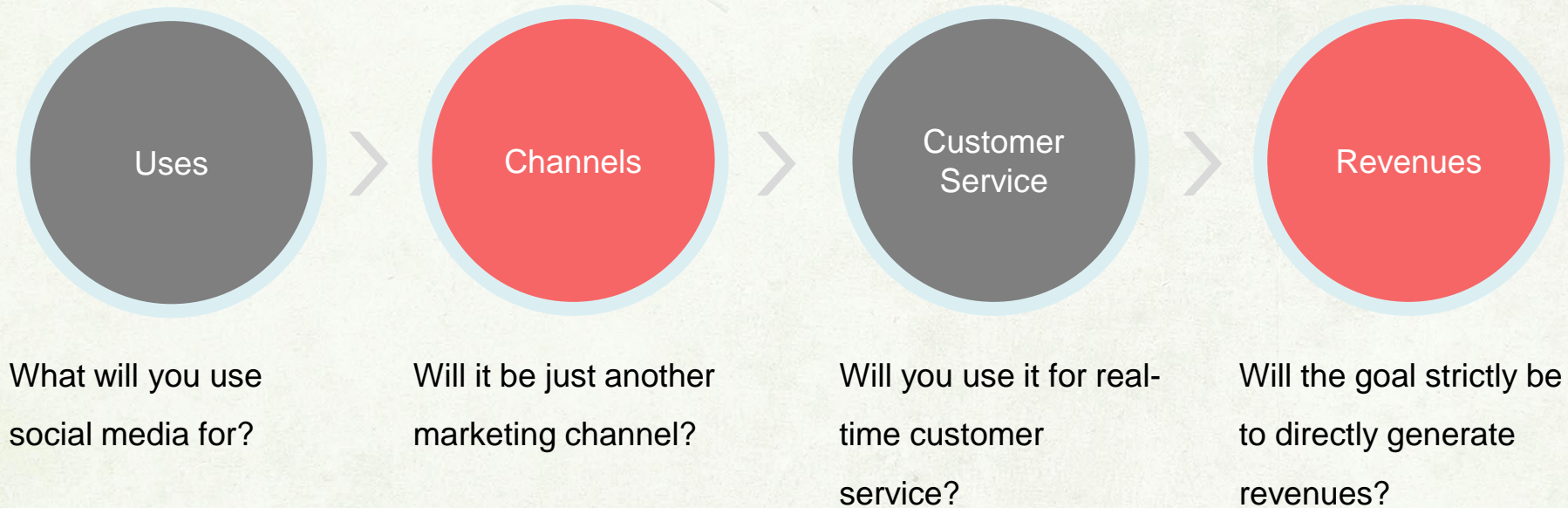


The media space is considerably cheaper but immense competition requires effective content and ongoing customer interactions that involve time and financial investments

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# Initial Planning

It is essential to establish a vision for your social media marketing strategy and determine desired outcomes in order to create an effective campaign and choose the correct outlets



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# The Focus of the Strategy

In order to have a successful strategy, it is important to not lose focus and aim to create a long-term social media strategy. If your strategy adds real value to the lives of customers then you will retain them.

## People

Focus on the people and not the technology. The technology is not what drives revenues; however, having a consultant who can create connections and manage an effective campaign to reach the customers does.

## Engagement

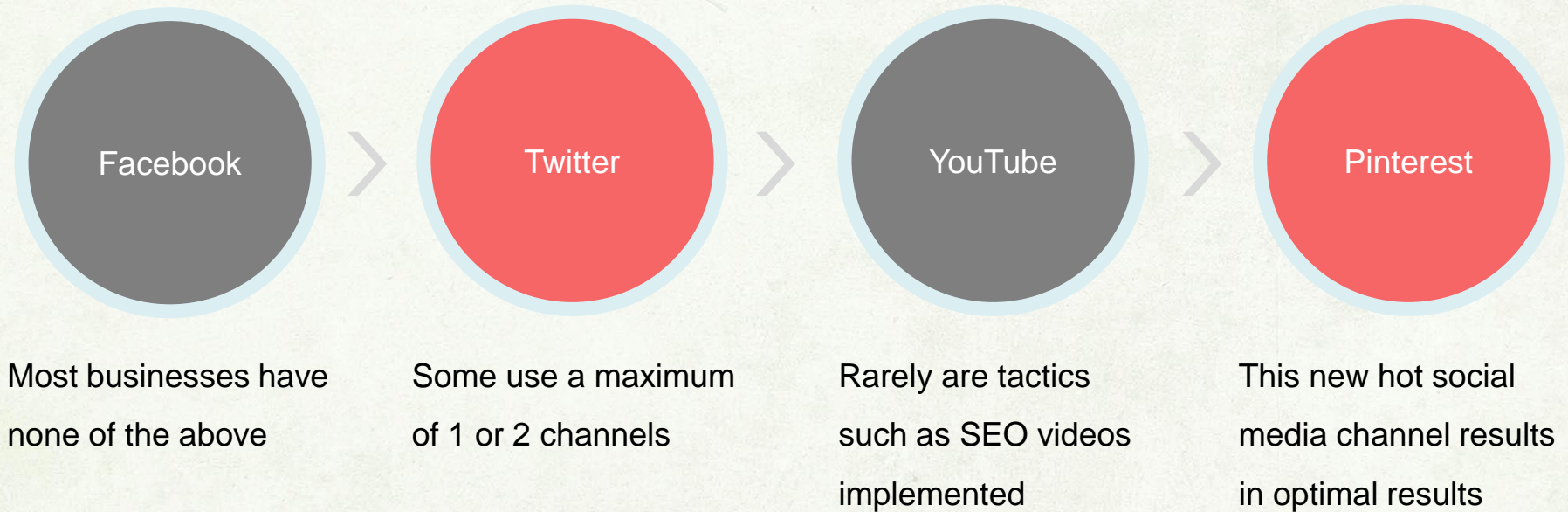
Build conversations instead of focusing on campaigns. By interacting with customers and building long-term relationships you will be able to build trust and connection with them, which will eventually convert into higher and more consistent revenues.

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# Dominate the Competition

Beat your competitors and dominate the market by reaching your customers via at least 3 to 4 social media channels



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# Promote Social Media

- **Table-tops** on-site at your business promoting your social media
- **Discounts** for customers who become fans on Facebook or Twitter followers
- **The Ultimate Method** is to sign up customers via social media integrated mobile landing pages in exchange for automatic discount codes delivered directly to their phone



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# Implementation & Optimization

## Implement

Implement methods on-site to drive customers to your social media content and convert them into subscribers and contributors

## Measure

Monitor your return on investment via various key performance indicators:

1. Sales/revenues
2. Number of referrals
3. Total marketing costs

## Optimize

Use analytical tools to reassess your social media campaign and implement new strategies in order to improve your return on investment

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Find us on  
**Facebook**

[www.url.com](http://www.url.com)



# Facebook Facts

700 Billion

20 Million

48%

250 Million

93%

1 in 8

Minutes a month spent on Facebook

Applications installed per day

Young people who get their news via FB

People interacting with FB per month from outside the site

Adult US internet users on FB

Online minutes spent on FB

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# What's Your Market?

48%

18-34 year olds check FB when they wake up

28%

18-34 year olds check FB before even getting out of bed

30%+

Percent of user base that is 35+

18-24

Age of the core segment

74%

Year-on-year growth of the core segment

98%

18-24 year olds accessing social accounts monthly

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# Facebook & Your Business

54

Average number of likes per post on a brand's FB page

50%+

Businesses that agree FB is beneficial for them

41%

B2B companies using FB that acquired a customer via FB

67%

B2C companies using FB that acquired a customer via FB

47%

% that social networkers are more likely to be heavy fashion spenders

53%

% of social networkers that follow a brand

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# The Benefits



Posts build awareness

Comments increase hype

Likes build credibility

Fan Page following

Shared events

Improved Google ranking

Market offers/coupons

Integrate with mobile

The benefits of a targeted and effective campaign are many and reach far beyond direct revenue generation

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# Example Facebook Fan Page



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# Example Facebook Fan Page



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# Example Facebook Fan Page

The screenshot shows the Facebook interface for the 'Peabody Rooftop Party' fan page. At the top is the Facebook navigation bar with the logo, a search bar, and a 'Find' button. The main header features a large cover photo of a crowded rooftop event at sunset, with the 'The Peabody MEMPHIS' logo in the bottom right corner. To the left of the cover photo is a profile picture showing a neon sign for 'The Peabody'. Below the cover photo, the page name 'Peabody Rooftop Party' is displayed, followed by engagement statistics: '2,249 likes · 380 talking about this · 2,069 were here'. To the right of the name are 'Like' and 'Message' buttons. Below this is a section with icons for 'About', 'Photos', 'Likes', 'Map', and 'Videos'. The 'About' section is expanded, showing details: '\$ (0-10) · Concert Venue', '149 Union Avenue, Memphis, TN.', '00 1 901-529-4000', and 'Closed until Thursday 6:00 pm - 11:00 pm'. A 'Tell us more' pop-up is visible over the 'About' section, encouraging users to help friends learn more about the place. Below the 'About' section is a 'Post' box with a 'Write something...' prompt and 'Add Details' and 'Close' buttons. To the right, under the 'Highlights' dropdown, is a section titled 'Recent Posts by Others on Peabody Rooftop Party' with a 'See All' link. It shows two posts: one by Brandon C. Hubbard about the 5/10 Peabody Rooftop Party, and another by Elizabeth Leigh congratulating promo girls.

facebook Search Find

**Peabody Rooftop Party**  
2,249 likes · 380 talking about this · 2,069 were here

Like Message

Photos Likes Map Videos

**Peabody Rooftop Party**  
Friday

**Recent Posts by Others on Peabody Rooftop Party** See All

**Brandon C. Hubbard**  
@ 5/10 Peabody Rooftop Party  
9 hours ago

**Elizabeth Leigh**  
Congrats to all of my promo girls on their bookings this week...

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# Next Steps

## How to Build Your Strategy



1. Create a Facebook branding strategy
2. Build a targeted profile
3. Build a consistent follower base via a fan page
4. Create relationships with your customers
5. Convert customers via specials/discounts
6. Integrate FB on your mobile landing page
7. Manage the campaign over the long-term

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Logo  
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# twitter

[www.url.com](http://www.url.com)





# Twitter 101



Twitter is a communication tool to interact with people around the world by doing one of the following:

- Sending people public short messages
- Sending a specific person a public short message
- Sending a person a private short message

# Example Twitter Page



Home Profile Find People Settings Help Sign out

**kogibbq**



You are now following kogibbq.

**GRACIAS, COSTA MESA. you were awesome.**  
19 minutes ago from web

2930 bristol  
about 5 hours ago from mobile web

**SURPRISE COSTa MESA! We're HERE! 2930**  
about 5 hours ago from mobile web

**Y**  
about 5 hours ago from mobile web

**ROJA: 6PM-9PM@Alpine and Toyota Headquarters in Torrance - Toyota and Gramercy Way; 10:30PM-1AM@The Bria - Abbot Kinnev and Palm in Venice**

**Name** kogibbq  
**Location** Los Angeles, CA  
**Web** <http://www.kogibbq.com>  
**Bio** Korean BBQ Taco Truck

1,454 following 37,170 followers

**Updates** 2,239

**Favorites**

**Actions**  
block kogibbq

**Following**



Patrick Rosal Yong

 RSS feed of kogibbq's updates





# Example Twitter Page

The screenshot shows the Twitter profile of 'toneysnaturals'. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile section features the 'toney's NATURALS' logo, the name 'toney'snaturals', and a 'Follow' button. The bio states: 'Name Toney's Naturals, Location Nashville, TN, Web http://blog.toney..., Bio The tastes of toney's natural foods are inspired by Tennessee's natural heritage'. It shows 49 following and 87 followers, and 206 updates. The main tweet area displays three tweets: a tweet about a meeting at @uglymugs, a retweet from @MitchellDeli about a promotion at Mitchell Deli, and a tweet from @ReStoreNshville about spam cleaning. The right sidebar includes links for 'Favorites', 'Actions' (block, report), 'Following' (a grid of user avatars), and an 'RSS feed of toneysnaturals's' link.

twitter

Home Profile Find People Settings Help Sign out

**toney's**  
NATURALS

**toneysnaturals**

Follow

Headed to @uglymugs for a meeting. Save a comfy chair for me!

4:01 PM Jul 24th from Tweetie

RT Today's a Mitchell Deli kind of day! Mention Twitter and get a dollar off the hot bar! DELICIOUS! (today only!) (via @MitchellDeli)

12:25 PM Jul 24th from Tweetie

@ReStoreNshville Twitter did some cleaning of spam accounts this week. I believe we all lost a few. Good riddance!

11:51 AM Jul 24th from Tweetie in reply to ReStoreNshville

Some Follow Friday love - @justinlevy @grizas @restorenshville @theperchtn @tennesseegreen

10:12 AM Jul 24th from Tweetie

Name Toney's Naturals  
Location Nashville, TN  
Web <http://blog.toney...>  
Bio The tastes of toney's natural foods are inspired by Tennessee's natural heritage

49 following 87 followers

Updates 206

Favorites

Actions  
block toneysnaturals

Following

View All...

RSS feed of toneysnaturals's

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# Example Twitter Page



Now that's a slice™

What's New

- Pizza
- Pasta
- Sandwiches
- Calzones
- Specials

www.sals-pizza.com



## Sal's Pizza

@Sals\_Pizza

*Known for the best quality, largest pizza and lowest prices, Sal's Pizza works to serve the community inside and outside the kitchen! Welcome to the family.*

<http://sals-pizza.com>

✓ Following  

Tweet to @Sals\_Pizza

**Tweets** Favorites Following ▾ Followers ▾ Lists ▾

 **Sals\_Pizza** Sal's Pizza  
#HUNGRY? Want some #pizza? How about free pizza?? for an entire year?? mmm... <http://ow.ly/60fd2>  
23 hours ago

 **Sals\_Pizza** Sal's Pizza  
We're honored to be named a part of the SBA 100, which highlights businesses that are growing & creating jobs! Thanks @SBAGov!

Sal's Pizza (sals\_pizza) on Twitter - Mozilla Firefox

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# Example Twitter Page

The screenshot displays the Twitter profile of 'the creme brulee man' (@cremebruleecart). The profile header includes a custom profile picture of a cloud with wheels and the text 'the crème brûlée cart'. The name 'the creme brulee man' is followed by a verified badge. The handle '@cremebruleecart' is listed with 'San Francisco' as the location. The bio reads 'better living through dessert' and includes the website 'http://thecremebruleecart.com'. A 'Follow' button is visible. The navigation tabs show 'Tweets', 'Favorites', 'Following', 'Followers', and 'Lists'. The 'Tweets' tab is active, showing a tweet from 'cremebruleecart' about the 49ers. The right sidebar shows account statistics: 1,566 Tweets, 219 Following, 19,503 Followers, and 1,827 Listed. Below this is a section for 'You and @cremebruleecart' and a 'Following' list. The footer contains various links like 'About', 'Help', 'Blog', etc., and a copyright notice for 2011 Twitter.

**the creme brulee man** ✓  
@cremebruleecart San Francisco  
better living through dessert  
<http://thecremebruleecart.com>

+ Follow

Tweets Favorites Following Followers Lists

1 new tweet

**cremebruleecart** the creme brulee man  
The 49ers applaud my outstanding behavior! [lockerz.com/s/129643073](http://lockerz.com/s/129643073)  
2 hours ago

**cremebruleecart** the creme brulee man  
Football AND creme brulee! That's right, ladies. It's not too good to be true, it's 49ers Fan Fest! Sunday at Candlestick from

About @cremebruleecart

1,566 Tweets 219 Following 19,503 Followers 1,827 Listed

You and @cremebruleecart  
You both follow this account · [view](#)

Following · [view all](#)

About Help Blog Mobile Status Jobs Terms Privacy  
Shortcuts Advertisers Businesses Media Developers  
Resources © 2011 Twitter

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# How Twitter Effects Google



"bonfire steakhouse"

Search

[Advanced Search](#)  
[Preferences](#)

Web [+ Show options...](#)

**Bonfire Steakhouse** - 4 visits - 8/18/08

The Classic American Steakhouse has finally met its match.

[www.bonfiresteakhouse.com/](http://www.bonfiresteakhouse.com/) - [Cached](#) - [Similar](#) -

**Bonfire Steakhouse**

**Bonfire Steakhouse**® 2005-2009. All rights reserved. Site design, BrittonDesigns.com© 2003-2009. Taqueria Menu. Sample menus. Prices and selection are ...

[bonfiresteakhouse.com/menu\\_recipes.htm](http://bonfiresteakhouse.com/menu_recipes.htm) - [Cached](#) - [Similar](#) -

[More results from bonfiresteakhouse.com »](#)

**Bonfire Steakhouse - Back Bay - 50 Park Plz Boston MA 02116 ...**

Look to **Bonfire Steakhouse** - Back Bay - 50 Park Plz Boston MA 02116 for your Steakhouse needs.

[cityvoter.com/bonfire-steakhouse-50-park-plz.../3366](http://cityvoter.com/bonfire-steakhouse-50-park-plz.../3366) - [Cached](#) - [Similar](#) -

**Bonfire Steakhouse (BonfireSteak) on Twitter**

See what happens when Todd English takes the traditional American steakhouse and gives it a South American flair.

[twitter.com/BonfireSteak](https://twitter.com/BonfireSteak) - [Cached](#) - [Similar](#) -

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# Why Twitter

340,000,000

Tweets per day

140,000,000

Active Users

67%

Users who follow their favorite brand on Twitter

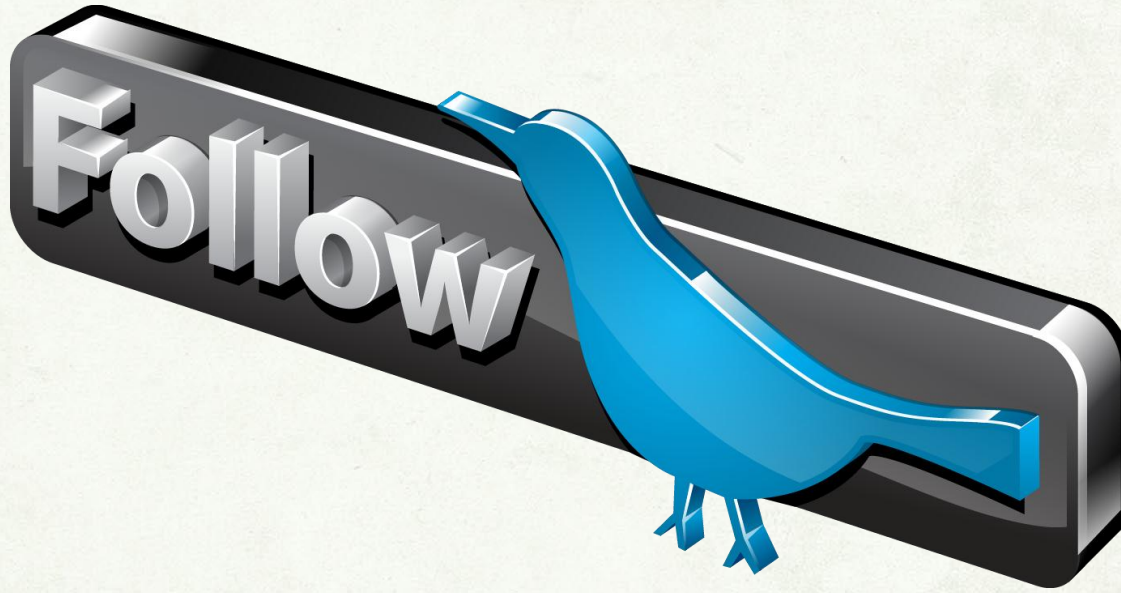


Source: [www.twitter.com](http://www.twitter.com)

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# Twitter for Your Business



***Dell's sales  
increased by \$6.5  
million over 2  
years thanks to  
Twitter followers***

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# How to Use Twitter Effectively



- Develop a social media brand and promote it
- Interact with your customers
- Figure out what people say about you
- Hype up upcoming events or specials/discounts
- Promote content or products you have created
- Develop relationships with bloggers & journalists for PR
- Generate sales leads

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# How to Use Twitter

Marketing

Lead Generation

**Revenues**

PR

Customer  
Support

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## Next Steps

**Step 1:** Develop a Long-Term Twitter Strategy

**Step 2:** Personalize & Brand Your Profile

**Step 3:** Start Creating Value Adding Content via Tweets

**Step 4:** Find Businesses to Follow in order to Network

**Step 5:** Get Customers to Follow You

**Step 6:** Effectively Convert Followers via Promotions

**Step 7:** Expand & Engage Your Network

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Here

# *Pinterest*

[www.url.com](http://www.url.com)





# Pinterest 101



- Pinterest is a growing social bookmarking site that allows users to tag websites based on images
- Pinterest has experienced explosive growth
- The site offers an opportunity to target a different user base
- Companies are seeing unprecedented traffic to their own websites from Pinterest users

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# Why Pinterest



80%

% that have bachelor's degrees

Midwestern Female

Typical user

25-44

Typical age group

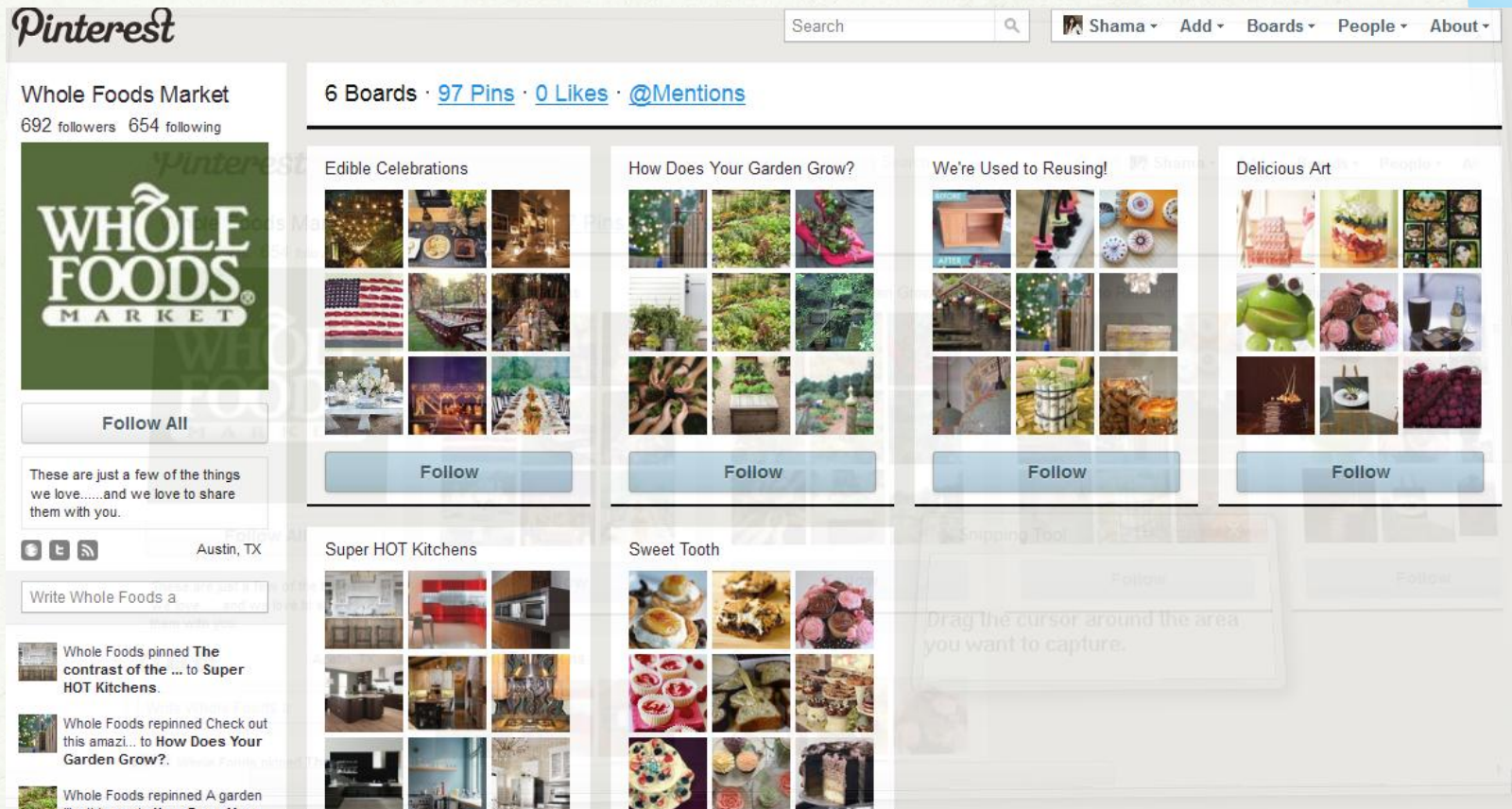
*Pinterest offers the unique opportunity to target a market that is difficult to reach via other social media channels*

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# Examples from Pinterest



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## Next steps

**Step 1:** Develop a Long-Term Pinterest Strategy

**Step 2:** Create your page

**Step 3:** Start creating your boards while focusing on your brand

**Step 4:** Build a campaign via daily pins

**Step 5:** Follow users in target areas

**Step 6:** Pin relevant images from your website to drive traffic

**Step 7:** Continue with ongoing management

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# You Tube

[www.url.com](http://www.url.com)



# YouTube Strategies

## Awareness

Increase your brand's awareness via videos that have the potential to spread virally if branded correctly

## Media

Reach customers on your website via a media channel that boasts higher conversion rates and captivates interest more effectively

## SEO

Include videos that are carefully crafted and optimized in order to increase your ranking on search engines

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# YouTube Buzz

15 Billion

Videos streamed by  
Americans every month



35% vs. 0.2%

Year-over-year increase of  
internet video viewing vs. TV  
viewing

35 Hours

Of video uploaded to  
YouTube every minute

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# YouTube & Your Business



Source : [www.youtube.com](http://www.youtube.com)

2 Billion

Global video views per week being monetized

10,000

YouTube partners

60 days >  
60 years:

More video is uploaded in 2 months than the 3 major US networks combined created in 6 decades

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# Next Steps

**Step 1:** Create a YouTube Strategy

**Step 2:** Create quality value-adding videos

**Step 3:** SEO to ensure customers can find them

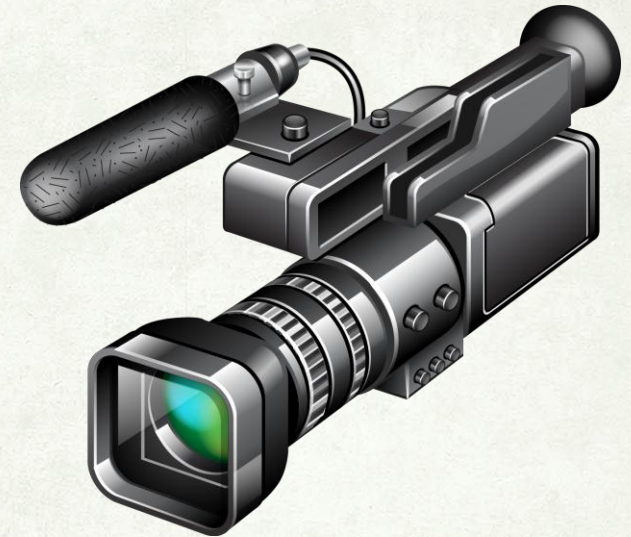
**Step 4:** Brand your YouTube channel

**Step 5:** Use annotations to increase subscribers

**Step 6:** Post a bulletin

**Step 7:** Monetize via YouTube ads

**Step 8:** Connect to other social media outlets



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# CUSTOMIZED OFFERS

[www.url.com](http://www.url.com)





## Our Special Offer #1

Facebook Offer



- Meet for a personalized Facebook strategy session
- Work with your business to develop customized and targeted Facebook campaigns including a fan page
- Continue with ongoing management for long-term success

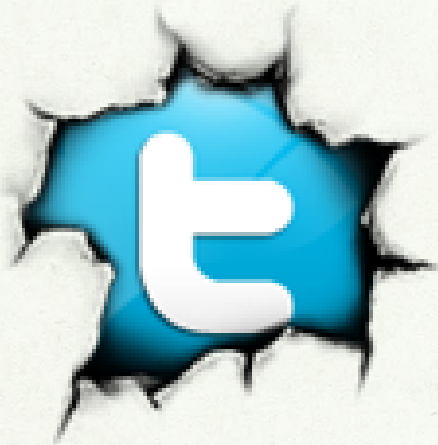
\$600 up front & \$400/mo

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## Our Special Offer #2

Twitter Offer



- Meet for a personalized Twitter strategy session
- Develop a branded Twitter page
- Create value added content via an automatic feed of tweets for the next 30 days
- Continue with ongoing management for long-term success

\$500 up front & \$200/mo

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## Our Special Offer #3

YouTube Offer



- Meet for a personalized YouTube strategy session
- Develop a branded YouTube page
- Develop three SEO optimized videos
- Integrate YouTube with your site
- Continue with ongoing management for long-term success

\$500 up front & \$200/mo

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## Our Special Offer #4

### Pinterest Offer



- Meet for a personalized strategy session
- Create your page and 5 boards
- Build a campaign via 3 pins per day
- Follow users in target areas
- Pin relevant images from your website to drive traffic back to the main site
- Continue with ongoing management for long-term success

\$500 up front & \$200/mo

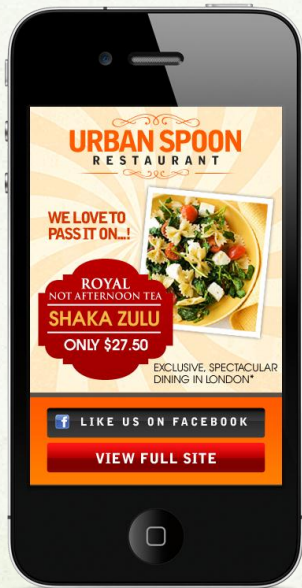
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## Bonus Offer

Landing Page



- Meet for a personalized strategy session on integrating social media with mobile marketing
- Create your landing page integrating:
  - Facebook
  - Twitter
  - YouTube

\$300 one-time fee

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## Special Combined Offer

Total Value

\$2400 & \$1000/mo

24-Hour Special

\$999 & \$499/mo

60-day money back guarantee if revenues do not increase significantly

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## Other special Offers



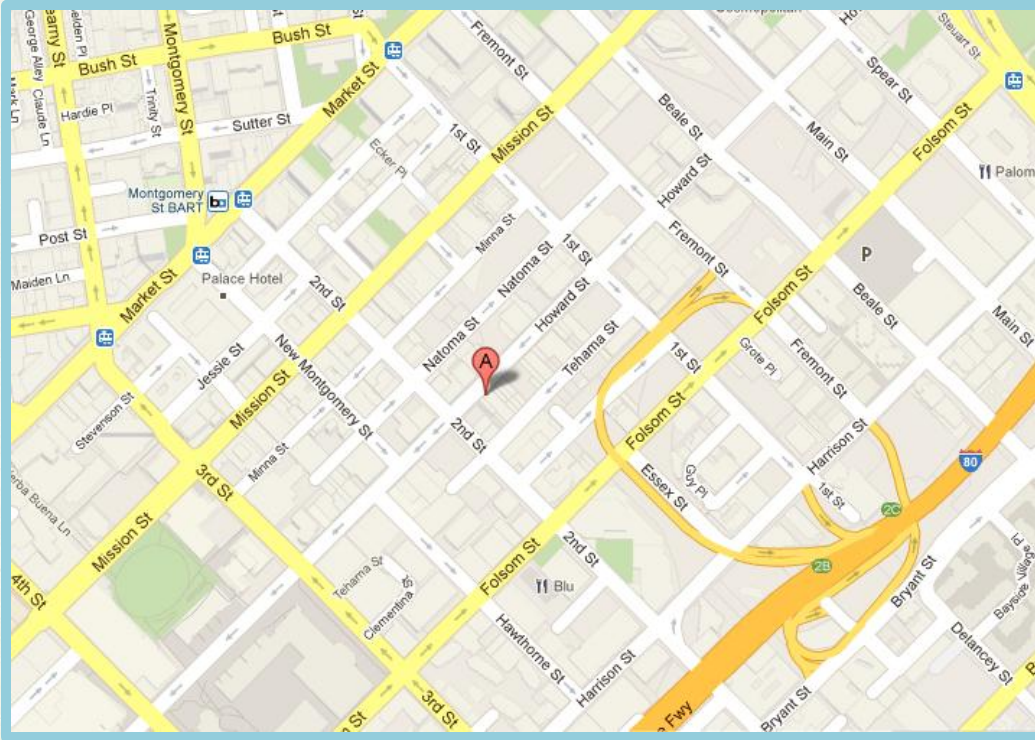
- Google+, LinkedIn, and other social media outlets
- Mobile marketing campaigns
- SEO services
- Reputation management
- Web development
- And more...

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# Connect with Us



@SocialMediaCompany



SocialMediaCompany



Street Address 12345. City, Country



(54) 1234 5671



(54) 1234 5672



www.mycompany.com

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We look forward to working with you on your  
social media strategy

**THANK YOU** 😊

