

## SOCIAL MEDIA MANAGEMENT



A vital piece of any marketing strategy is social media. We all know Facebook and Twitter, but with literally thousands of social media communities on the Web, how does your business stay connected?

Rosenplot Design's Social Media Management takes the guesswork out of incorporating social media into your marketing plan. Social media's benefits can be tremendous, but this venue has its own unique rules.

**Rosenplot Design's Social Media Management service offers as much or as little assistance as you need.**

### Social Media Rule #1

#### Focus on the appropriate audience.

With thousands of unique social media sites in use, keeping up with every single one is impossible. A client audit will help you focus your attention on the sites that best connect with your audience. Not every social media site is appropriate. Understanding the differences between the sites will allow you to focus on the most profitable.

### Social Media Rule #2

#### You are a guest. Behave yourself.

In social media venues, potential clients choose to invite you into their daily lives. They can just as easily kick you out. Treat your social media followers with respect. Don't overwhelm them. Remember that yours is one of hundreds of messages they're receiving in a given day. Build a relationship by providing something of value, whether a special offer, a special event or general information, and don't hound them.

### Social Media Rule #3

#### Be an expert and be willing to share.

The best part of Web content is that it's largely free. For a business looking to see a direct profit from their social media presence, that becomes a problem. Understand that a majority of your social media content will be free and available to everyone. You will not see a direct profit from this. The most successful way for most businesses to use social media is as a brand builder. Post content that is informative and valuable. Become an expert in your field. When it's time to use your services, you will have built a solid reputation that will lead clients to your door.

## Social Media Management pricing structure

### Social Media Setup and Direction

We will work with you to determine your current and desired audiences and provide guidance on the specific social media sites that would best suit your clients. We will assist in setting up the sites, branding your page(s) and provide an overview of do's and don'ts to help guide your messaging. You are responsible for content generation, updates, etc.

**One-time fee - \$250**

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**Monthly fee - \$250**

### Social Media Power Management

The total package, this combines all the services described above as well as complete management of your social media presence. We will write your content and submit for your approval, we will post and follow up with all comments and questions and provide monthly reports on the impact of your social media presence. We will actively manage and monitor your Web reputation and ensure any issues brought up through social media are immediately handled. We will incorporate new social media networks as necessary and seamlessly integrate them into your overall brand message.

**Monthly fee - \$450**

**We have built our reputation on fairness. That will never change.**

**No one knows your business better than you. No one can help your business better than us.**

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