

SERVICE BRIEF

Call Us Today!
888-546-4384

Social Media as a Service

Use Social Media Posts to Raise Brand Awareness, Build Authority, and Give B2B Buyers the Information They Need to Choose Your Business.

Expand Your Brand's Reach

"Social media is your opportunity to reach a massive number of people with transparency, honesty, and integrity." Brian E. Boyd, Sr.

The success of content marketing for B2B lead generation is irrefutable. B2B buyers will look at a business' educational information, social proof, and transparency before they even consider a partnership. Studies show that most prospects are 70% of the way through the buying process before they reach out to your company. Social media is one of the first methods a buyer will employ when researching your company.

In fact, 85% of B2B buyers believe companies should present information via social networks.

Share Your Expertise with Millions

By regularly posting to social media, your company is able to demonstrate their expertise, educate followers, and improve brand recognition.

With Social Media as a Service, our marketing/content teams create and publish 2 posts per day to social media. Platforms included in the service: Facebook, Twitter and LinkedIn. To help our clients get the most out of social media marketing, our social media service is built with the target audience of a managed IT company in mind. Posts may include links to your service pages, blogs, events calendar, landing pages, and more, information and statistics about technology that is relevant to small and medium businesses, IT related trivia, blogs/articles from the web that target pain points of business owners, news/current events, and much more.

The Art of Social Media Marketing

Social Media as a Service creates a solid foundation on which to build your social media marketing strategy.

Each month, our marketing team prepares social media posts for the following month. The client will have the option to review the social media posts before they're scheduled to be posted. The client is also encouraged to create their own posts, when possible. Social Media as a Service will give your business' social media posts on a regular basis and any posts made by the client or their team will be a boon to their social media marketing.

Social media networks are always changing and adapting to internet trends. Over the past year, there have been critical security and privacy updates, posting/user policy changes, formatting/layout changes, and more. With Social Media as a Service, our marketing team will ensure that the client is operating within the current guidelines and will notify the client when/if they need to take administrative action.

Requirements

- **The Ultimate MSP Blog Service** - Clients must have our Ultimate MSP Blog Service before they're eligible for Social Media as a Service.
- **Hootsuite Pro** - Hootsuite allows our team to manage multiple social media accounts from a single dashboard. Hootsuite Pro is \$9.99/month and NOT included in the pricing of Social Media as a Service.

ADD ON SERVICES

To further enhance social media, there are a few options available for an additional cost.

- **Birthday/Anniversary** - Clients share their employees birthday and anniversary which is added to their social media calendar.
- **Pay for Additional Viewers** - Clients have the option to boost or pay for their posts to be seen by a larger audience.
- **Custom Posts** - For those who are looking to relay a very specific message, custom post creation is available for an additional fee determined on a case-to-case basis.

COMPANION SERVICES

When building your brand, it's important to make a great first impression.

- **The Ultimate Social Media Rig**— With the USMR, our team will set up your business' social media accounts, brand them to your company's logo and train you and your staff the ins and outs of social networking.
- **Social Media Graphic Refresh**— Recently, the major Social Media platforms have changed the dimension requirements of profile and cover images. Our graphics refresh service will give your business' social media pages a face lift with properly sized images.

Make the Rubber Hit the Road!