

Choose one of our
EXPERT

SOCIAL MEDIA PACKAGES

to help BOOST your
ONLINE PROFILE

nettl[®] 



Sean Halferton
2 h

When he thinks I'm not watching !



1,972 lik

Lindsey Moyes
1 h

"Go back to bed, this doesn't concern you."



12,891 likes

Martin Daily
17 h

I tried to make salad but...



0 likes

CATS, SELFIES & FOOD PICS

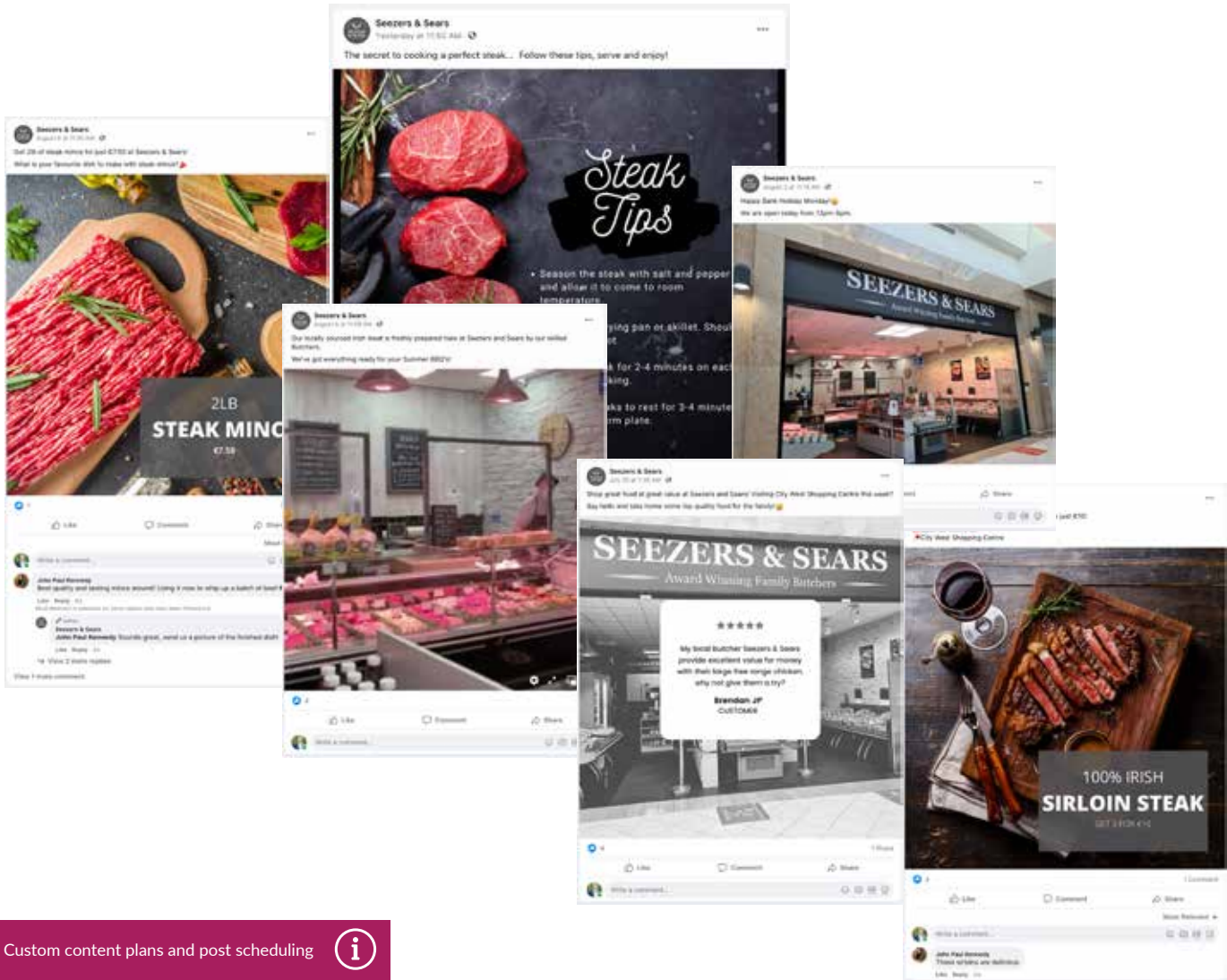
Some people think that's all social media is

Sure, there's a load of that. We go on social media to connect with each other, friends and family. Whilst we're there, plenty of us happen across, engage with, talk to and find out about businesses, brands and communities that interest us. Make us laugh. Make us think. We'll rightly ignore those that don't put the effort in. As a brand, get it wrong and we're intruders. Getting in the way of scrolling bliss. Get it right though, if you're genuine, authentic and fun to interact with, over time you'll build engagement with your prospects.

For many businesses, having a social media presence is one of those things you *feel* you have to do. So maybe it doesn't get the resource or thinking time it needs. It ends up being ineffective and your audience gets turned off.

You're *too pushy, too friendly, too salesy* or, heaven forbid, *too boring*.

We want to help local businesses build a social media identity that fits their brand and tone of voice. But crucially, one that engages its audience. Otherwise, what's the actual point?



Custom content plans and post scheduling



ORGANIC PACKAGES

Social Media isn't just a fun pastime

Now it's an incredibly popular way of communicating. It's where prospects often look to start a conversation, ask a question or research what you're about as a business. If what they see there isn't up to scratch, it can be as damaging as having a poor website or a bad perm.

When done right, platforms such as Facebook, Twitter, LinkedIn, and Instagram offer unique opportunities for you as a business to engage with your audience and build up potential leads. The use of video and engaging visual content is a powerful way to reach your market.

Social media accounts are utilised best when they are maintained and kept updated, as this helps to keep your brand current and at the top of your clients' timelines. We'll help you build and maintain a presence and connect with followers. Creating posts on your behalf for Facebook, Twitter, LinkedIn or Instagram, with engaging, entertaining and thought-provoking content that grabs your audience's attention and leaves a lasting impression.

Choose the right package for you >

nettl

social: lite

PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Content scheduling
- ✗ Researched, curated content
- ✗ Set up/professional branding of account
- ✓ 2 posts per week on up to 1 channel*
- ✗ Professional graphics
- ✗ Social listening
- ✗ Audit and refresh of accounts

SUBSCRIPTION

Billed monthly **£179+vat**

Term **3 months minimum. 30 days notice.**

*Facebook, Twitter, LinkedIn or Instagram

nettl

social: starter

PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Custom content plan and scheduling
- ✗ Researched, curated content
- ✗ Set up/professional branding of account
- ✓ 3 posts per week on up to 2 channels*
- ✗ Professional graphics
- ✗ Social listening
- ✗ Audit and refresh of accounts

SUBSCRIPTION

Billed monthly **£299+vat**

Term **3 months minimum. 30 days notice.**

*Best for businesses
looking to get started
with their social media
presence*

*Packages from
£179+vat per month*

nettl

social: business

PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Custom content plan and scheduling
- ✓ Researched, curated content
- ✓ Set up/professional branding of account
- ✓ 5 posts per week on up to 2 channels*
- ✓ 2 professional graphics
- ✗ Social listening
- ✗ Audit and refresh of accounts

SUBSCRIPTION

Billed monthly **£499+vat**

Term **3 months minimum. 30 days notice.**

*Facebook, Twitter, LinkedIn or Instagram

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social: enterprise

PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Custom content plan and scheduling
- ✓ Researched, curated content
- ✓ Set up/professional branding of account
- ✓ 7 posts per week on up to 3 channels*
- ✓ 4 professional graphics
- ✓ Social listening
- ✓ Audit and refresh of accounts

SUBSCRIPTION

Billed monthly **£699+vat**

Term **3 months minimum. 30 days notice.**

*Best for businesses
looking to push more
content out to a wider
audience*

Packages from

£499+vat per month



 Google
Partner



 netit

Social Media Proposal

Prepared by
NetIt Guru
NetIt of Greentown
40-42 Green Street

ADVERTISING PACKAGES

Social Media isn't just about conversation and content

It's now an established channel for winning new customers, remarketing and engaging existing audiences. When first starting out, you may only have a few people to talk to via social, so the relative impact of your content will be low. Paid social media campaigns can help amplify organic content, using social network advertising tools to target a specific audience.

You can also use paid social campaigns to reinforce core messages that you've shared via organic posts. A word to the wise though, if you're not already responding effectively on a personal level to enquiries and complaints, a paid program alone may not be the right thing.

If you want to boost the reach your organic content has though, an advertising campaign could get you results.

Choose the right package for you >

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social ads: starter

PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Advertising on 2 channels*
- ✓ Ad copy content creation
- ✓ 1 campaign per month
- ✗ Ad graphics content creation
- ✗ Social listening
- ✗ Retargeting strategy

SUBSCRIPTION

Billed monthly **£649+vat**

Term **3 months minimum. 30 days notice.**

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social ads: business

PACKAGE INCLUDES

- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Advertising on 3 channels*
- ✓ Ad copy content creation
- ✓ 2 campaigns per month
- ✓ Ad graphics content creation
- ✗ Social listening
- ✗ Retargeting strategy

SUBSCRIPTION

Billed monthly **£899+vat**

Term **3 months minimum. 30 days notice.**

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social ads: enterprise

PACKAGE INCLUDES

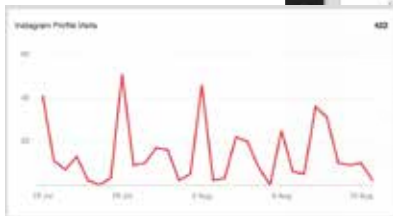
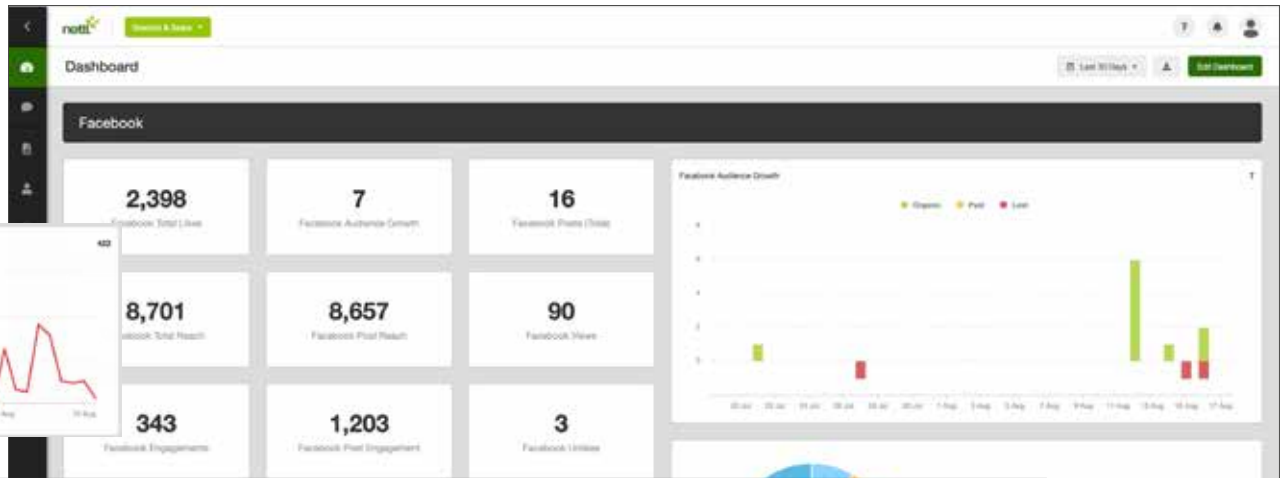
- ✓ Dedicated account manager
- ✓ Monthly reporting
- ✓ Advertising on 4 channels*
- ✓ Ad copy content creation
- ✓ 3 campaigns per month
- ✓ Ad graphics content creation
- ✓ Social listening
- ✓ Retargeting strategy

SUBSCRIPTION

Billed monthly **£1,299+vat**

Term **3 months minimum. 30 days notice.**

*Facebook, Twitter, LinkedIn or Instagram
Monthly fee does not include media spend
Media spend paid direct to social channel by client
Advert packages do not include organic activity



i All packages include live reporting dashboard

Define your audience

Then identify your audience profile. The people you want to engage with.



2

1

Your business & social goals

We'll learn about your business and what you want to achieve using social media.



Your voice and style

Next, we'll understand how you want to come across. Your tone of voice and design style.

3



Platform guidance

Once we know more about you and what you want to achieve, we'll advise on the social media platforms best to use.

4



Content planning

Using your tone of voice and design style, we'll map out content to post each week.

5



Monitor & report

Each month we'll monitor performance and report back on your results.

6



WHAT NEXT?

Here's how your social media journey starts

Once we've decided what package best suits your needs, we can start the process of **building your campaign plan**. During this process, we'll complete your 'Campaign Planner' which helps us understand as much as possible about your business and what you want to achieve through social media. We'll refer to this throughout your campaign.

Once we understand more about who your audience is, we'll use your tone of voice and design style, so that the posts, ads and content we create feel authentically you. We'll map out a week by week plan of content for your review, ready to start engaging with your followers or building a new relevant audience.

We'll continually monitor your campaign and provide you with a monthly report highlighting performance and results.

GET STARTED

We'd love to talk you through your options

Contact: jason@yourhyphen.co.uk

or go to

www.yourhyphen.co.uk/search-engine-optimisation/

for more information





contact:
jason@yourhyphen.co.uk



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