

# SOCIAL MEDIA OPTIMIZATION

*Did you know that Social Media is a growing source of leads and customers? The amount of time your target market spends on social media is ever-increasing.*



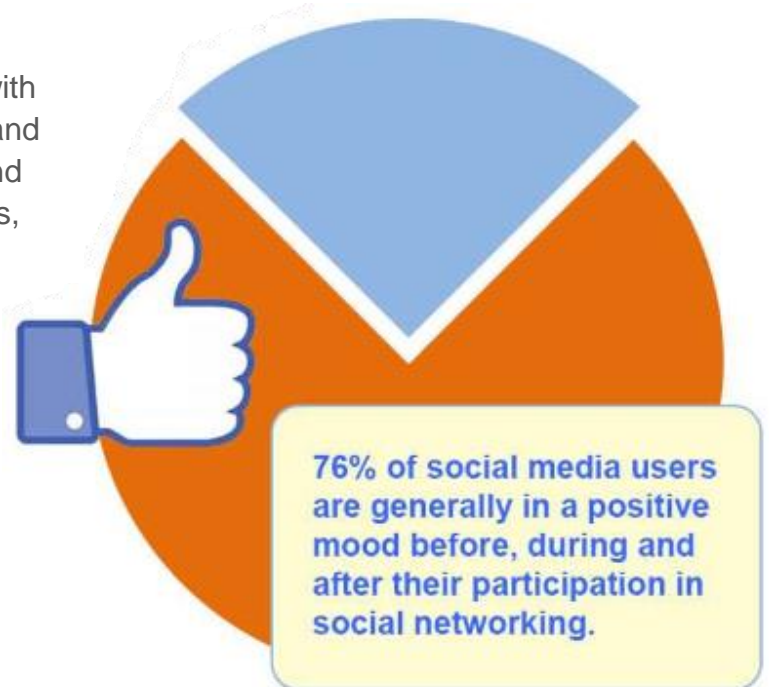
## What is Social Media Optimization?

Social media optimization or social media marketing is the process of generating publicity through various social media networks and platforms such as Facebook, Twitter, Google+ and LinkedIn. Social media optimization increases awareness about a business, brand, product or service; as well as amplifying the engagement with your target audience, and so generating more leads, prospects and customers.



## Why Employ Social Media Optimization?

Social media is a fast-growing space in online marketing as more and more people connect with each other, communicate and share thoughts and feelings about businesses, brands, products and services through status messages, likes, tweets, links, photos, and videos.



- comScore, Nielsen



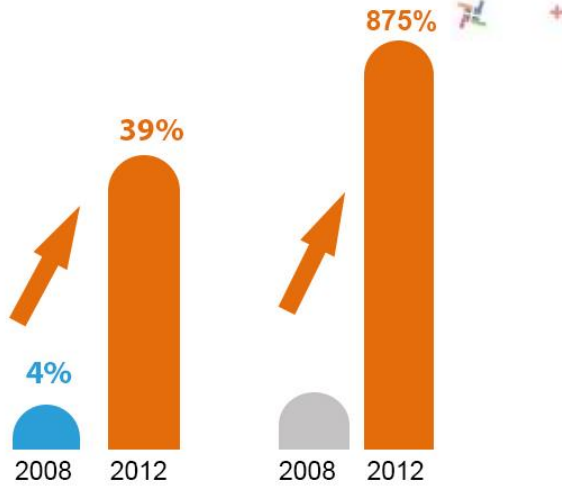
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*Social media optimization helps promote brand awareness, influence buying behavior, buying decisions and promotes customer loyalty.*



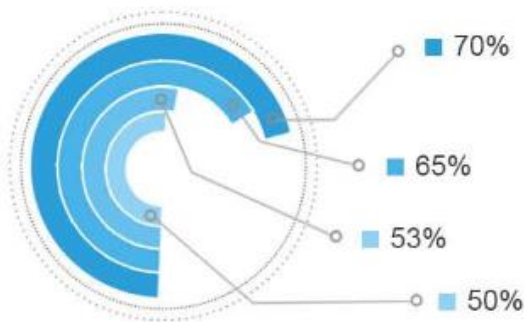
- ComScore Local Search Usage Study 2013

## Social Search is on the Rise for Local Business Searches

Usage of non-search sites such as social and daily deals for finding local businesses:

- 39% in 2012 from only
- 4% in 2008
- Social network local business search usage has increased 875% since 2008.

Local business search users on social networks are heavily engaged with local social content. They are involved in generating and using content.



- 70% read others' experiences
- 65% learn more about businesses, brands, products & services
- 53% compliment brands
- 50% express concerns about brands, products & services

- Nielsen

This makes social media a very good venue to build brands, customer loyalty, and word-of-mouth or viral promotion



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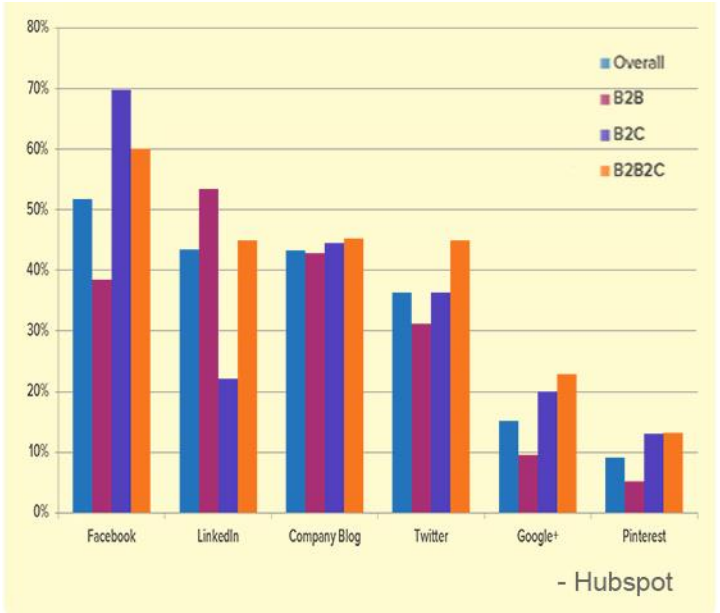


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Businesses are acquiring customers through various social networks



Optimize social media for your marketing, content and connections for high audience reach, engagement, and amplification for brand building and sales.

## What are Your Competitors Doing?

Social Media ranks 2nd with growing importance as a source of leads for businesses

- 85% Social media
- 94% SEO

Social media ranks 2nd as medium for content marketing by businesses

- 72% Social Media
- 80% Web Pages



- MarketingSherpa



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Here are some famous brands that are successfully employing social media optimization:



...and thousands upon thousands of small or local businesses and professionals



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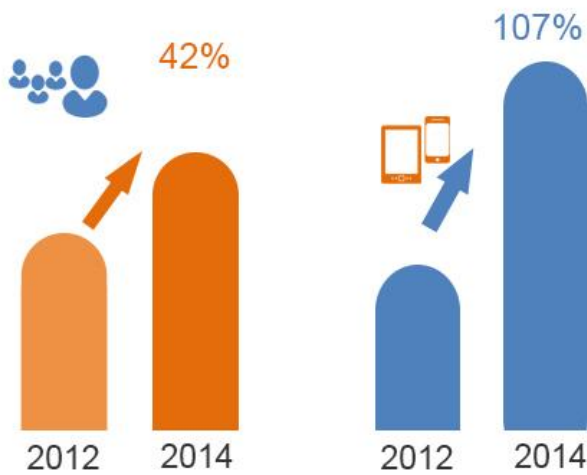
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## The Future

Social media usage is fast growing and will pervade across industries, marketing and sales funnels, the buying cycle and customer life cycle, for many years to come.



### Facebook has more than:

- 1.28 billion monthly active users in 2014 from...
  - 901 million in mid-2012, growing 42%
  - 1.01 billion monthly mobile active users in 2014, from only...
  - 488 million in 2012 growing 107%
- Facebook



credit: Facebook



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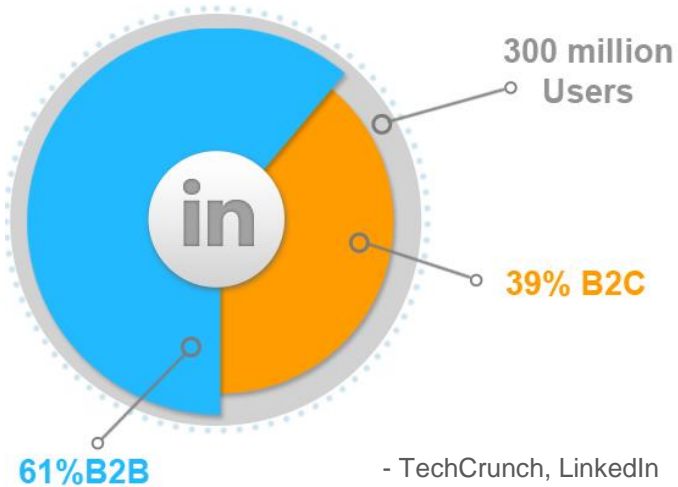


## LinkedIn has:

- 300 million users in 200 countries to date.  
Signs up 2 new members every second

Customer acquisition success rate:

- 61% for B2B and
- 39% for B2C



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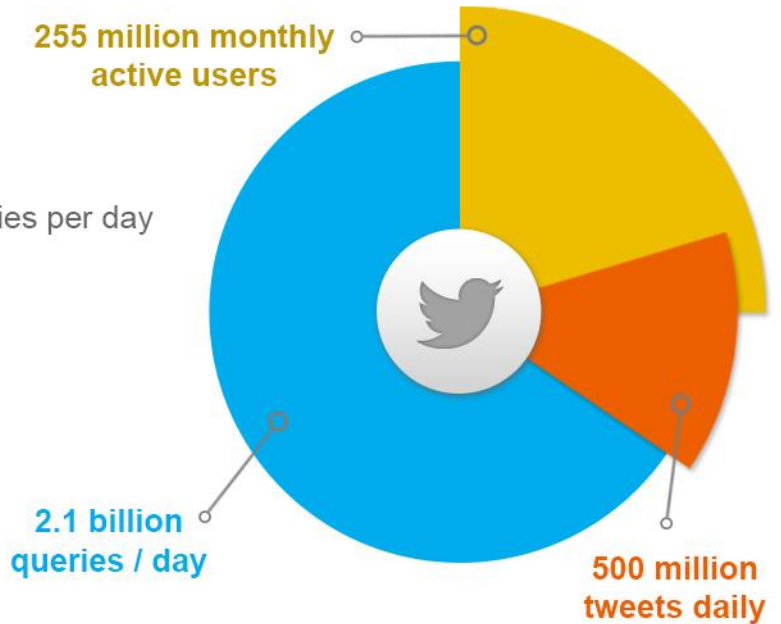
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## Twitter has more than:

- 255 million monthly active users
- Generates over 500 million tweets daily
- Handles more than 2.1 billion search queries per day

The rate at how social media channels are growing in terms of users, customer engagement and acquisition tells us that there is more to come.



More than 50% of active Twitter users follow companies, brands or products on social networks.

-TechCrunch, Twitter



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## Why Like Us and Choose us?

Choosing us will launch you forward into the social radar and circles of people who matter to your business.

Social Media Optimization is a task-extensive online marketing effort requiring expertise and manpower. It is a rather long term effort and requires everyday tasks to reach a critical mass of fans, followers, and connections, to achieve high-growth momentum.

Do not expect instant results. But rather expect results to pick-up cumulatively as your content and connections build up over time.

Doing SMO all by yourself, or organizing, training and monitoring a team to do it in-house will be very time-consuming taking away time from your core activities. All you have to do is to let us take care of all of your social media marketing needs.



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## ***In-depth Consultation***

We believe that understanding our customer's needs and objectives is crucial in providing superior services and so we take the time to know you, your business, your target market, your competitors, your brand and its peculiarities. We then factor these elements into our social media optimization strategy and recommend the most suitable solution for you. We follow a cycle beginning with in-depth consultation with you prior to campaign launch. Your involvement is very much appreciated as no one knows your business better than you do. We then implement, put in quality controls, measure and analyze results, listen to your feedback and apply continuous improvements to help make your campaign successful.

- ✓ Needs Assessment
- ✓ Strategy and Planning
- ✓ Implementation
- ✓ Quality Control
- ✓ Measurement, Feedback & Analysis
- ✓ Continuous Improvement



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## What's the Next Step?



Send us an email or  
give us a call  
to schedule an appointment



### Engage our services and get the following:

- ✓ Social Media Optimization strategy and tactics based on thorough research and analysis of market and technology data and trends; plus where things are headed in the future.
- ✓ In-depth consultation with you to tailor-fit your campaign with your marketing goals
- ✓ Grow your network and get more referrals and join other business owners who are enjoying the status of being active on Google+, Facebook, Twitter, and LinkedIn.
- ✓ Start getting the word out now about your business and let the wheels start turning to beat your competition and get more happy and loyal customers. Generate more sales and revenue from the increase in audience reach, engagement and amplification through social media.

Given the facts, the best time to do Social Media Optimization or to bring it to a higher level for your business is right here and right now. Catch up with your competition, or keep them at bay and expand your business to new horizons. We are here to help you make that happen.



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