



## **Social Media Management: Feature Benefits Overview**





## **B2C Matchmaking**

Connect with new, targeted customers on Facebook and Twitter – no more marketing to the masses. Each social media campaign we run is highly targeted, so we'll be building relationships with exactly the kind of people you do business with.



## **Customer Feedback**

What's more important than new customers for your business? Being able to understand what's working and what's not. It's 10x more expensive to 'purchase' a new customer than it is to retain an existing one. A well maintained social media presence is a great way of monitoring what your customers are enjoying and what they aren't.



## **What's On?**

If you're customers don't visit your store or website this week, how are they going to know you've got an amazing half price sale on? Our social media experts keep your fans up to date with what's going on in your business – the more people you can reach, the more prospective customers you have at any one time.



## **Customer Loyalty**

It's a lot more expensive to track down new customers – so take care of your existing ones! Your dedicated social media expert will work to turn your customers into loyal brand advocates, by educating them about your product or service and delivering value through content.



## **A Like For A Like**

Start using online word of mouth to fuel your referral engine – a customer is 60% more likely to recommend if your business if they've 'liked' you on Facebook! Your dedicated social media specialist can help to effectively convert strangers into likes and likes into customers.



## **Professionally Managed Accounts**

Your social media accounts will be managed by dedicated and experienced social media managers with years of experience– this translates into a higher quality, more affordable service for our clients.



## **Measurable Results**

We place the focus on directly measurable results. Track your campaign progress with monthly progress reports. Everything we do is directly measurable, from targeted growth in terms of 'likes' and 'follows', to an increase in sales through Facebook's Daily Deals. No more jargon and confusing figures, just the bottom line results.



## **Relationship Management**

We keep on top of your customer relationship management, so you can address feedback on your own terms, in your own space.



## **Put A Face To The Name**

Adding a personal layer to your brand or business can have a big impact on how your customers view you. Our social media experts can help to turn your customers into fans, and your fans into friends. Remember, a friend is 10x more likely to recommend your business to others.

**[Find out more here at our Social Media Centre](#)**