



Social Media Management

jtid.co.uk or Call Jon Tromans on 0121 288 8863



Why should you hire a social media manager?

Support

83% of customer questions are missed on social media & some of these questions are as simple as “What time are you open till today?”

A social media manager will monitor your brand & answer questions.

Engagement

Welcoming new followers, retweeting clients & engaging with your customers helps to create a community & trust around your brand.

A social media manager will proactively seek out engagement.

Brand Exposure

Your customers are on social media & you need to be there too building trust, authority and a positive presence around your brand name.

A social media manager will promote your brand in a friendly & engaging way.

Main objectives:

To build a positive image for your brand, offer support & generate new leads & sales.

There are four packages

1

Twitter & Facebook Essentials

This package is designed to keep your presence on social media fresh and up to date. We monitor your brand name for comments and are there to answer your followers questions.

2

Ecommerce Essentials

Designed specifically for online stores this offers everything in the Twitter & Facebook Essentials package but with Pinterest included. You also get 10 more posts a week!

3

Business Plus

This package is designed for companies that want to take a more active role in social media. It comes with more posts and a lots of engagement hours per week.

4

Business Professional

If you want us to completely run your social media on all your accounts then look no further. Unlimited posts and engagement included. Great for bigger brands.

Breakdown

All packages come with an initial consultation, strategy plan, daily broadcast messages and monthly reports. Brand monitoring is part of all packages. All referrals & questions are passed on quickly.

Twitter & Facebook Essentials

10 posts per week split between Twitter & Facebook. Up to 1 hour of engagement per week. 1 x Twitter networking session per month.

Ecommerce Essentials Includes Pinterest

Twitter, Facebook & Pinterest management. 20 posts per week split between platforms. Up to 1 hour of engagement per week. 1 x Twitter networking session per month.

Business Plus Includes competitor monitoring

Twitter & Facebook management plus one other network. 30 posts per week split between platforms. Up to 2 hours of engagement per week. Competitor monitoring. 2 x Twitter networking session per month.

Business Professional Unlimited posts & engagement

Unlimited updates to all your social networks. Unlimited engagement. Competitor monitoring. Weekly Twitter networking session.

Posting Content

We will post original content every day to your social media accounts and this includes adding/resizing images or creating small graphics to make the posts stand out.

How much content we post depends on the package you buy but it will be original, engaging & professional.

We'll monitor your website & blog for new content but we encourage you to email us with news.

Engagement & Support

Engagement checks happen three times a day; first thing in the morning, just after lunch & early evening.

This is the time we welcome new followers & answer questions.

We also have a sophisticated notification system in place to let us know when questions are asked so urgent messages are not missed.

Brand Monitoring

Your brand's social media accounts will be monitored and our notification system will let us know when people talk about you. We get these notifications on all our devices within minutes so nothing is missed.

Important messages will be passed on and questions dealt with as quickly as possible.

Communication

Learning about your business is very important so we encourage you to send us as much information as possible about your brand & what you do.

We'll give you a specific email address for communicating your offers, deals & latest news.

The more we understand about you the more we can engage with your followers.

FAQ

What is engagement?

This is where we respond or talk to your followers on a one to one basis. It may be welcoming them as a follower, answering a question or providing support.

Anything that we can't respond to will be passed on straight away.

What happens if I run out of engagement hours?

All packages come with a certain amount our engagement hours. If you run out you can buy more.

Do you offer customer service?

Yes.. Any questions will be answered. If we can't find the answer on your website we can either pass the query on or you can give us the answer to pass on. For example if someone is chasing an order we can pass this query onto you straight away.

Do you need my passwords?

Yes. We need usernames and passwords so that we can login to your social media accounts. None of the passwords are stored on our computer and we use a very secure system called Zoho Vault to keep everything safe.

You are always in control of your social media accounts. we won't change the passwords and you can change them yourself at any time.

Can we Tweet & post to Facebook?

Yes. You will always have the ability to post to your own accounts but we recommend that you email us with anything you want promoting.

We plan posts in advance so having information a few days before an event will help us maximise the effect & exposure.



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