





## Social Media Marketing

### Feel like you are missing out on opportunities?

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Social media marketing is a critical part of your brand placement and exposure strategy. We build a social plan for your business to create consistent content that counts, with a strong management plan to identify your key communication pillars and reach your target audience, drive traffic to your website and sales to your business. The Marketing Connxtion team can work with you to build a fully integrated sales campaign with viable consistent posts or a plan to keep your brand top of mind.

#### The Marketing Connxtion success formula includes:

- ▶ Initial workshop to understand your key objectives
- ▶ Identify the most effective social media platforms
- ▶ Create compelling social media pages
- ▶ Maintain a regular posting schedule reflecting your communication plan
- ▶ Boost likes, engagement and conversation
- ▶ Build momentum to reach social media goals and targets
- ▶ Monitor pages, comments and messages with action points
- ▶ Analysis of success through monthly reporting



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