

WHY CHOOSE SOCIAL MEDIA?

Social media is the fastest growing area of influence in the digital world, dominating online activity. In more recent years, businesses are becoming more socially empowered. 80% of SMB's increased time spent on social media compared to last year.

SOCIAL MEDIA FACTS

- ➔ **Every second** 2 new users sign up to linkedin
- ➔ More consumers use social networks each month than email accounts
- ➔ 93% of shoppers buying decisions are **influenced by social media**
- ➔ 90% of consumers **trust peer recommendations**
- ➔ 1 in **every 5 minutes** online are spent on FB
- ➔ **135,000** people sign up to twitter **everyday**
- ➔ 93% of marketers use **social media for business**

KEY FEATURES OF SOCIAL CAMPAIGN

- ➔ Fully branded/optimised setup/claim of Facebook Twitter, G+ (others available)
- ➔ Creative & balanced Posts
- ➔ Website/social integration
- ➔ Social media guidelines for the client
- ➔ Competitor analysis
- ➔ Strategic approach
- ➔ Additional channel setup
- ➔ Monthly reporting which is analysed
- ➔ Daily monitoring/interaction

BENEFITS FOR YOU

- ➔ Build relationships with clients
- ➔ Engage in conversation
- ➔ Positive effect on SEO campaign
- ➔ Ability to provide instant offers/Incentives
- ➔ Provide insight into customer satisfaction
- ➔ Increased brand awareness
- ➔ Further sales opportunities
- ➔ Repeat exposure
- ➔ Increase visits to the website

WHY CHOOSE CREATE

- ➔ Deliver quality posts not quantity
- ➔ Full strategy bespoke to your business
- ➔ Expert advice to drive the campaign
- ➔ Creative minds to think outside the box!
- ➔ Ability to create graphics
- ➔ Practice what we preach industry experts!
- ➔ ROI focussed campaigns
- ➔ One stop solution