

Creating a Social Media Program for your Business

Many businesses today can benefit from having some level of social media presence. Not every business needs to utilize every medium available (there are more than you know!), but using some of the standard ones can help increase visibility and improve your marketing. Please don't expect that setting up a Facebook page for the first time or adding a Twitter account will automatically generate phone calls. It won't. It's a building process. People need to find you, follow you, read your posts, and eventually come to trust you and then it **might** turn into trackable business referrals.

One of the most important aspects of implementing a social media program is the consistency with which it is used. Post often, you'll gain more followers and they'll repost for you, etc., post occasionally and people will think you are simply not really into it and won't put much stock in what you post. Another thing to keep in mind is that people don't only want to see self-promoting posts. In other words, while it's very beneficial to post and tweet when you are offering something unique or running a special, it is just as beneficial to offer words of advice, provide other links and information that may not even be related to what you do, post shout outs for local accomplishments, acknowledge others, etc.

You can certainly do this yourself or have someone internally do it for you. For those who don't have the time or the manpower, that's where we can help.

What we can do:

- we'll post on your behalf to Facebook and/or Twitter (other accounts can be added)
- we can help you generate interesting posts if you're at a loss
- we'll set up a Facebook or Twitter page for you if need be and help you get started building a following

What you will need to do:

- provide us with your log-in information for those accounts or add us as an admin for FB
- on Friday, Saturday, Sunday or Monday send us an email with what's going on for the following week, ideas you have, etc. We will translate that into posts and tweets all week
- send us photos that can be used in the posts and tweets

Cost:

\$185/month includes approximately 10 posts per week.

Additional costs:

- If we are researching and creating content for you every week, cost will increase to \$485/month
- If we need to set up a FB or Twitter account for you, the cost will be \$275 per account. This includes set up, adding logo information, writing a description and beginning to build a following for the account.
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If you have questions, please contact Risa B. Hoag at 845-627-3000 or at risa@gmgpr.com. Be sure to view our website to see what other clients have said about us! www.gmgpr.com