

ROUND UP, ROUND UP, it's time to

GET

your super duper business

SOCIAL

and win more customers



THE PROCESS

Figuring out the way to approach your social media campaigns can be tricky. Who are we aiming at, how much do we need to do? Is our image right? So we take a 5-step process to better understand the business and what we are looking to gain from the campaigns.



Understand

Schedule time to fully understand the business and markets.



Strategy

What's the plan? What are the objectives? What are the content categories?



Essential first aid

Assess current situation, check profile and bio pages content, brand pages.



Stock

Build up a bank of content. Photos, opinions, testimonials, tips, advice, that we can drip feed and distribute over time.



Respond

Put a system in place for people to be on hand to respond to mentions and deal with them or immediately refer to client.

www.nettl-newark-grantham.co.uk/social-media

Social-Lite	Social-Eyes	Social-Butterfly
£100 /month	£200 /month	£300 /month
Social media account setup	Social media account setup	Social media account setup
Management of two social media platforms	Management of up to three social media platform	Management of up to three social media platforms
Total of two posts per week based on content provided	Total of five posts per week based on content provided	Total of ten posts per week based on content provided across ALL platforms
Monthly reporting showing account growth and monthly progress	Monthly reporting showing account growth and monthly progress	Monthly reporting showing account growth and monthly progress
Acknowledging comments and mentions	Responding to comments/inbox/posts	Responding to comments/inbox/posts
Social media strategy and review	Social media strategy and review	Social media strategy and review
Custom content collaboration	Custom content collaboration	Custom content creation and collaboration
Account interaction – direct messaging and chatbot use	Account interaction – direct messaging and chatbot use	Account interaction – direct messaging and chatbot use
Monthly progress report	Monthly progress report	Monthly progress report
Management of paid promotion	Management of paid promotion	Management of paid promotion

*Fancy a chat? Pop into our brand new studio
for a coffee and find out how we can help you*

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The small print: Prices exclude VAT and design. See full product specifications online.
Prices correct at 18 February 2020
and are subject to change.

www.nettl.com

www.nettl-newark-grantham.co.uk

