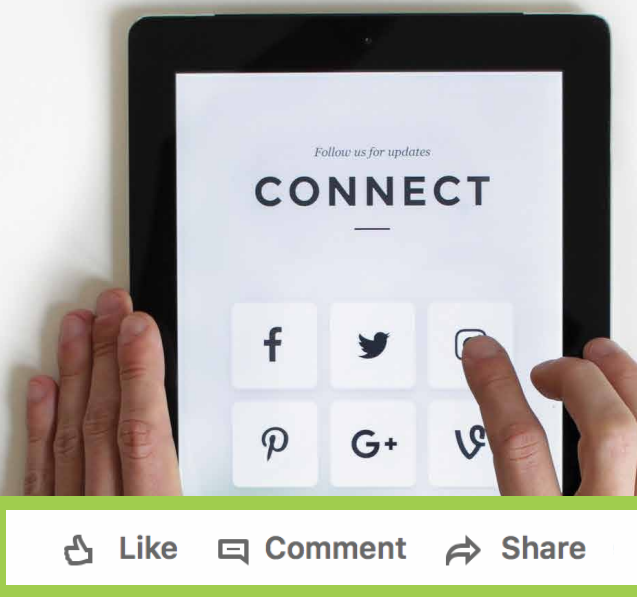


Social Media as a Service

Grow your online presence.



Social Media as a Service provides a turn-key package to companies who do not have the in-house resources to manage their social media strategy and engagement. Social Media as a Service helps grow your social media presence, increase social media followers, engagements, and helps drive traffic to your website. We work with you to craft a strong strategy that best fits your goals.

Typical roadmap

Content Review and Curation: What's available currently, what needs to be developed, what legacy content do you have that we can also repurpose.

Realistic Goal Setting: We will help you set realistic goals, discuss audience types, develop keywords, and hashtags.

Content and Publishing Calendar: Develop a timetable that incorporates tactics and prioritizes tasks to help achieve your goals.

Social Media Execution: We manage the channels on your behalf on a quarterly basis.

Analyze, Review, Report, and Refine: Monthly metrics review, assess follower fit, determine how to make improvements going forward, and how to leverage engagements into lead generation.

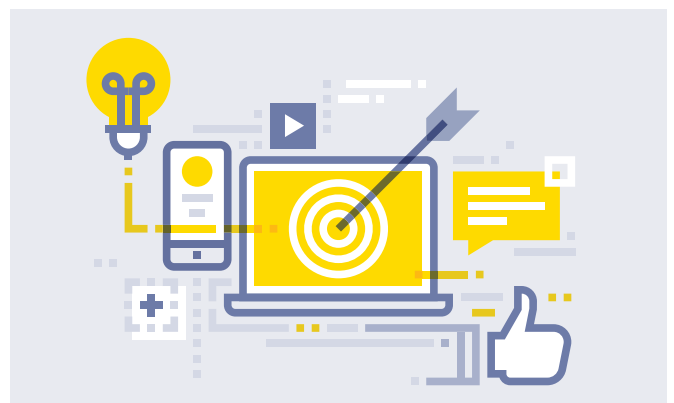
Communications: Communicate a succinct social media policy to your company employees and stakeholders. Highlights how company policy differs from personal policy.

Expected timeline

Week 1-2: Assess current state of social media platforms. Set up priority platforms. Content review and curation, what will be available in the next 90 days (expected new content and legacy content).

Week 3: Build strategy and set goals, prioritize tasks. Build calendar. Develop and communicate company-wide Social Media Policy

Week 4-12: Execute program. Monthly review and refinement. Quarterly review and reporting, refinement, implement improvements



Quarterly Cost Starting At: \$4,500

Annual Commitment: \$15,300 annually (save 15%)

(All prices in Canadian dollars, plus applicable taxes.

Content creation available at an additional cost.)