

Monica Suarez

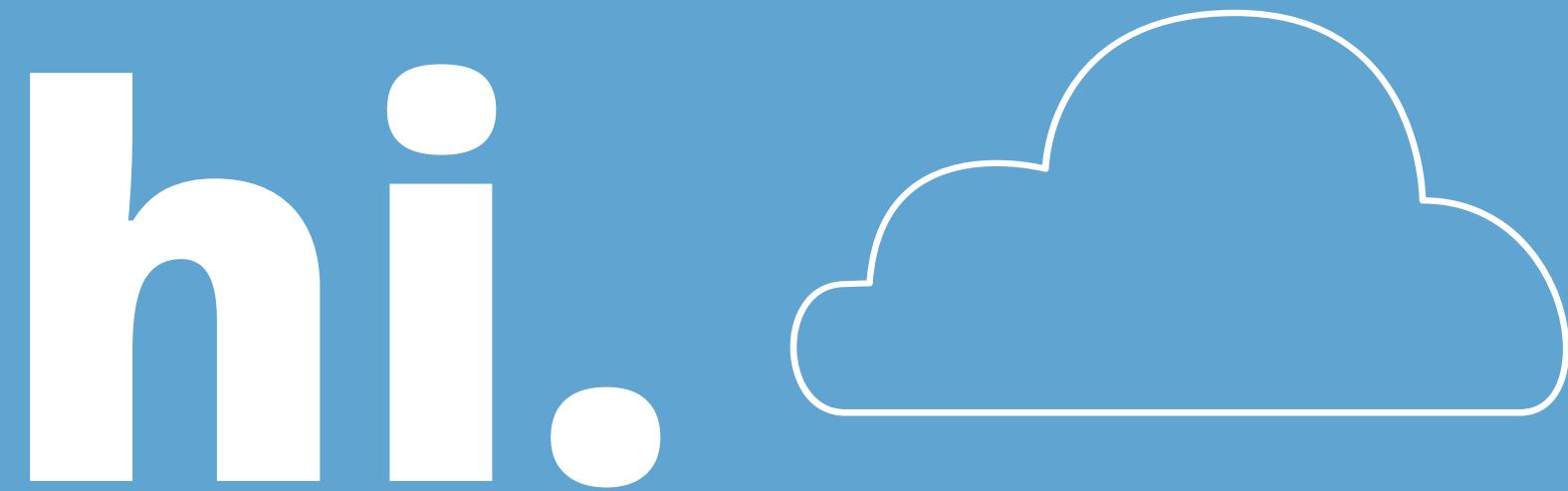
Founder & CEO

Digital Marketing Agency

MONSOON



www.monsoonsocial.com



We are Monsoon. We are a team of passionate digital marketers. We have helped businesses create their brand presence and achieve their goals. Our process is designed to empower your brand and outfit your business with the marketing tools needed to succeed.

We are ready to assist you in developing a customized digital marketing plan that will take your business to the next level.

LET'S. GET. STARTED.

GET TO KNOW ME

I'm Monica, Founder and CEO of **MONSOON**, a positioning and branding agency that is passionate about helping businesses grow.

MY BACKGROUND

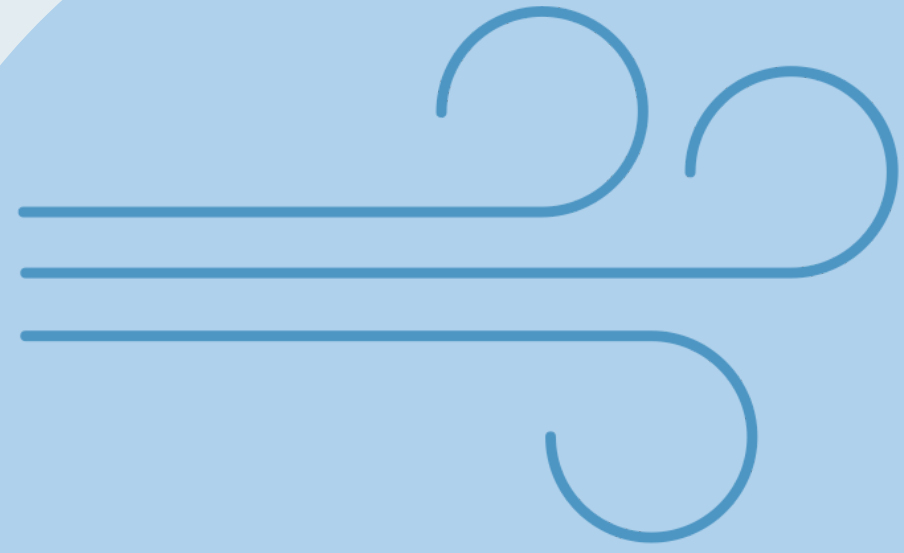
In 2017, I graduated from TMI- Texas Military Institute, where I developed a passion for Psychology and Photography. At TMI, I started a Photography club where I taught other students basic Photoshop and photography skills and later received the Photography Award of Excellence for my achievements. I also received the Psychology Award of Excellence for my research in psychological disorders.

I then attended Trinity University, where I was a member of Alpha Kappa Psi (AKPsi- Business Professional Fraternity) and the American Marketing Association- AMA. Through these organizations, I found my career path: Marketing and Psychology. My love and passion for Marketing derives from my strong interest in consumer behavior and the creative umbrella under Marketing, where I get to apply my photography, digital, and art skills.

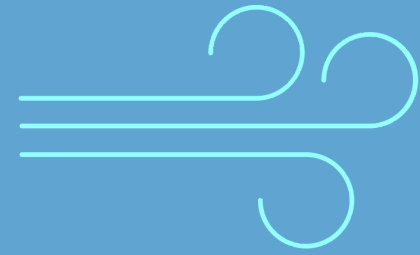
MY EXPERIENCE

I've gained significant experience throughout several industries, which has benefitted me in helping me understand different target demographics, channels, brand personas, and effective marketing communication efforts at a deeper level. I've developed and executed various social media campaigns including "Product of the Year" winning brands. I've worked for five different marketing agencies, which have expanded my knowledge and experience in the field. "Marketing and Social Media Manager" is the last title I held before starting my own digital marketing agency.

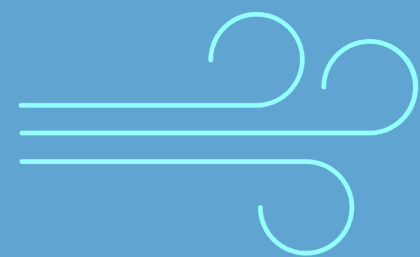
Why we are here



DIGITAL MARKETING IS CRITICAL FOR BUSINESSES.



It's become increasingly important for businesses to have social media presence. Not only does it make the brand more accessible to consumers, it helps to build trust, gain exposure and can directly aid in boosting sales.



COVID-19 has transformed the way customers and businesses connect, with social media being the new IRL.

SOCIAL MEDIA CAN..

DRIVE AWARENESS

Reach new audiences organically and through social advertising while increasing conversations about your business

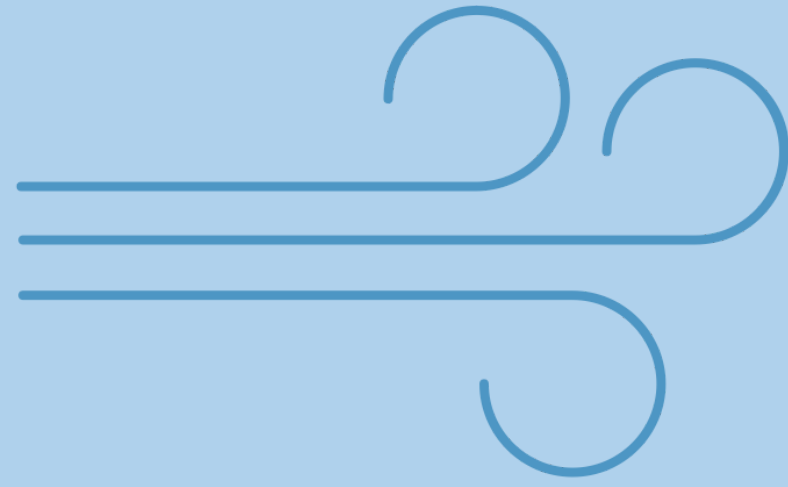
DRIVE CONSIDERATION

Generate positive sentiments by encouraging customers to engage with your business online

CONVERSION TOOL

Drive customers to order from your website, engagement, reviews, overall customer service

Building a strategy
Kooey



Identify
your social
media
audience

1

Develop your tone

3

Develop targeted content

5

Reach new audiences
with targeted media &
geotargeting

7

Find your
competitive
positioning

2

Identify a priority
platform(s)

4

Foster Community

6

Measure success
through analytic
reports

8

1

Identify your ideal social media
audience

First step is to identify your **Ideal target audience.**

These are the people you want to see and interact with your content on social as well as those who are most likely to buy your product/service.

The more specific, the better.

Example. Women, 22-27, middle class, living in the northeast, who have an interest in organic products.

Determining your ideal target audience is the first step in putting a focused effort on understanding.

- their actions & behaviors
- where they spend their time
- how they need your product/service
- where you can best interact with them

1

Identify who currently buys your product/service

How old are they?
What is their life stage?
Where do they live?
What's their household income?

2

Consider if this is your desired audience or if you want to reach a new audience

You customers may currently be Boomers, but you want to reach Millennials. Millennials would become your primary ideal social media audience.

3

Get to the bottom of your customer's core needs

Why would they turn to a small business rather than a large one? Why do they choose you?
This will help your brand messaging be more relevant.

4

Use your ideal audience's social habits as a guide

Where do they spend their time online? What are their favorite social platforms? What are their social behaviors? What kind of content do they interact with (what do they like, comment, share)?

COVID-19 CONSIDERATIONS



HUMANITY

Be able to acknowledge these tough times. This will help your business be more human and relatable to the community.



COMMUNITY

Understand customers' current state and aim to use social media to drive meaningful connections through comments and shares



HONESTY

Customers want full transparency. Be real. Be relatable. Make a meaningful emotional connection with your target audience.

2

Find your competitive positioning

1

Identify which of your competitors have social channels.

2

Look into which social channels they are on and which they prioritize.

3

Consider how often they are posting.

4

Decipher what their social goal is.

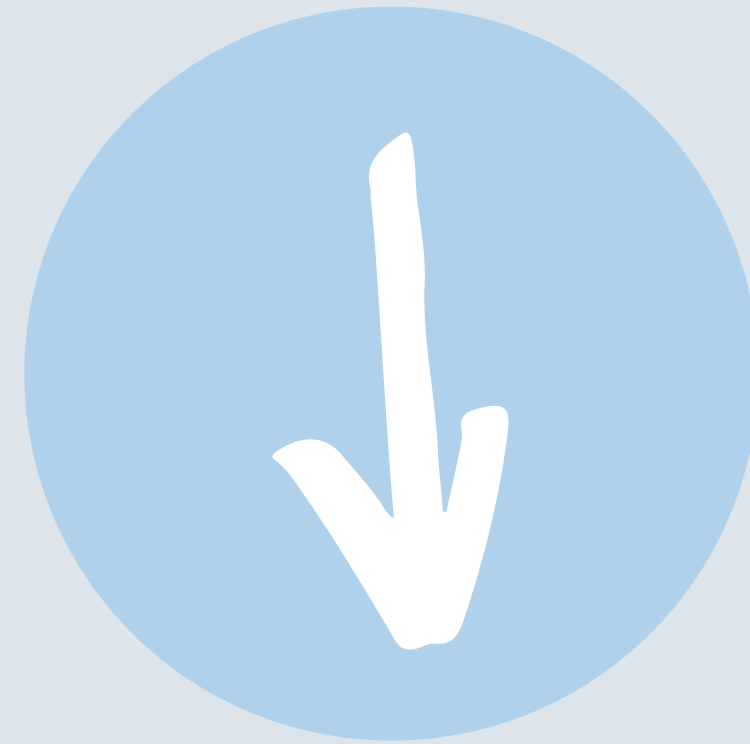
5

Evaluate their posts.

6

Take notice of any taglines, catchphrases or hashtags.

SWOT ANALYSIS





3

Develop your tone

Tonality and messaging relevance are more important than ever as customers seek solutions to the challenges they're facing. A **Distinct Digital Persona** is the personality that comes through in both your written voice (like written captions on your posts) and also the creative you post (photos, videos, stories, etc.)

Being specific and consistent in developing this persona can:

- give your business a human touch
- help foster connections with customers
- make your business recognizable
- set you apart from competitors

1

Hone in on your business persona as a whole.

If your business was a person, how would you describe it? Are you "friendly and neighborly"? "Sassy and sharp"?

2

Let your audiences' verbal behavior inspire you.

Are their sentences long and flowy, or short and sweet? Do they use slang and emojis? Proper punctuation and grammar? Do they speak more formal or casual?

3

Create a social tone-of-voice manifesto, or guidelines

What messages do you want your audiences to take away from your communication?

4

Get specific.

Create a "we are" and "we are not" chart.

4

Identify your priority channel.



WHAT WORKS

- strong storytelling
- community-building through FB groups
- building brand loyalty

CREATIVE CONSIDERATIONS

- Video series
- High-quality photography

SMALL BUSINESS APPLICATION

An excellent resource for small businesses to build awareness & community



WHAT WORKS

- Visual-first content
- Inspiration and motivation
- Engaging features like stories, live video, polls, or shoppable tags.

CREATIVE CONSIDERATIONS

- High quality content with strong branding
- Aspirational Imagery
- Product info and education

SMALL BUSINESS APPLICATION

A place for small businesses to launch live events and engage with consumers.



WHAT WORKS

- B2B marketing
- Highlighting employees
- Recruiting employees
- Inspirational business stories

CREATIVE CONSIDERATIONS

- Detailed company page
- Video brand promotions and updates

SMALL BUSINESS APPLICATION

A useful tool for small businesses looking for support from other companies and networking.



WHAT WORKS

- funny, humorous content
- challenges
- tutorials
- knowledge/education

CREATIVE CONSIDERATIONS

- animations and graphics
- transitions
- videos with added music
- short videos/part videos

SMALL BUSINESS APPLICATION

A platform for small businesses to adopt to showcase their product/service and show their fun and creative side as well as tap into the GenZ community.



WHAT WORKS

- sharing business news
- event coverage (virtual, in-time)
- real-time updates and conversations
- humor, casual talk

CREATIVE CONSIDERATIONS

- business news
- memes, GIFs, trends
- community reply-threads

SMALL BUSINESS APPLICATION

A platform for small businesses to adopt a unique voice and engage with pop culture.



WHAT WORKS

- Informing and educating through product/service videos
- ongoing content series with storytelling elements

CREATIVE CONSIDERATIONS

- serialized videos
- captivating content that provides value
- product videos

SMALL BUSINESS APPLICATION

A place for small businesses to add value by teaching consumers something new



WHAT WORKS

- how-tos and DIY's
- using vertical images that fill the feed

CREATIVE CONSIDERATIONS

- high quality, vertical images
- informative graphics, tutorials
- product descriptions in pins

SMALL BUSINESS APPLICATION

A great resource for businesses looking to share food recipes, arts and crafts, home decor ideas.

5

Create targeted content

1

Keep your competitive positioning top of mind.

2

Align content plans with your social goals

3

Translate your business' values and goals into content pillars.

4

Be unique.



6

Foster community

CREATIVE FOSTERING

posts-in-feed

Understand your customers' current state and aim to create content that drives meaningful connections between businesses and customers. Let customers help you, too- whether that be by buying gift cards, ordering delivery, giveaways, etc.

UGC

Look at UGC (user-generated content) as a way to add value to your social feeds while building connections within your community.

Encourage customers through incentives to tag your business when posting.

stories

Stories, both on IG and FB, offer a way to post less-produced content. While in-feed posts tend to be more polished, stories offer a way to post things like BTS content, quick how-tos and more.

Creating organized and aesthetically pleasing highlight IG stories is also crucial for a business profile.

CONVERSATIONAL FOSTERING

customer service

Social is a place that more and more customers are turning for customer service.

Monitoring posts for questions and responding in real time, when possible very important when managing a business online.

community management

Community management is a way to build relationships with customers. Provide extra value to your customers by:

- Linking customer comments
- Asking additional questions
- Leveraging personalized and custom responses

captions & hashtags

While "engagement baiting" - or asking fans to like and comment- in captions is never recommended, leveraging calls- to-action is a great way to spark conversation.

Leveraging relevant hashtags is a great way to make your content discoverable to various communities.

TACTICAL FOSTERING

Facebook groups

Facebook groups are a great way to find and embrace groups and communities. Not only can you join as a member to a community group, but you can start your own group to give your business a home profile.

Storytelling video

Video is a strong way to showcase who your business is, what your business stands for and the stories your business wants to tell. Using high-quality video production helps bring light to the personalities behind that business.

Partnerships

Partnering with creators, or even other businesses, can not only help your business, but can highlight your business as trustworthy. Consider partnering with targeted micro influencers who best fit with your brand image.

7

Paid media and Geotargeting

Paid Media Evaluation

Paid ads

- Your business has a call to action for your customers
- Your business has a timely message
- Your business has differentiating products or services
- Your business has an upcoming public event

Organic reach

- Your business has an evergreen content-consistently in-stock products or services, advice, POVs
- Your business is constantly posting content
- Geo-targeting

8

Measure success - analytic reports

IMPORTANT METRICS

GOAL: growing customer base + awareness

reach

the amount of unique people who saw your post

impressions

the amount of times your post was seen

views

the amount of times your video was watched

demographics

age, gender, location

GOAL: Increasing consideration

engagements

likes, comments, shares, and clicks- the interaction a customer took with your post

engagement rate

engagements divided by impressions

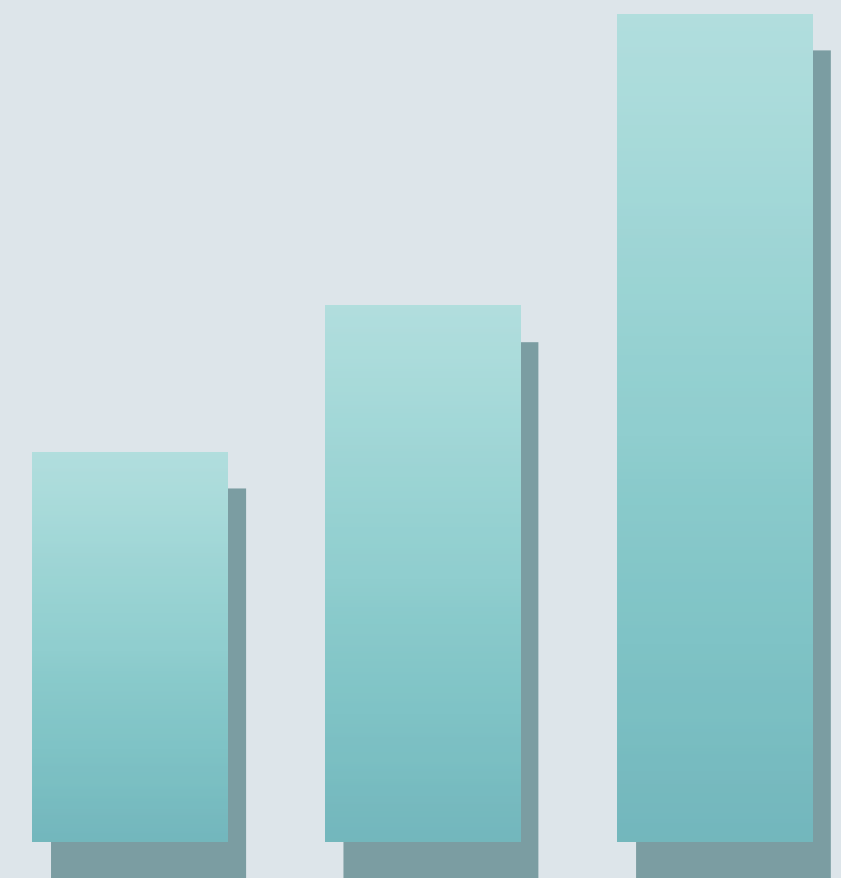
sentiments

the emotional response to your content- measured through comments

GOAL: Driving traffic + conversion

link clicks

number of clicks on a link within a post on a given social network



Most Used Hashtags

#lawyer	118
#shawnbrownlaw	114
#dwi	111
#texaslawyer	111
#lawfirm	110
#satxattorney	104
#law	103
#lawlife	101
#legal	98

Top Hashtags by Lifetime Engagements

#lawyer	3,887
#texaslawyer	3,807
#dwi	3,718
#lawfirm	3,700
#law	3,608
#satxattorney	3,599
#lawlife	3,594
#legal	3,514
#lawyerofsanantonio	3,272

Impressions

23,412 ↗ 10%

Engagements

11,750 ↘ 1.5%

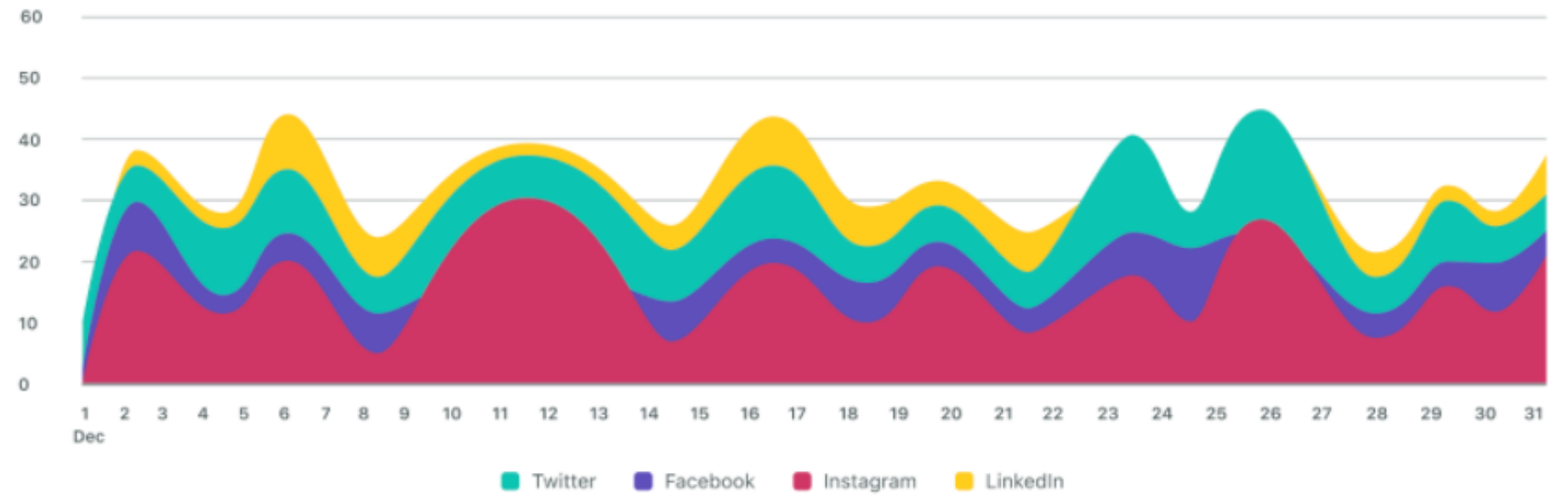
Post Link Clicks

157 ↘ 1.1%

Audience Growth

See how your audience grew during the reporting period.

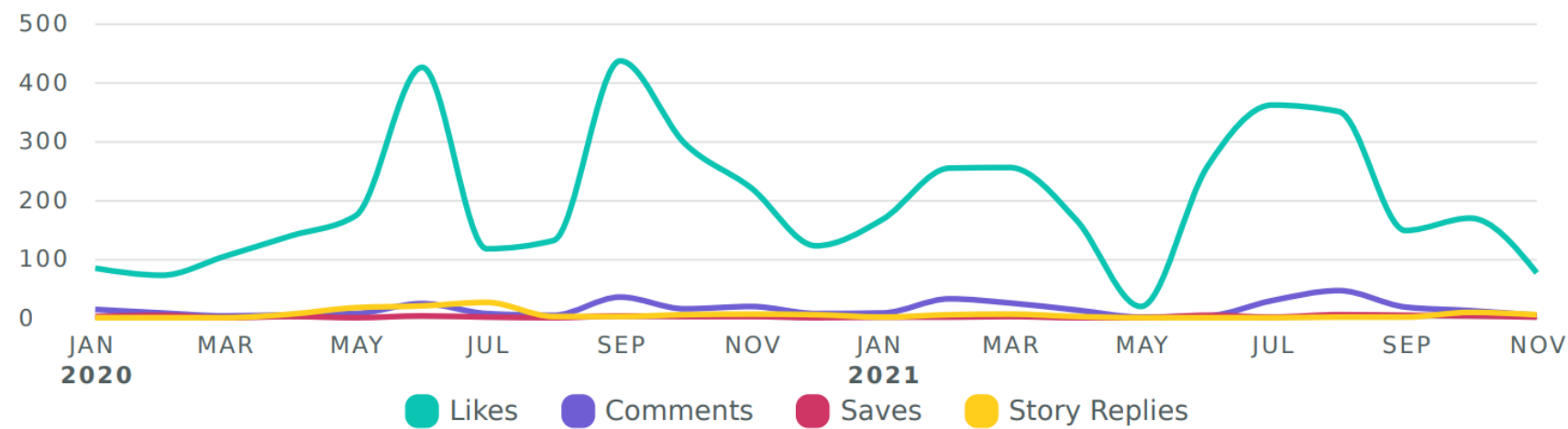
Audience Gained, by day



Engagement

See how people are engaging with your posts and stories during the reporting period.

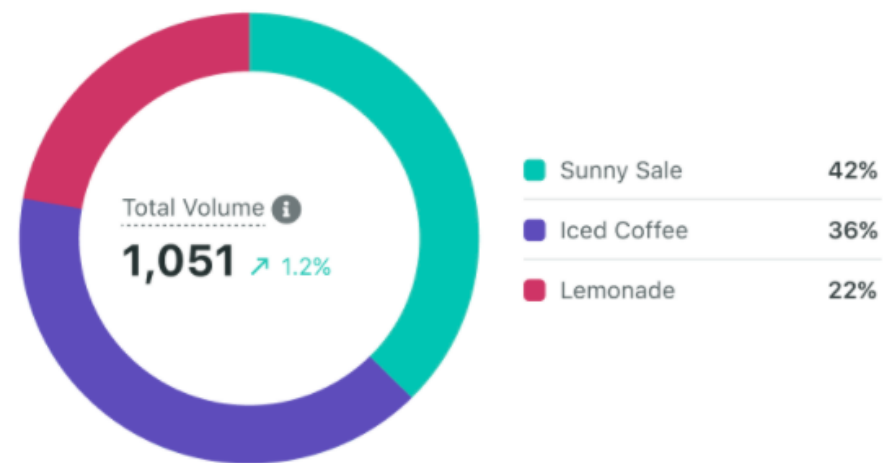
Engagements Comparison, by Month



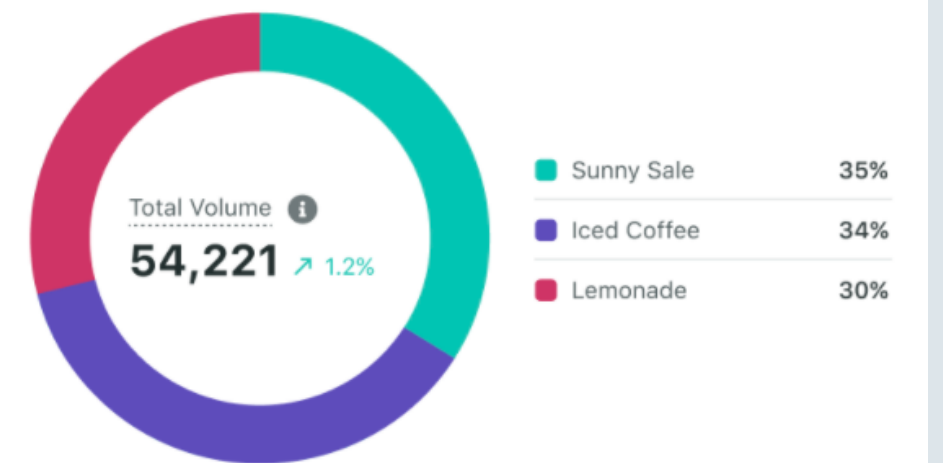
Volume Breakdown - Outbound

View a breakdown of applied tags on published posts and sent messages during the publishing period.

Published Post Tag Volume



Sent Message Tag Volume



Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

Post Impressions

2,542,442 ↗ 1.2%

Post Engagements

1,254,224 ↗ 1.2%

Post Clicks

988,154 ↗ 1.2%

Post Video Views

210,557 ↗ 1.2%

Engagement Metrics

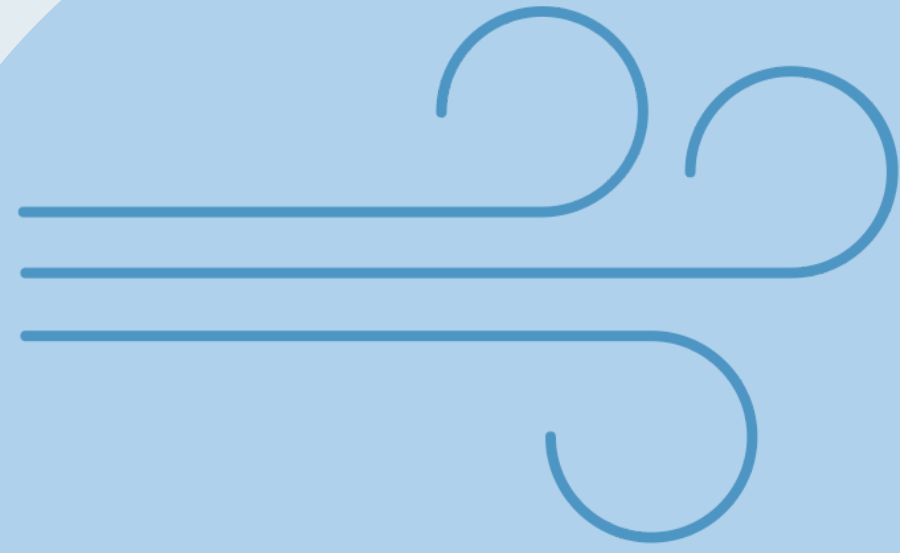
Totals

% Change

Total Engagements

5,040 ↗ 169.4%

Our Monthly Plans



6 MONTH MIN NON-BINDING CONTRACT

YOUR INVESTMENT

INITIATION FEE NOT INCLUDED

BASIC

contact us for pricing

- Social Profile Setup
- Strategy Development
- Keyword Search
- Customized Hashtag Pool
- Geotargeting
- Platform Monitoring & Moderation
- *Post 2x a week*
 - *Content creation: additional cost*

PRO

contact us for pricing

- **EVERYTHING ON BASIC PLAN +**
- Content Creation (editing included)
- Redefining Brand/Personality
- IG Highlights
- Advanced Tracking
- Website Maintenance
- Analytic Reports
- Direct & Targeted Messaging
- *Post 3x a week (2 posts, 1 story)*

PRO +

contact us for pricing

- **EVERYTHING ON PRO PLAN +**
- TikTok/ Reels Video Development and Execution (2x a month)
- Paid Social Media Ads (budget based)
- Email & SMS Marketing
- *Post 5x a week (3 posts, 2 stories)*

WORKING WITH A SPECIFIC BUDGET?

give us number and let us offer you a proposal that fits your business goals & objectives

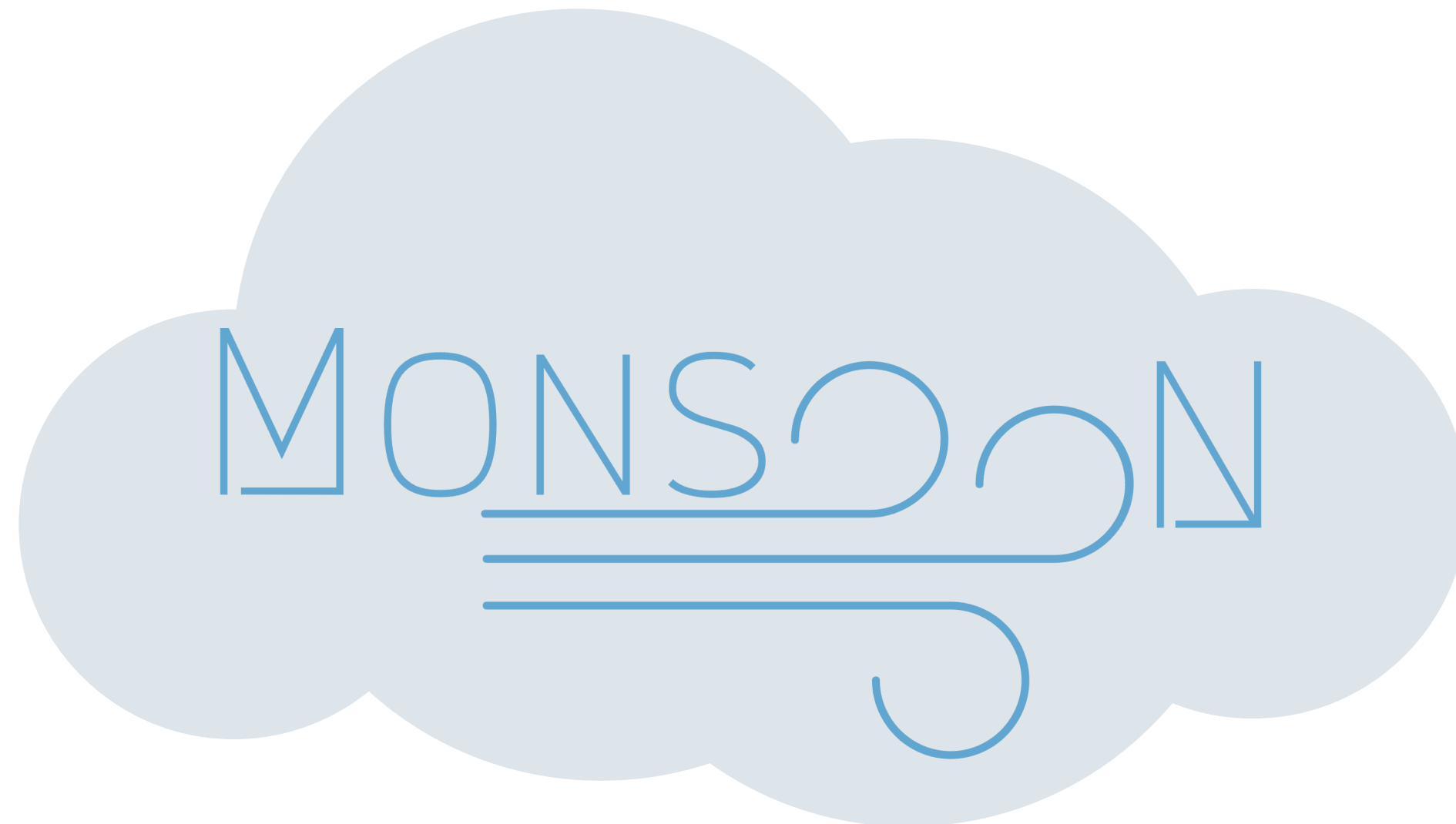
we care about your growth.



"The monsoons were the real thing; they dissolved things to the bone."

Thank you for your time.

Email us at info@monsoonsocial.com if you have any additional questions.



CONNECT WITH US

We post helpful digital marketing strategies, our work, and client reviews!



WANT TO JOIN OUR TEAM?

We are hiring & looking for interns! Send your resume to info@monsoonsocial.com