

Social Media

PEOPLE ARE TALKING ABOUT YOUR BUSINESS AND YOUR BRAND WHETHER YOU LIKE IT OR NOT.

The question is whether or not you want to be part of that conversation. We have found the most effective companies using social media have several similar goals in mind; creating a new revenue stream, listening to their clients and customers, engaging with their network, and most importantly, addressing negative comments as a way to evoke trust and loyalty.

For starters, some companies think their product isn't 'cool' enough for Social Media. Or, what are best practices to identify the platforms being used by your target audience? How do you start engaging slowly with this audience to entice viral growth while keeping on task with the right strategic plan? How do you effectively monitor the social atmosphere for changes in perception in your brand? And ultimately, what is the right measurement for success at each level of your campaign?

We find a lot of companies are rightfully anxious about being spammy and putting too much out there, concerned about how to identify top customers and participants, and worried about the relevancy of their content and how it affects their brand.

If these are questions and concerns that your team has faced, you are not alone. Apogee Results has a well seasoned Social Media team who will work with you to audit your space, create an effective short and long term strategy, and immerse in your brand. This insight will allow them to set up your profiles on appropriate platforms, manage your campaigns, initiate the right community conversations, and show campaign performance KPIs.

Our Strategic Social Media Plan:

1. Strategic Development
 - Competitive Analysis
 - Bench mark current
 - Strategy vs. Competitive
 - Analyze social conversations about client and industry
 - Pre-Strategy Document
 - Platform recommendations based on research and industry target audience
 - Goals/objectives
 - Recommendation of campaigns/contests
2. Social Branding
 - Brand Immersion/Training
 - Apogee works closely with client to understand the company brand and brand voice
 - Platform Setup
 - Weekly Process Setup
 - Editorial calendar
 - Syndication processing
 - Campaign structure
3. Campaign management and Comprehensive Reporting
 - Executing campaign strategy
 - Managing individual campaigns
 - Writing content per editorial calendar
 - Monitoring social platforms
 - Initiating community conversations
 - Tracking and reporting
 - Campaign performance report
 - Social media monitoring report
 - Quarterly strategic summary



- ▶ **ACCORDING TO MARKET TALK**
- Basically one-third of visitors use Social Media to research products and half of all respondents said that blogs, communities and social networks influenced their buying decision.
- 2010 Dow Jones Newswires, Market Talk

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