

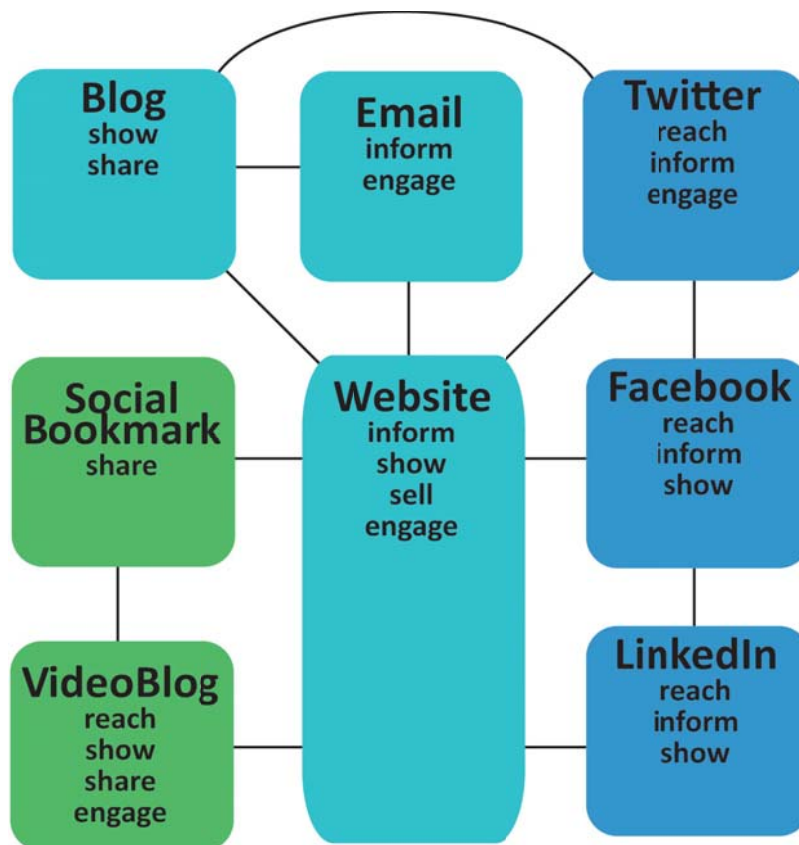
## Social Media Strategy



### Our Goal

We would like to help your company **reach** more potential customers, give them **information** about the product or service you offer, **show** them your work, **sell** your product, have them **pass along** their recommendations to their friends, and finally, **engage** everyone to encourage continued interest. Not only will you experience substantial growth in your client base but you will form more professional connections within your industry.

Reach > Inform > Show > Sell > Share > Engage. That is our strategy. Here is how it connects:



## Our Part

**Social Profiles:** We will create true social profiles with as much detail as possible on social sites such as LinkedIn, Facebook, and Twitter. These platforms can **reach** out to many different individuals, **inform** them of your products, and then **show** them what you have to offer. Users follow these services because of the information they can gather. The more interest that you can generate on these sites the more users will respond and read up on what you have to say.

Individuals that use these sites have it in their routine to check their profiles a couple times a week to a couple times a day. Every post you make on these sites are made available instantly to your followers.

**Website Optimization:** We need to optimize your website for social media by increasing your linkability. We do this by adding various types of media such as a blog, newsletter feature, articles, resources, podcasts, videos, slide shows etc to your website. Once all the information is properly tagged it is essential to add buttons for users share them on their own social media and bookmarking websites.

**Bookmarking:** Every time a new post is created on your website/blog we will **pass it along** to all the major social bookmarking sites. Users use these sites every day to see what is new in the world, and their fields. Gaining popularity on any one of these sites can increase traffic to your website dramatically. It's our goal to work with you and post your content on up to eight different bookmarking sites such as delicious, Reddit, Technorati, Digg, Disqus, Stumbleupon, Propeller, and Squidoo.

**Blogging:** A blog is a great way to **show** your readers your expertise and to **pass along** that expertise to their friends and family. If enough interest is generated on your blog visitors will start linking from their blogs to yours, increasing trust, social image, and traffic to your website.

**Twitter:** Hand in hand with every update should be a tweet on twitter. It's very easy for new users to **reach** your account, and even though you can only send a microblog of 140 characters per message, a title and a link to your blog, article, or video keeps the user **informed** and **engaged**.

**Contribution:** Contribute to sites such as Yahoo answers, Mahalo, LinkedIn groups as well as local groups and discussion boards related to your to area of expertise. Provide useful answers with positive proof and a link back to your website. Do it regularly. Make a routine and they will come.

## Your Part

Depending on the amount of time you want to spend per day we can think of a strategy to suit your needs. From the initial setup and training or having us create the regular postings and updates for you – we can work around what you have time for.