

## Digital and Social Media Strategy Services Spring 2011

Are you trying to keep up with where customers are spending their time?

Could you attract more business if you connected with people using social channels and allowed them to spread your message for you?

Have you thought about expanding your online/social media presence but don't know where to start?

***If you answered yes to any or all of these questions, we can help!***

We provide strategic guidance on Social Media programs and integration of social marketing campaigns into established initiatives. We help businesses understand the boundless opportunities for connecting with people and provide a road map for how they can integrate social media into their existing business processes.

*“Brandon has brought a wealth of experience to the table in helping us craft our organization’s strategic plan for social marketing outreach. His assistance has proven to be invaluable to the Food Bank’s efforts in this important communications arena.”*

– Janice Reece, Marketing & Projects Director, Atlanta Community Food Bank

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### Service Options:

#### Half-Day Vision Sessions

In-person or Skype session that is designed to jump-start the creative process around community building

- Overview existing business and digital presence
- Highlight 1 or 2 immediate objectives
- Conduct Brainstorming/Ideation for facilitating positive results around these topics
- Provide Follow-up document with notes and high-level engagement strategy

Cost:           \$750

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#### 2-Day Immersion and Planning Sessions

In-person sessions designed to identify business goals and uncover opportunities for engagement and community building.

Day 1 – Client Immersion:

- Discovery and information gathering with client
  - Target audience
  - Existing marketing programs
  - Goals
- Initial conversation analysis
- Team ideation session with client

Day 2:

- Refine ideas from team session in day 1
- Prepare engagement document with recommended tactical overview
- Present document to client
- Q&A

Cost: \$3000 (travel expenses additional, as needed)

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Comprehensive Social Media Strategic Planning

2-3 month engagement, followed by a 6-month retainer for ongoing support. Includes the following:

- Analyze Target Audience
- Establish goals and objectives with client
- Conduct Conversation analysis
  - Client brand mentions
  - Topics of interest to client
  - Emerging conversations
- Prepare Client's digital presence analysis with recommended modifications
  - Website
  - Social presence
  - Other third party sites
- Prepare Competitive social presence analysis
- Develop Social Engagement Strategy
- Develop Tactical Plan
- Determine Metrics and Measurement
- Recommend Monitoring Program and Dashboard
- Assemble Strategy Deck
- Present to Client with Q&A
- Train Client (if/as needed)

Cost: Starting at \$10,000 + \$2500/month