



# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



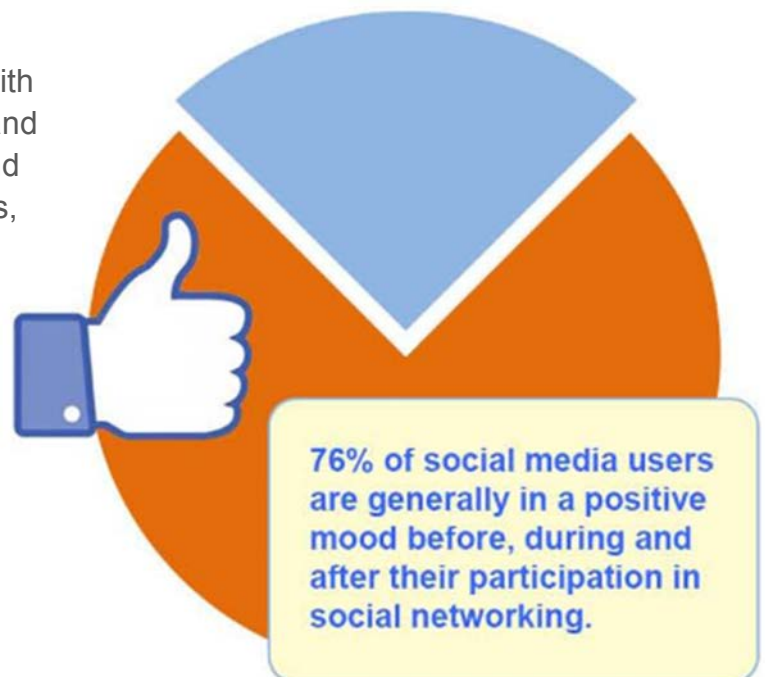
## ***What is Social Media Optimisation?***

Social media optimisation or social media marketing is the process of generating publicity through various social media networks and platforms such as Facebook, Twitter, Google+ and LinkedIn. Social media optimisation increases awareness about a business, brand, product or service; as well as amplifying the engagement with your target audience, and so generating more leads, prospects and customers.



## ***Why Employ Social Media Optimisation?***

Social media is a fast-growing space in online marketing as more and more people connect with each other, communicate and share thoughts and feelings about businesses, brands, products and services through status messages, likes, tweets, links, photos, and videos.

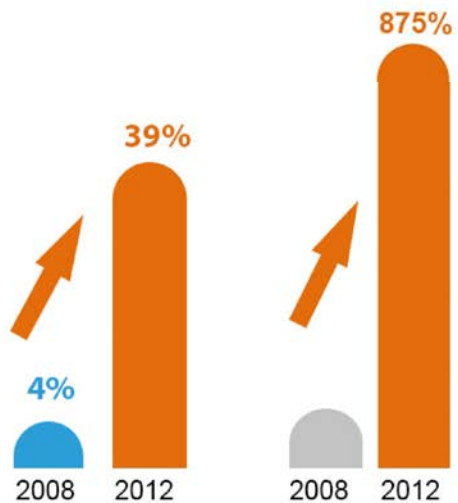


- comScore, Nielsen



# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



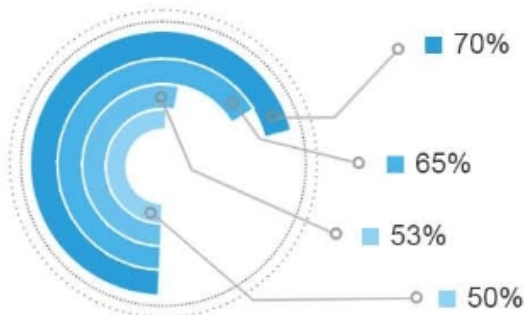
- ComScore Local Search Usage Study 2013

## Social Search is on the Rise for Local Business Searches

Usage of non-search engine sites such as social media and daily deals for finding local businesses:

- 39% in 2012 from only
- 4% in 2008
- Social network local business search usage has increased 875% since 2008.

Local business search users on social networks are heavily engaged with local social content. They are involved in generating and using content.



- 70% read others' experiences
- 65% learn more about businesses, brands, products & services
- 53% compliment brands
- 50% express concerns about brands, products & services

- Nielsen

This makes social media a very good venue to build brands, customer loyalty, and word-of-mouth or viral promotion



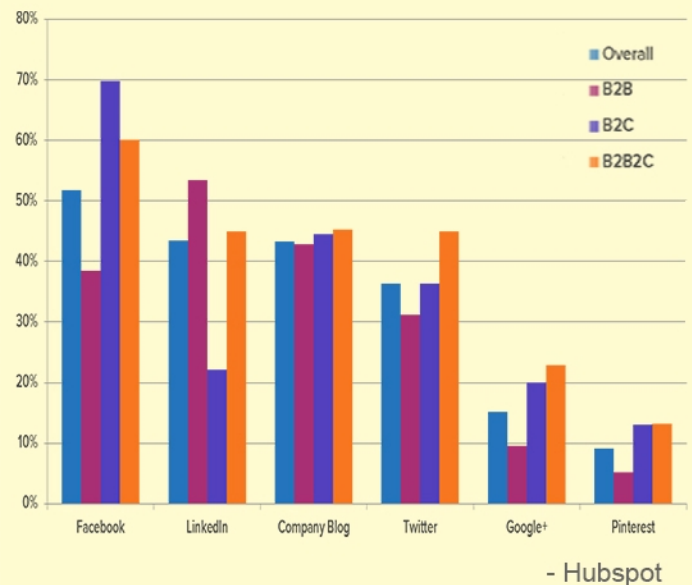


# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



**Businesses are acquiring customers through various social networks**



Optimise social media for your marketing, content and connections for high audience reach, engagement, and amplification for brand building and sales.

## What are Your Competitors Doing?

Social Media ranks 2nd with growing importance as a source of leads for businesses

- 85% Social media
- 94% SEO

85%

94%

Social media ranks 2nd as medium for content marketing by businesses

- 72% Social Media
- 80% Web Pages

72%

80%

- MarketingSherpa





# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



Here are some famous brands that are successfully employing social media optimisation:



...and thousands upon thousands of small or local businesses and professionals





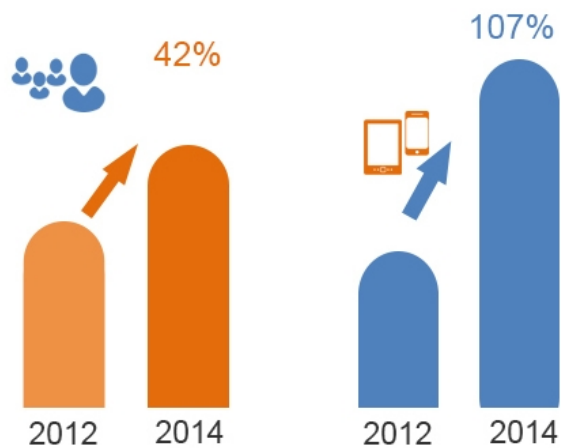
# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



## The Future

Social media usage is fast growing and will pervade across industries, marketing and sales funnels, the buying cycle and customer life cycle, for many years to come.



### Facebook has more than:

- 1.28 billion monthly active users in 2014 from...
- 901 million in mid-2012, growing 42%
- 1.01 billion monthly mobile active users in 2014, from only...
- 488 million in 2012 growing 107%

- Facebook







# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*

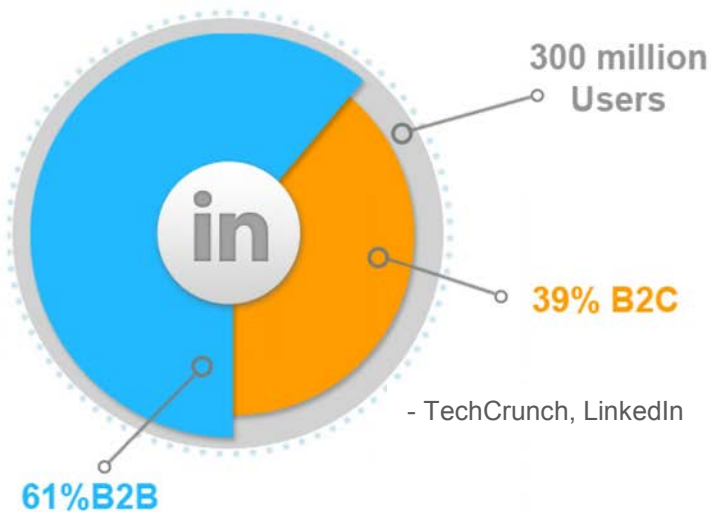


## LinkedIn has:

- 300 million users in 200 countries to date.  
Signs up 2 new members every second

Customer acquisition success rate:

- 61% for B2B and
- 39% for B2C





# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



## Twitter has more than:

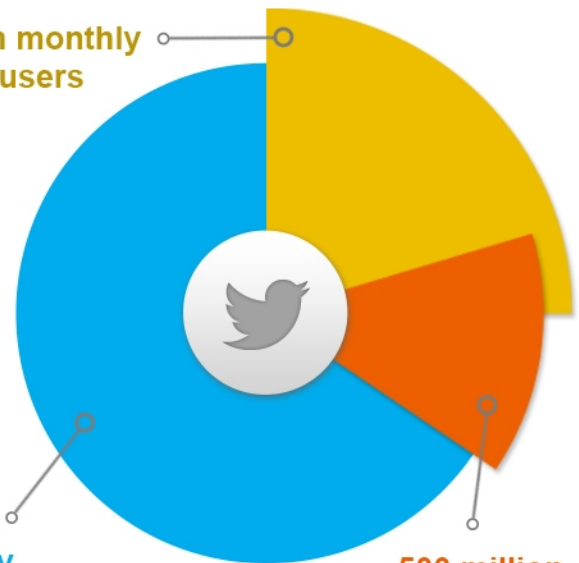
- 255 million monthly active users
- Generates over 500 million tweets daily
- Handles more than 2.1 billion search queries per day

The rate at how social media channels are growing in terms of users, customer engagement and acquisition tells us that there is more to come.

255 million monthly active users

2.1 billion queries / day

500 million tweets daily



More than 50% of active Twitter users follow companies, brands or products on social networks.

-TechCrunch, Twitter



# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



## **Why Like Us and Choose us?**

Choosing us will launch you forward into the social radar and circles of people who matter to your business.

Social Media Optimisation is a task-extensive online marketing effort requiring expertise and manpower. It is a rather long term effort and requires everyday tasks to reach a critical mass of fans, followers, and connections, to achieve high-growth momentum.

Do not expect instant results. But rather expect results to pick-up cumulatively as your content and connections build up over time.

Doing SMO all by yourself, or organising, training and monitoring a team to do it in-house will be very time-consuming taking away time from your core activities. All you have to do is to let us take care of all of your social media marketing needs.







# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



## ***In-depth Consultation***

We believe that understanding our customer's needs and objectives is crucial in providing superior services and so we take the time to know you, your business, your target market, your competitors, your brand and its peculiarities. We then factor these elements into our social media optimisation strategy and recommend the most suitable solution for you. We follow a cycle beginning with in-depth consultation with you prior to campaign launch. Your involvement is very much appreciated as no one knows your business better than you do. We then implement, put in quality controls, measure and analyse results, listen to your feedback and apply continuous improvements to help make your campaign successful.

- |                         |                   |                                    |
|-------------------------|-------------------|------------------------------------|
| ✓ Needs Assessment      | ✓ Implementation  | ✓ Measurement, Feedback & Analysis |
| ✓ Strategy and Planning | ✓ Quality Control | ✓ Continuous Improvement           |





# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*



## Summary of What We Do

### Google+ Marketing

To increase your online visibility, we will create a Google+ Personal Profile and a Google+ Business Page for your company or brand so that you can promote your products or services and share information, links, photos, and videos. We will establish your credibility by putting your company name or brand name, business information, your location, contact details, pictures and videos on your profile.

We will regularly update your Google+ Business Page with relevant information such as latest events, specials and promos increasing the chance of driving people to your website. In addition, we post links to pages explaining your products or services so that you can entice your visitors to look them up and consider your offers in their buying decisions.

### Facebook Marketing

Our initial work will cover creation and optimisation of your profile; customisation of your Facebook profile banner; sourcing, editing, resizing, and customising of your banner image. We make sure that the information contained in your profile such as your name, address and contact details are accurate and updated.

We will then create and optimise your Facebook business page so that you can directly interact and get feedback from your current and potential customers. We will regularly update your page with announcements about upcoming events, sales and promos bringing traffic to your website. We will see to it that the information contained in your business page highlights your company and your brand to elicit favourable impressions from your visitors.

### Twitter Marketing

We begin by creating your Twitter profile with your desired name and accurate information about your location and contact details. In the 'about us' section, we will write branded content to give current and potential customers a proper preview of your company and your products or services. For optimisation purposes, we will insert target keywords in the content and make sure it is consistent with how the brand is displayed on other channels.

We will then customise your Twitter background and make it visually appealing but staying consistent with your company and brand image. We will keep your account actively working with regular tweets and real-time updates. We will incorporate links to your website into tweets so you can generate traffic to your website. Lastly, we will continuously acquire followers and make sure that any tweets we publish will appear on a follower's feed.

### LinkedIn Marketing

We will start building your professional profile incorporating the target keywords in the branded content that we will post on your LinkedIn page with particular attention to the 'about us' section with accurate information regarding your location and contact details. Here, current and prospective customers will have a preview of your company and your products or services.

We will regularly monitor and update your profile to ensure that your LinkedIn profile has credibility and an active presence in this professional social network. We will incorporate links into updates to generate traffic to your site. We place back links in comments to increase chances for your website to get hits and conversions.

We initiate topics and participate in various discussions that are related to your company's niche particularly on LinkedIn Groups. This is especially beneficial if you want to be established as an industry authority. We will win over as many connections as possible and make sure that your updates and posts appear on their LinkedIn home page.



# SOCIAL MEDIA OPTIMISATION

*Social media optimisation helps promote brand awareness, influence buying behaviour, buying decisions and promotes customer loyalty.*

## What's the Next Step?



**Send us an email or  
give us a call  
to schedule an appointment**



### Engage our services and get the following:

- ✓ Social Media Optimisation strategy and tactics based on thorough research and analysis of market and technology data and trends; plus where things are headed in the future
- ✓ In-depth consultation with you to tailor-fit your campaign with your marketing goals
- ✓ Grow your network and get more referrals and join other business owners who are enjoying the status of being active on Google+, Facebook, Twitter and LinkedIn.
- ✓ Start getting the word out now about your business and let the wheels start turning to bear you competition and get more happy and loyal customers. Generate more sales and revenue from the increase in audience reach, engagement and amplification through social media

Given the facts, the best time to do Social Media Optimisation or to bring it to a higher level for your business is right here and right now. Catch up with your competition, or keep them at bay and expand your business to new horizons. We are here to help you make that happen.



**Send us an email or  
give us a call  
to schedule an appointment**



**Sonic Response  
Digital Marketing**

Powerful marketing resources at an affordable price  
Email: [info@sonicresponse.com.au](mailto:info@sonicresponse.com.au)  
Mobile: 0417-861-002