

Scope

Social Media Marketing is one of the most versatile and cost-effective strategies that all businesses use these days to reach their target audience and boost sales. It is important to spend your social budget wisely to get the most for your money, so it is better to have experts by your side. That is exactly where the Resource Boxe Social Experts can play a vital role. Our expert team brings together years of digital marketing experience, along with advanced social posting and analysis tools to help you get real measurable results from your social media activities, along with timely detailed recommendations for optimizing efforts.

Deliverables



Review of Your Existing Social Presence – We conduct a full audit of your social media channels, activity, hashtags, links to website, etc., with recommendations on improving reach and engagement.



Brand Awareness | Followers – We will help you increase your followers with relevant target audiences. We ensure that followers match the demographics, interests, and behaviors of your typical customers to help increase referrals.



Build Network | Engagement – We will help you increase engagement (likes, comments, etc.) on your social media posts. The more engagement you have, the stronger your connection is with your audience.



Social Calendar | Drive web Traffic – We will create your social posts calendar, based on your Brand's requirement, audience, content library, etc.



Social Advertising | Conversions – To increase conversions, we develop social media advertising campaigns that drive high volumes of traffic to your website.



Masterclass – Social Media training for employees, delivering small bits of Just-In-Time information when and where it will have the best impact. Handy resources which can help employees check in on what to do and what to avoid. We will also help you create or modify your social media policy.

Process

1. Initial session with our social team and your marketing managers/staff to identify existing practices, perceived areas of focus, points of contact, and scope/timing of the project.
2. Provide Resource Boxe team with temporary access to key resources, such as social media accounts, website back-end, email marketing platform, Google analytics, CRM platform etc.
3. Resource Boxe team conducts comprehensive Marketing Audit and provides Social Audit Report on all the above sections along with executive summary of recommendations and detailed drilldown materials.
4. To optimize your on-going social media program, the Resource Boxe team can either train and coach your staff or can provide full turnkey social media marketing services.

Get Started!

[Contact Resource Boxe to set-up an initial discussion and get a custom-tailored quote](#)