

You just created some social media content.

Awesome!

What next? 🙋

Before you share it online, how does your content fit with your social media strategy?

Many small businesses are now embracing the power of social media but have no strategy or plan in place to ensure their content is delivering results. Whether you're looking to build brand awareness, educate your followers or drive sales you need to decide on your aim.

Once you know what your aim (or aims) is (or are) now it's time to decide which platforms to utilise. Are you planning on using a platform because your competitors are using it? Because it's the easiest one for you to use or have you done detailed research to find out where the people you want to connect with hang out?

If you are using more than one channel what content do you plan on sharing on each? Although many people will have multiple social media accounts how they interact on each will be different so it's not always possible to take a one for all approach to content.

All of that may seem a little daunting right now as you start out with social media or start to enhance the way you do things, that's where Bellyflop comes in. Our aim is to get you off the social media starting blocks to a point where you are starting to see results.

Our social media support packages are specifically designed to help you establish your online presence. How long that takes will vary depending on your product or service, your sector and how busy your marketplace is but knowing you have full control over your account with no minimum tie-ins will give you peace of mind.

Once your presence is established it is up to you whether you then choose to continue with us or take your accounts back in house to manage yourself. We provide support to ensure you have all the tools you need to manage your accounts but we are proud to say our current clients have been with us for many years.

Below I have outlined some packages, there should be something to suit your business but we are also more than happy to tailor packages to suit as we know no two businesses are ever the same.

I've also enclosed some guidance which I hope you find useful.

Example monthly packages.



Option 1

- Dedicated Social Media Assistant
- 7 Twitter Posts P/Week
- 7 Facebook Posts P/Week
- 1 Instagram Post
- Social Media Set Up
- Brand Research
- Progress Reports
- Cancel Anytime
- Increased Customer Reach

£249



Option 2

- Dedicated Social Media Assistant
- 14 Twitter Posts P/Week
- 7 Facebook Posts P/Week
- 4 Instagram Posts
- 1 Social Short Video Per Month
- Social Media Set Up
- Brand Research
- Progress Reports
- Google Business Set Up
- Basic Strategy Creation
- Basic Style Guide Creation
- Cancel Anytime
- Increased Customer Reach

£349



Option 3

- Dedicated Social Media Assistant
- 14 Twitter Posts P/Week
- 14 Facebook Posts P/Week
- 5 Instagram Posts
- 2 Social Short Videos Per Month
- Social Media Set Up
- Brand Research
- Progress Reports
- Google Business Set Up
- Comprehensive Strategy Creation
- Style Guide Creation
- Cancel Anytime
- Increased Customer Reach

£449



Do you need a different mix?



The packages above are our most popular options and are based on a pay as you go model however they may not suit your brand. All elements can be tailored to your specific needs. Additional content or Social Shorts can be added. For an example of our social short content visit: https://www.bellyflop.tv/social-media/social_media_short_video_clips/

Please contact us to discuss your specific requirements.

Your first five steps...

- 1** First, the basics, where are your audience hanging out on social media? Search a bit and jot them down. Look at networks, groups, forums, lists, blogs, etc. Wherever your customers are is where you need to be.

- 2** Consider why your customers are buying. Is this something for them or for someone else? If it is for someone else are you going to promote to the end user or the the purchaser? Think of those sweeties that are at a child's eyeliner at the supermarket checkout. The adult will buy the item but it's for the child and it's likely that pester power prompted the sale.

- 3** Find your own preferred networks. Which do you prefer? Twitter, Facebook, LinkedIn, Instagram, TikTok or something else?

- 4** How will you measure success for the channels you choose? Likes, shares and comments may be referred to by some as vanity metrics but they are all a good measure of your content being seen.

- 5** How much money do you want to spend on promoting your business online? Remember in the 'old days' you would have spent on newspaper ads, magazine inserts, direct mailers, radio ads, leaflets and directory listings. You may still do some but for most businesses that marketing spend will now be diverted to digital content such as social media and your website.

Now you've done that what next?

**Don't worry, theres some more to consider
on the next page.**

More to consider... 🤔

- 1 How many social profiles will you have? For some networks, you may choose multiple profiles for different content you share or for different markets or can you use one channel across all the sectors you service?
- 2 What resources have you got available to start getting content out there? Can you dedicate an hour a day to your social media? In the early days this may be more and seasonality may affect your business too so can you dedicate the time art deserves?
- 3 What apps and software do you have access to for creating content? Most of us have mobile phones that take pretty good images but do you have the tools and skills to turn those in to content that fits your brand?
- 4 Are you a better writer or designer? We all have different skillsets so if you want to write blogs and press articles to promote your business then do that, we can ensure it's seen. If design is your thing then we can write the copy for you to accompany your visuals.
- 5 Do you have other team members who can help you out or are you doing it all yourself? It can be tough to keep up the momentum on social media so draft a content calendar so you know what you're aiming to achieve on each day.
- 6 What social media do you enjoy? That's always a good place to start as it won't feel like a chore, once you've got that sussed then add something else to the mix.
- 7 What value can you bring? Remember it's not all about creating your own content, you should also consider curating content you have seen that engages and inspires you too.

Now plan how you will share content

**Top Tip: for every hour you create content
spend 15 minutes sharing it!**

Social Media



Make sure you read our info cards

They're filled with lots of social media stats to help you decide which channels are best for you

Are you ready to talk? 🙋

**Contact Mark for a no obligation chat
about how the team at Bellyflop can
help you achieve your social goals.**

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📞 **01282 222 620**

📱 **07969 287 259**

