

ESSENTIAL

SOCIAL™



SOCIAL MEDIA MANAGEMENT
TO BUILD YOUR AUDIENCE,
BOOST SEO AND DRIVE LEADS



IF YOU WANT



01

TO GET YOUR MESSAGE OUT TO
MORE PEOPLE ON FACEBOOK

02

TO QUICKLY GROW YOUR RE-TARGETING
AUDIENCE & GET MORE LEADS FOR LESS

03

THE BEST ROI FOR YOUR MARKETING \$\$

WITHOUT...

- BECOMING A FACEBOOK ADDICT
- SPENDING HUNDREDS OF NON-BILLABLE HOURS CREATING AND POSTING UNIQUE CONTENT OR
- WASTING TIME AND MONEY ON DISCONNECTED SOCIAL MEDIA EFFORTS THAT NEVER ACTUALLY DRIVE LEADS



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- Three custom posts weekly on both Facebook and Google My Business with Call-To-Action links to your website or webinar registration page
- Custom content development to increase reach and engagement
- Access to the online course, *Growing Your Audience on Facebook*
- One-hour coaching consultation
- Weekly tracking and updates via Trello Board

The Kick-Off Call

We kick off with an initial coaching call of about an hour to set the direction for content development. During this call, we review your brand voice, key distinctions about your firm, staff and community and any additional information to help us develop unique, engaging content. We will ask about things like any special interests you have, annual events you support, local activities, etc. We also review your Trello collaboration board and how to share your fresh photos and ideas with us for your social posts.

Success is a Joint Effort!

We can't do this alone ... we need YOUR help! Here's how we work together:

Check in on your Trello board weekly. This board includes links to the shared Dropbox folder for content uploads and the social media calendar, as well as a comments section for weekly updates showing posts, engagement, reach and other insights.

Use the support ticket system whenever you want help!

COSTS & COMMITMENT

There are several affordable options to choose. Book a call with James to discuss the plan that's best for you!

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