

# Social Media Management Standard

## Do-It-With-Me Solution

Work with our talented professionals to create a comprehensive, flexible and strategic Social Media Management solution backed by creativity, innovation, strategy, and analytics.

### What to Expect Next:



#### Fulfillment Form

To kick start the process, please complete the **Fulfillment Form** with as much detail as possible. This form is crucial in helping us understand your needs and expectations, ensuring we can deliver a content calendar that aligns with your brand vision.

**Timeline:** We will review your order and begin the process within 2 business days.

**Important Note:** Completing this form prior to the onboard call helps to ensure the successful overall process and delivery of your strategy and content calendar.



#### Onboarding Call

After reviewing your form, we'll schedule an **Onboarding Call** within 2 business days. This 45-minute call is vital to gaining a clear understanding of your brand, goals, and expectations.

**Booking:** Once you receive our confirmation email, please schedule your onboarding call using the provided booking link. This call is mandatory for all our clients.

- **Preparation:** Before the call, ensure the following:
  - Brand assets (Logo, brand colors, fonts etc.)
  - Have your Social Profile Login Credentials ready.

#### Call Structure:

Our communication team will discuss the details from your fulfillment form to understand your needs. Following that, you'll complete the questionnaire with our strategist, covering social media credentials, goals, objectives, important events, and more. We'll discuss initial research, including your website and previous social media activities.



#### Delivery of First Month of Content Calendar and Blog

Within 5 business days, you'll receive your first month social calendar and blog via email.

**Review & Edits:** If further edits are required, we'll make the necessary changes and send a follow-up email with the finalized strategy and delivery dates.



#### Content Creation and Publishing

Our team will create and publish the content for of your social media plan.

- **Timeline:** Content creation and custom images will be completed by the 25th of the month.
- **Publishing:** Social posts will be published throughout the month, and the blog will be scheduled for release on your website.

# Documentation for **Your Business**

## Process Expectations for SMM Standard

**Now, it's time for the fun part—building your social media strategy! Here's what you can expect:**

### Onboarding Call

The onboarding call is our opportunity to chat with you about your business to get a full understanding of what your business has to offer and how we can convey that story to your customers. It also helps for you to understand the full process and avoid any surprises down the road. This will also be your opportunity to discuss a few social media strategies with one of our experts!

You can prepare for this call by:

- Considering the types of content you would like to share from your profiles
- Sharing examples of other business' content on social media that you enjoy or want to emulate
- Collecting brand assets such as the business's logo, colors, fonts and any drives where our team can access original photos.
- Ensure having your Social Profile Login Credentials (if they exist).
- Blog topics you would like to have

### Building Your Social Media Content Calendar

Next, you can sit back and relax as our professional social media strategists transform your vision into a social media presence that perfectly represents your business online. We'll incorporate your values, requested content types, and other recommendations received in the onboarding call into the social media content.

### SEO Blogs

Our quarterly SEO blog includes 1500-2000 words with custom images, focusing on targeted keywords to improve search engine rankings. We'll coordinate content from your social media posts to align with the blog's theme, driving traffic to the blog by promoting it across your social channels. This integrated approach ensures consistency and increases visibility, leading to more website visits.

# Documentation for **Your Business**

## Process Expectations for SMM Standard

Now that your first social content calendar is successfully launched, here's how you can prepare for our ongoing services:

### Posts, Stories, Custom Images and more

- **12 Unique Posts and Stories Per Month:** Instead of evenly spacing posts weekly, we'll tailor the schedule based on your content needs. For example, in the first week, we might share 3-4 posts and 1-2 stories to introduce a new campaign or product. Weeks with high engagement opportunities, like holidays or events, might have 5-6 posts, while lighter weeks might see 2-3 posts focusing on user interaction or engagement.
- **2 Story Highlights (Reposts):** These reposts will be strategically selected to showcase important or high-engagement content. For instance, if a particular post receives a lot of attention, we'll repost it as a highlight.
- **4 Custom Images:** These images will be used in posts where a unique, visually compelling element is needed, such as for a new product launch, promotional content, or a holiday greeting. We will create these using different tools to ensure they align with your brand aesthetic and messaging.
- **Facebook Post Boosting:** Boosting a post on Facebook means paying to increase its visibility to a broader audience beyond your current followers. It's useful when you want to amplify the reach of a high-performing post, promote a special offer, or target a specific audience segment. Boosting can help increase engagement, drive traffic to your website, and improve brand awareness.

Your unique posts can be shared across the platforms we support with no extra charge! Facebook, X, Instagram, LinkedIn, Google Business Profile or Pinterest, the world is your oyster! *(Other platforms not listed here are not currently offered in this service.)*

### Making Revisions

This portion of the process may be the most important, because we want to make sure that you are thrilled with the content calendar we've built!

Once the content calendar is created, it will be sent via email to review. We request that you help us complete **one** major round of revisions to your content calendar, which includes change requests. This helps keep us on track to deliver the content calendar in a timely manner.

**Note:** *If you've noticed something later on that needs a quick tweak, you are more than welcome and encouraged to make the change directly in Social Marketing. You will always have access to scheduled content in Social Marketing and can make changes at any time.*

### Setting Your Social Media Content Live

Congratulations! Your content calendar is ready to be shared with your audience! This will automatically occur 5 business days after the content calendar has been sent to you, so be sure to make edit requests in a timely manner to ensure that you're happy with the published strategy.

# Documentation for **Your Business**

## Process Expectations for SMM Standard

**Now that your first social content calendar is successfully launched, here's how you can prepare for our ongoing services:**

### **Next Month:**

Every month, our team will create a new content calendar based on our strategy and the direction that you have provided us in the onboarding process. That doesn't mean we can't adapt our strategy, though! If you have any requests or recommendations for content ideas, we are always eager to hear them. Please note that our team works a month ahead, so your posts will be written and delivered in the month prior to when they will be published.

Please be sure to share all new content ideas with our teams prior to the 10th day of the month to ensure we can incorporate them in the following month's content calendar. If no requests are received by this date, our social media strategists will continue to create content calendars based on previous direction.

You can expect to receive content for the upcoming month via email by the 25th of the current month to review the posts and make any edit requests you may have. Again, one round of revisions is preferred to publish the content calendar on time. These posts will be automatically begin going live after 5 business days of being sent for review.

### **Ongoing Requests & Support:**

If you would like to provide additional feedback to our team, you are welcome to do so via email at any time.

# Process Expectations for Social Media Management Plus

**If there is a need for a little more *oomph* to your social media strategy, Social Media Management Plus might be the perfect addition to your package. Here's what you can expect:**

## Onboarding Call

The onboarding process for SMM Plus is exactly the same as for SMM Standard. If you purchase SMM Plus and would like for us to provide the re-onboarding experience, we can absolutely deliver. If not, we will continue on with the strategy established for SMM Standard.

## Added Benefits of Social Media Management Plus

With SMM Plus, additional benefits can be found sprinkled all throughout the service. You can expect:

- 8 Additional Unique Posts and Stories per Month
- 3 Additional Story Highlights (Reposts)
- 6 Additional Custom Images
- Higher Spend Facebook Post Boosting
- 2 Additional SEO-Enhanced Blogs per Quarter

## Quarterly Strategy Calls and Proposals

Our quarterly strategy sessions will focus on reviewing key metrics, post performance, gathering your valuable feedback, and presenting an updated strategy deck. The [strategy deck](#) is tailored specifically to your brand and it features:

- In-depth keyword research
- Content pillars aligned with your industry and objectives
- Custom image examples using your branding
- Recommendations for optimizing your social profiles
- Summary of key performance indicators (KPIs) that we track based on your goals

This meeting can be booked via email or may be pre booked by our team.

## Optional Monthly Check-Ins

We also offer optional monthly check-ins for you to provide feedback, ask questions, or address any urgent updates to your content calendar. These sessions are designed to keep everything aligned with your evolving needs. This meeting can be booked via email or set as a recurring appointment.

# Frequently Asked Questions

## Content Ideas

### **What kind of content ideas should I consider?**

The whole purpose of a social media strategy is to be, well, social! That's why it's so important to incorporate content that is not necessarily trying to *sell* to the audience, but rather, to *engage with* the audience.

Let's look at an example to help explain the concept. Joe the Plumber wants to engage his audience and we want to help him do just that. Here are a few types of content that we might recommend to Joe:

- Current bathroom design trends
- Safety tips for keeping water out of your basement during the spring thaw
- Fun facts about the history of plumbing
- Advertising Joe's promotional prices for water heaters

Note that by diversifying the types of content shared, Joe's audience is less likely to ignore his sales-driven content.

### **What kind of content ideas should I avoid?**

Just as we want to publish content that will engage your audience, we don't want to share content that might cause readers to unfollow your business. To be safe, we always suggest that we don't share negative content, such as:

- Negative comments about customers
- Political or religious posts
- Content that is inconsistent with branding
- Misleading posts or unattributed content

### **Are there any types of content that cannot be boosted on Facebook?**

There are a number of businesses that may not be eligible for Facebook boosting due to Meta's advertising guidelines. This includes, but is not limited to businesses related to:

- Credit
- Employment
- Housing
- Insurance
- Social Issues
- Elections & Politics

# Frequently Asked Questions

## Strategy and More

### **Why is a strong social media strategy important?**

A strong social media strategy is crucial because it helps your brand consistently connect with your target audience, build trust and loyalty, and increase visibility. This will ultimately drive business growth through targeted content, engagement, and data-driven decision-making.

### **What will we talk about in our quarterly strategy calls?**

Quarterly strategy calls will include going over metrics and post performance, gathering your feedback, and sharing an updated [strategy deck](#) based on what has been working well and what needs improvement.

### **What will the white labeled strategy proposal look like?**

The strategy deck is customized to you and your brand and includes keyword research, content pillars based on the your business's industry and goals, custom image examples, recommendations for social profiles, and an overview of the KPIs we will be measuring according to your goals.

### **What platforms do you post to?**

We will post to:

- Facebook
- X
- Instagram
- LinkedIn
- Google Business Profile
- Pinterest

### **Do you charge more to post to multiple platforms?**

We do not charge any extra fees to have your content posted across different platforms. Our teams might make minor tweaks to the content but it can be posted to multiple platforms depending on strategy to get a maximum reach.

### **Where will my blog be uploaded?**

You own the creative rights to your blog and are more than welcome to publish it wherever you'd like. If your site is hosted on Website Pro, our team can post the blog to your site 3 business days after approval free-of-charge.

### **Do you boost other social platforms?**

At this time, we only offer social media boosting to posts on Facebook.

# Frequently Asked Questions

## Content Review, Edits, and Approvals

### **If I do not like one of the posts, can I delete it?**

We recommend that you pass along your feedback to our team so that we can change or adjust the post to your liking and keep your feedback in mind going forward!

### **Why is there a limit on the number of changes that can be requested?**

We limit revisions to a single round of edits to ensure efficiency and clarity. You know the old saying about when there are too many cooks in the kitchen? The same happens when many individuals have differing opinions on what should (or shouldn't) be shared on social media. We recommend that you limit the approval process to a single decision-maker so that we can launch an effective content calendar in a timely manner.

### **Why do you automatically publish the content calendar?**

Business owners like yourself are busy and we know that they don't always have time to manage their email inbox. We also know that they're inundated with emails; however, the last thing we want is for you to purchase a service and to not see the results due to your own inaction.

As such, we automatically publish content calendars 5 days after they are sent for review to avoid the situation above.