

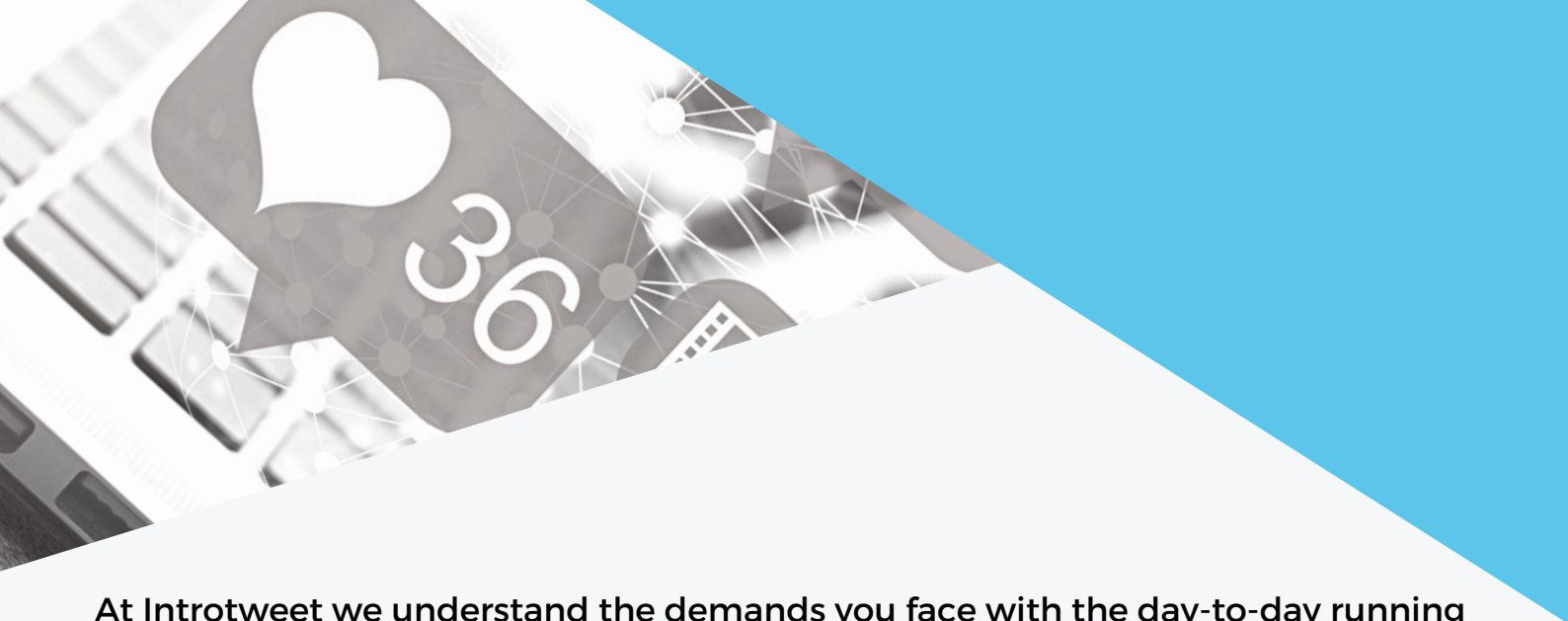


AN INTROTWEET SERVICE

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# SOCIAL MEDIA MANAGEMENT

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At Introtweet we understand the demands you face with the day-to-day running of your business and that making time for social media can be hard. Our Social Media Management service offers a convenient solution. High intensity social media input from us, low input from you! Our team will plan a suitable social media strategy for your business and will execute this week on week ensuring your business enjoys the success from social media that you deserve.

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#### WHAT YOU CAN EXPECT FROM THIS SERVICE

- # Implementation of a strategic Social Media plan of action.
- # A high-intensity Social Media presence, including weekend and evening posting, response and engagement.
- # Content creation via your website, blog posts, news stories, trending events, National Days & via your daily & business-related spontaneous activity!
- # Implementation of the best performing technical Social Media features. Say goodbye to Hootsuite and hello to better results!
- # Detailed research and analysis of your business and target audience to ensure tone of voice and content is on the mark!
- # Increase of your business' online presence via increased website traffic, increased Social Media followers & higher engagement levels.
- # Engagement with your target audience through advanced use of relevant features & our top Introtweet tricks.
- # Choice of monthly rolling\* or long term contracts.
- # Continuous monitoring of incoming messages and engagement

*\*after your initial 6 month sign-up*

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## What makes Introtweet different?

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- # Our USP - Social Media is all that we do at Introtweet. It is not an additional service in the midst of other specialisms, it is our primary focus. This focus means we are specialists in social media and know everything there is to know to grow your accounts.
- # Experience - Introtweet has been running for over 8 years, which in the world of social media is a long time! Those 8 years have been spent posting and perfecting social media strategies and the team is now happy to have attained expert status in all things social media.
- # 24/7 devotion - Introtweet runs your accounts as if they were their own, monitoring outside of normal working hours and offering an unrivalled level of intensity to the service.
- # Unwavering standards - Introtweet is a team of former teachers and this grounding ensures the teams' standards of research and copywriting never waver.

**Working with Introtweet will feel like having a full time member of your own team that is devoted solely to your social media activity, but at a fraction of the cost of employing.**

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## Who is this service for?

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- # Businesses who know that social media is an important element of their marketing plan but simply don't have the time or inclination to manage it themselves.
- # Businesses who do not have the technical confidence or knowledge to manage their channels effectively.
- # Businesses who know that social media is important to their business but dislike using it themselves!
- # Those businesses looking to restructure how they work and don't want to recruit an individual to manage their social media. Working with Introtweet will feel like having a full time member of your own team that is devoted solely to your social media activity, but at a fraction of the cost of employing.
- # Those businesses who take social media seriously. No more dabbling, time for your social media to really work!

**There is no question that social media is a tool that can aid any business, but many businesses do not have the time or inclination to manage it themselves. That's where we come in!**

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## What to Expect

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**# Preparation Period** - a chance for the Introtweet team to gain a strong understanding of your business and create a strategy. This period is vital and allows the Introtweet team to work on:

- Auditing and amending your existing profiles
  - Analysing your business and target audience to enable creation of a social media strategy.
  - Analysis of your competitors or those who have a similar audience to you to understand your place in the market and therefore how to best showcase your products or services.
  - Sharing of example content with you and/or your team to ensure tone and visuals are as they should be before anything goes live.
  - Detailed behind-the-scenes work to start the process of growing the number of followers.
- #EngageToGetEngagement**
- Unlimited interaction with our team to ensure any questions are answered before the first post goes live!

**# Monthly Social Media Success Report** - these regular reports cover elements such as Reach, Engagement, Profile Views and Web Traffic and allow us to make detailed recommendations on an ongoing basis.

*\*Please note a 6 month minimum sign up is applicable for all levels of our management service. Please get in touch if you would like further details.*

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## Pricing

We offer bespoke, Gold or Silver social media management services allowing you to choose the level of interaction that is perfect for your business.

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### SILVER SERVICE

High intensity Management with 5 posts/week on all chosen platforms including regular audience engagement & weekend interaction.

- 2 Social Media Platforms - from £350/month + VAT
- 3 Social Media Platforms - from £375/month + VAT
- 4+ Social Media Platforms - from £400/month + VAT



### GOLD SERVICE

High intensity Management with 10 posts/week on all chosen platforms including regular audience engagement & weekend interaction.

- 2 Social Media Platforms - from £430/month + VAT
- 3 Social Media Platforms - from £475/month + VAT
- 4+ Social Media Platforms - from £495/month + VAT

*\*Discounted rates are available for 12 month sign ups when paid up front. Please get in touch for further information.*

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## PRICING

WE OFFER BESPOKE, GOLD OR SILVER SOCIAL MEDIA MANAGEMENT SERVICES ALLOWING YOU TO CHOOSE THE LEVEL OF INTERACTION THAT IS PERFECT FOR YOUR BUSINESS.

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### BESPOKE SERVICE

Looking for something a little different to our Gold or Silver Service? We can work with you to come up with service perfect for your business, with the additional elements you require. Please see below for examples of the additional elements that might mean you require a bespoke quote:

- Posting content 7 days a week
- Management of 5 or more platforms
- Attendance at and live management of events
  - Regular paid advertising
- Advanced reporting, for example with Google Analytics
  - Management of a Facebook Group



### PAID ADVERTISING

We can offer the creation and running of paid advertising on any platform as an additional extra to your management service. You will be invoiced separately for this service and charged 20% of the cost of the advert itself + £200+VAT charge for advert creation, editing & reporting.

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## TESTIMONIALS

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“Finding the time to come up not only with content, but engaging content, is time consuming and difficult. Working with Introtweet has saved us time, but most importantly they have kept our brand in front of potential clients. We would not hesitate in recommending Introtweet, you’ve been a great help!”

**Fine & Country, South Devon**

“Our first few months of working with Introtweet have been a really fantastic experience. Both Laura and Pete have created our Social Media presence from a standing start and have evolved this seamlessly into a very dynamic experience. The posts that they create on our behalf are both insightful and very creative. Introtweet are extremely organised and this really helps when it comes to providing timely and meaningful content. The method of sharing content is extremely easy and has encouraged all of the team to engage and participate. So an extremely satisfying first few months. I did have some real concerns initially that we would not be able to generate any interesting content, but with some guidance and encouragement from Laura and Pete this has certainly proved not to be the case. We have shared some interesting content and experienced some really pleasing levels of engagement. In conclusion, one very happy customer and I would encourage you to consider using Introtweet to manage your Social Media services – I promise that you won’t regret it!”

***Steve Burry – Managing Director – Dennis Maps LTD***

“Introtweet have been fantastic in helping me get my work noticed by social media. In two months my statistics have gone off the scale. The traffic visiting my Twitter and Facebook has had an overwhelming response. They are very organised; on the ball and pushing me for new work to go on line. It also has allowed me to concentrate on my own work and not tied to a desk. Been away for nearly three weeks in Ireland working; knowing Introtweet are posting for me takes the pressure off greatly. It felt like everything was taken care of while I was away and never a blip with a lot of people following my daily image/blog. Best of all I am getting results in Wedding enquiries on a weekly basis. The skill set they have would help any business. It’s changed my outlook and allowed me to concentrate on my work!”

***Clayton Jane Photography***