omnipro

ADMINISTRATIVE ACTIVITIES

Our Social Media Management

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1.1. Choosing the Right Social Media Platform

	Who is your audience?	How can you reach them?	What are your goals?

Choosing the right social media platform for your business

	Facebook	**Twitter**	**Pinterest**	**YouTube**	**LinkedIn**	**Instagram**	**Google+**
Demographics	› **1.3 +** Billion Users › Age 25-54 › 60 % Female	› **600** Million Users › Age 18-29	› **70** Million Users › Age 18-35 › 80% female	› **1** Billion Users › All Ages	› **600** Million Users › Age 30-49	› **200** Million Users › Age 18-29	› **200** Million Users › Age 23-34 › 67% Male
Purpose	Building Relationships	› News & Articles › Conversation	"Scrapbooking"	Search "How To"	› News & Articles › Conversation	› Building Relationships › Conversation	News & Articles
Best For	Building Brand Loyalty	Public Relations	› Lead Generation › Clothing › Art & Food Businesses	› Brand Awareness › Service Industry	› Business Development › B2B Businesses	› Last Generation › Retail › Art › Food › Entertainment › Beauty Businesses	› SEO › Tech/Design Businesses
Downside	Limited Reach	140 Characters or Less	› Images only › Very Specific Demographic	Resource Intensive	Limited Interactions	Images Only	Not as Widely Used

Social Media Implementation Strategy

o **What Differentiates you?**
- What's your elevator pitch?
- Gather best testimonials
- What makes you unique?
- Craft a compelling story?

o **How will you Execute?**
- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure?

o **Who is your customer?**
- **What age bracket?**
- **Gender?**
- **Location?**
- **College degree?**

- o **Where is your Audience?**
  - **Are they online?**
  - **Where do they shop?**
  - **Belong to associations?**
  - **Publications they read?**
- o **What are your Goals?**
  - **Establish your brand?**
  - **Increase visibility?**
  - **Generate traffic to website**
  - **Grow sales & revenue**
- o **When will you Communicate?**
  - **What social networks?**
  - **How often will you post?**
  - **Will you blog?**
  - **Will you use visuals/video?**

In Info Smart we carefully analyze all data, so we maximize the end result

1.2. Social Media Management Process

| Research the Target Audience · Engagement's implementation | Create Social Media Channel | Create Compelling Content | Distribute Text, Audio and Video Content on Social Media | Engage in Social Media Discussions | Evaluate and Analyze Results |

Engagement Elements

You will reach out to your customers and build strong relationships **faster** and **smarter**

Posts Scheduling
Schedule your posts and/or your stories to go live when your fans are most engaged

Auto Re-post
Search for high-quality posts in your niche and repost them to your accounts.

Follow
Search for Instagram users in your niche and automatically follow them to get their attention.

Follow-Back
Follow-Back the users that followed you to stay in touch and interact with them in the future

Manage Comments
Search for interesting Accounts in your niche and leave a meaningful comment.

Contact Prospects
Reply to new messages or to send a welcome message to new followers.

Manage Your Direct Messages
Mange all your direct messages for all your social accounts in one place. We can direct all questions & conversations right from agent desktop to your concern department.

Find and Extract Targeted Users
We search for followers, followings, likers, or commenters of your targeted users by using a lot of different search methods (like searching based on keywords, or hashtags or based on users interacting with certain accounts).

Find Groups in your niche
Search for targeted groups in your niche using advanced algorithms and reach out to new prospective customers.

Invite Friends to Groups
Automatically invite your LinkedIn contacts to join your Groups and stay connected.

Like and Comment
Get more attention to your LinkedIn Profile by liking and commenting on targeted people's posts.

Send messages
You can always keep in touch with your LinkedIn network.

Send connection requests

Publish Clickable Images

Birthday & Promotion
send your best wishes on your connections' birthdays. get more attention and engagement from your LinkedIn connections by automatically endorse their skills..

1.3. Social Media Management Steps

1. Report and Refine
   › What has changed in how your users interact with your content?
   › How are users having your content this week vs last week?

2. Engage and Refer
   › Open discussion to increase interest of others
   › This will also help you push your post up
   › Comment back, answer questions and thank connections for them participation
   › Auto reply and messaging.
   › Link your social platform to CRM.

3. Research and Writing
   › Identify the Top Information Sources
   › Collect the Data
   › Creative & Contributing Writing
   › Eliminate Unnecessary Data

4. Publish Content
   › Convert your data to all possible content
   pieces without creating duplicate content
   › Then Publish all the content

5. Social Broadcast
   › Use social media to Broadcast & populate your content
   › Be descriptive & inviting

1.4. Social Media Engagement Cost

Channel	Delivery	Reach	Cost
Facebook	Inactive	TBD	Free
Instagram	Inactive	TBD	Free
LinkedIn	Inactive	TBD	Free
Other Social Channel	Inactive	TBD	-
Other Social Channel	Inactive	TBD	-
Results		People	Total Spent 0 BD