



## SHADOWBEND STUDIOS SOCIAL MEDIA MARKETING PACKAGES

### WEB BASED MARKETING FOR YOUR BUSINESS

Your web site is done; it's dialed in with all of the graphic elements, functionality, content and search engine optimization you were looking for. You've launched the site and now you can sit back and watch it go to work for you... right?

Websites don't magically bring in customers and clients on their own. Like a successful product or service, websites need to be promoted as well so that people will come to your site and see what you have to offer. Social Media has changed the way people connect, discover, and share information. But let's skip the jargon. Here's what you need to know:

- Social media is the technology that connects people—whether it's to share content or just to chat.
- Social networks, like Facebook, Twitter, LinkedIn, and Pinterest are the places where social interactions happen (discovering & sharing).
- Social media marketing is the way to use that technology to build relationships, drive repeat business, and attract new customers through friends sharing with friends.

Sound familiar? That's because social media marketing is really just word-of-mouth powered by technology.

Shadowbend Studios offers a number of packages that can help promote your business and website online and can help you with:

- Choosing which social media assets will best fit your marketing plans.
- Setting up your social media accounts properly.
- Integrating your social media assets with your existing website.
- Creating a weekly and yearly social media posting calendar.
- Utilizing social media marketing best practices for creating engaging posts.
- Managing your weekly/monthly/yearly social media presence. WE do the work, YOU see the results!.

You've gone through the process of having a quality website created, now contact Shadowbend Studios so we can help you let people know about it!







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### PACKAGE NOTES

- 1. Sites Included:** The “basic” package (SMB) includes Facebook and Twitter only. Other packages (SM-1.3 etc.) will list Facebook and Twitter +1 or +2. This gives the client flexibility regarding additional social media assets they would like to add into their respective packages (i.e. Pinterest, LinkedIn, Google + etc.).
- 2. Custom Graphic Design:** Any associated graphic design work (for post banners, advertising images etc.) are included in the price of the package.
- 3. Assistance With Content Creation:** Shadowbend Studios will assist our clients in coming up with content for their social media posts. Together we will come up with a weekly and yearly posting calendar which will contain the ideas for regular posts. For instance, on the Shadowbend Studios Facebook page, I post “Monday Morning Marketing” on Mondays, “Shadowbend Studios Client Showcase” on Tuesdays, etc.. The yearly calendar will contain information regarding any sort of regular seasonal promotions or special information the client’s business might want to post.
- 4. Posting Frequency:** The number of times clients posts will appear on the selected social media outlets (usually 3 to 5 times per week).
- 5. Comment Responding:** Shadowbend Studios will respond to comments on clients posts to the best of our ability. Requests for specific information on services and/or products will be handled by Shadowbend Studios by contacting the client and either alerting them to the request or obtaining the information from the client and then responding on their behalf.
- 6. Spam Monitoring:** No one wants someone hijacking their facebook page to push the next big thing in diet pills or Viagra ads. Shadowbend Studios will monitor our clients’ social media assets and remove anything that is inappropriate.
- 7. Hashtagging:** “Hashtags” are defined as - *“A word or an unspaced phrase prefixed with the hash symbol (“#”). It is a form of metadata tag. Words in messages on blogging and social networking services such as Facebook, Google Plus, Instagram and Twitter may be tagged by putting “#” before them, either as they appear in a sentence, (e.g., “New artists announced for #SXSW 2013 Music Festival!”) or appended to it. Hashtags make it possible to group such messages, since one can search for the hashtag and get the set of messages that contain it. A hashtag is only connected to a specific medium and can therefore not be linked and connected to pictures or messages from different platforms.”* Shadowbend Studios will use appropriate hashtagging strategies in all of your social media posting.
- 8. 24-Hour Post Boosting:** Facebook posts can be “boosted” so that a wider audience will see them. More importantly, boosted posts can be targeted to a specific regional area, age demographic, and interest set so that your posts are seen by people who will actually respond to them. Shadowbend Studios will boost each of your posts for 24 hours to give them a wider audience so that they will be seen by hundreds of people rather than dozens.
- 9. Weekly Two-Day Page Promotion:** Facebook page promotion differs from post boosting in that, while post boosting focuses on widening the potential viewers of a particular post, page promotion exposes your entire Facebook page to a wider, targeted audience. Shadowbend Studios will provide a two-day page promotion each week for your business page. By utilizing post boosting and page promotion, clients can expect to increase the “Likes” to their Facebook pages by a significant amount each month.
- 10. Adding/Following Recommendations:** Most social media assets will provide recommendations for people to follow or like. Shadowbend Studios will make these connections on our clients’ behalf to help increase connections and viewership to their pages.
- 11. Weekly Email Newsletter Digest:** By adding in an email marketing strategy utilizing a “digest” format, clients can increase their exposure even further. The weekly digest includes links to the social media/blog/website activity over the course of the past week and is delivered directly into customers’ and prospective customers’ email in-boxes.
- 12. Monthly Fees:** Please keep in mind that the monthly fees presented include the fees paid to Facebook for post boosting and page promotion on your behalf by Shadowbend Studios. In this way, Shadowbend Studios handles your social media marketing campaign completely without any further action or expense on your part.