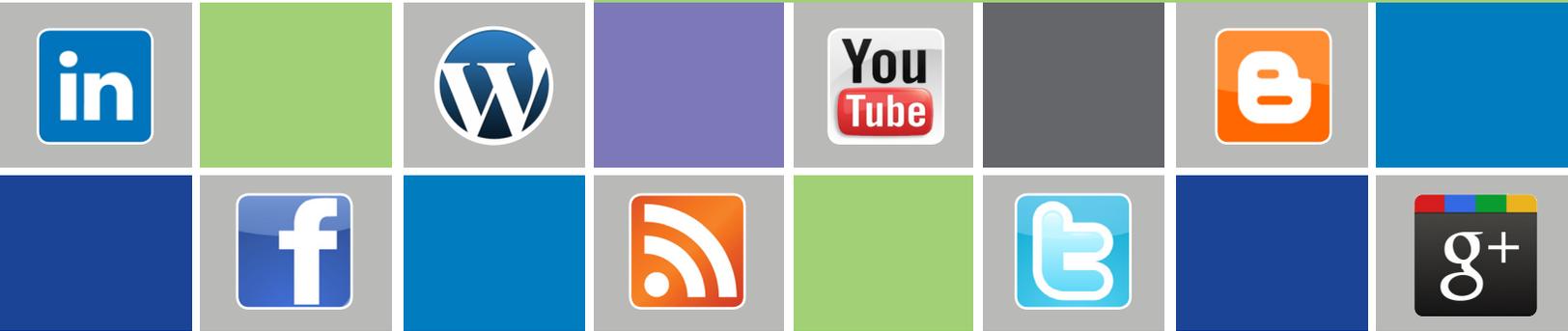


Social Media for Business Growth



Social Media Made Easy How We Do It...

A successful business-to-business or business-to-consumer social media campaign can be labor intensive and time consuming for you, requiring specialized skills, social media tools, and experience.

Susan Carol Associates Public Relations specializes in social network design, audits, Web integration, and maintenance. We work to ensure you properly develop and make the most out of your initiative.

Our agency will develop a strategy that supports your business objectives. We will work with you to develop a plan that considers available resources and limitations. We will ensure that what is implemented can be maintained effectively and that your opportunities in social media will be maximized.

Our recommended strategy will reinforce Web and traditional marketing as well as branding already in place.

Social media tools selected will be those that can reach your audience, engage them and enable relevant connections. Here are seven steps to assist your social media planning:

STEP 1 How Can We Help You?

We begin by meeting with you to learn about your objectives in social media. This meeting will include our team of social media and PR/marketing professionals.

We outline exactly what you hope to accomplish in your business venture and identify ways that social media can help achieve those goals.

STEP 2 Using What You Have To Get What You Need

We will audit your existing social media and Web presence and look at how it can be further integrated with what is already working well for you on the Web. We will also want to look at how your online branding compares to similar companies or your competitors.

Our audit will also seek to enhance SEO and maximize exposure to current and prospective clients.

What is Search Engine Optimization?

SEO initiatives seek to make your business stand out when potential customers use search engines such as Google or Bing.

STEP 3 Empowering Your Community Manager

A Community Manager (CM) will be assigned to work closely with you. This individual has specialized experience that is proven in social media. Your CM will be available to answer questions and will report on progress each month. The CM will become familiar with your services and products, your brand, message, and key words that people use to find your company.

The more we can empower the Community Manager, the more active we can be in enhancing your presence in social networking channels.

Our Community Managers are professional and accessible, available for quick replies to questions and concerns throughout the day.

STEP 4 Getting to Work

The Community Manager will begin construction on your core social media sites. Depending on your business objective, certain pages may be more relevant and/or effective than others. (Determining which sites will work for your maximum benefit is one of the key abilities of our social media team.)

Your Community Manager will monitor discussions in networks important to your company and will explore blogs and social media sites where discussions are relevant to your social media objectives.

STEP 5 Maximizing Effectiveness

The Community Manager will launch a “friend-finding” and/or “business-connection” campaign. This initiative seeks to identify potential interests and attract attention to the new social media sites. Traffic measurements and measures against key objectives will be provided each month. These may include website traffic resulting from social media presence, the number of inquiries developing off-line that originated in social media, and, of course, expanded relationships that contribute to business objectives.

STEP 6 Creating a Content Calendar

A content calendar will be created and adjusted periodically based on results, traffic patterns, discussions in social media, and what is working best for the client within established channels.

Part of participating in a successful social media campaign is showing your followers that you properly update and maintain your site(s) on a regular basis. Your Community Manager will work with you and with the writers in our agency to develop a content calendar to enable timely and relevant “posts” of approved material, including visuals such as images, video, and slide shows that can be used to make your social media presence more dynamic.

The more engaging the material, the more effective the campaign.

STEP 7 Measuring Success

The Community Manager will monitor your social engagement on a daily basis in order to prevent posting of inappropriate material and keep it current and relevant. Your CM will continue to attract attention to your social media and main web pages using an ongoing “friend-finding” and/or “business connection” campaign. He/she can alert you to any conversations of potential interest and opportunities for enlargement of the campaign. Trends, traffic patterns, and relevant customer sentiments will be reported to you based on established search parameters.



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