

Social Media Platforms

Facebook

84% of company Facebook Page followers (Likes) are current and former customers. This is a window to grow your brand and reconnect with past customers while maintaining current customers and gaining new ones.

Twitter

Twitter users tweet half-billion messages per day. This is a personal way to connect with your customers by utilizing the ever growing #hashtag movement. Give your brand a sound bite to the world by creating a conversation that provides real value to your customers.

Pinterest

81% of U.S. online consumers trust information and advice from Pinterest. Connect your business to your customers visually. Get your product pictures, advice and facts online for others to share.

Google+

The second biggest social media network next to Facebook features circles of friends, businesses and other outlets for you and your business to connect with. Improves your search engine optimization (SEO) visibility.

LinkedIn

This social media tool is invaluable for information gathering, branding, networking and traffic generation. Providing an active business-oriented network, LinkedIn connects you with colleagues, business owners and friends to gain endorsements and kudos.

YouTube

The second biggest search engine in the world, YouTube, owned by Google, will improve your search engine optimization (SEO) visibility. This flexible platform allows you to embed your videos into your website as well as share with your other social media outlets.

Tumblr

This platform uses public self-expression through photos, videos, songs, questions, quotes and jokes that allows you to express ideas that drive your brand.

Reddit

Engaging potential customers through forum that does not require likes or circles. Working independently, Reddit allows you to showcase your brand's personality through photos.

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Social Media Marketing

Linking your customers to your brand in a new way.



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Humanizes Your Brand

With a laid back approach, social media provides your customers the opportunity to see your business on a more personal level.

Monitors Your Brands Reputation

This helps to give your customers a platform to interact with you and your business and with others about your brand. Giving you insight on how your brand is performing.

Industry Expertise

By posting information concerning your products or services social media gives you the ability to earn the status of being an expert in your field.

Loyalty

Customers are given the opportunity to give feedback on your products/services, making it easy for the customer to feel like they belong. This helps open the lines of communication between you and your customer, keeping them wanting to come back for more.

Increase Search Engine Optimization (SEO)

Social media gives you an opportunity to have multiple links back to your website, earning you a high search engine ranking. Google looks favorably on YouTube embedded videos and interactive content on websites, therefore, you would rank higher with social media tools.

Drive your customers to your website by educating them about your business one post at a time. Giving you an opportunity to share the personality in your product or service.



WE can Help...

Contests

Customers can share, like and recommend your product or brand and win prizes, discounts and special offers. This tool is best used to gain a wider audience. Everyone loves free!

Cross Promote

With multiple social media outlets customers are more likely to visit your website and be reminded on a daily basis that you exist.

Photos

Put your brand and logo on photos of your products and services to promote special offers, discounts, information and advice. Post photos of your business and events.

Status

Engage customers with funny and light hearted posts about what happens in your office on a day-to-day basis.

Follow Trends

Participate in Throw Back Thursdays #TBT, featuring photos of the beginning stages of your business. Follow Fridays #FF, explore other creative business owners and/or potential customers and share their tips and tricks.

Campaigns

Does your business already support a nonprofit? How do you do that? Create an event supporting a cause and share with your customers, offer promotions or deals for participating in the campaign.

Coupons

Engage your customers and drive them to your website by offering coupons and specials for social media followers only. For example "Like us on Facebook for 10% off your next purchase."

Connect

Help your business by helping other businesses to succeed. Connect with other local businesses everywhere.

Packages

Gold Level - \$349.00 / Month

- 3 Social Media Platforms
- 4x Week – Status, Follow Trends, Photos
- Includes responses to comments, weekend posts
- 2x Month – Coupons & Contest
- 2x Week – Connect
- 1x Week Phone Session/Google Hangout
- Content Creation for Social Media Posts
- Reporting (Facebook, Twitter, LinkedIn, Google+)
- 1x Setup Fee per Social Media Platform - \$100.00

Silver Level - \$249.00 / Month

- 2 Social Media Platforms
- 2x Week – Status, Follow Trends, Photos
- Includes responses to comments, weekend posts
- 1x Month – Coupons & Contest
- 1x Week – Connect & Phone Session/Google Hangout
- Content Creation for Social Media Posts
- Reporting (Facebook, Twitter, LinkedIn, Google+)
- 1x Setup Fee per Social Media Platform - \$100.00

Basic Package - \$149.99 / Month

- 1 Social Media Platform
- 2x Week – Status, Follow Trends, Photos
- Includes responses to comments, weekend posts
- 1x Week Phone Session/Google Hangout
- Content Creation for Social Media Posts
- 1x Setup Fee per Social Media Platform - \$100.00

Blog - \$299.00 / Month

- 2x Week – Posts, Follow Trends, Photos, Information Bits, Tips and Tricks
- Includes responses to comments, weekend posts
- 1x Month – Coupons & Contest
- 1x Week – Connect & Phone Session/Google Hangout
- Content Creation for Blog Post
- Reporting
- 1x Setup Fee - \$100.00

Video - Starting at \$100.00

- Informative Short Video Clips, Vlogs, Online Commercial Production

\$75.00 for additional Social Media Platforms.