



# *Social Media* **MARKETING**

Generate Buzz for your Brand

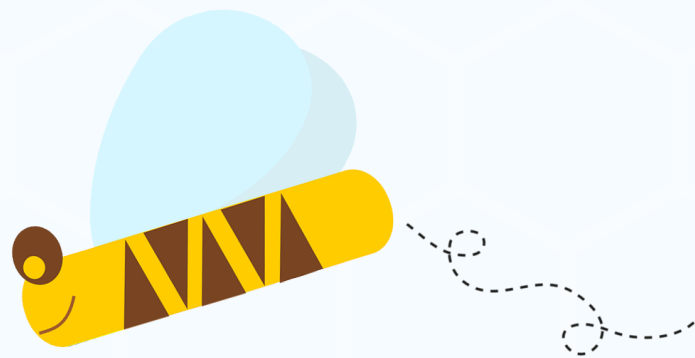


# ABOUT US

*Thank you for considering Buzz Word for your social media marketing!*

We are a boutique digital marketing agency that help companies create a strong online presence. Our aim is to build brand awareness, generate a sales funnel and increase your clientele. By using social media strategies, trends and statistical analytics we are confident in delivering effective results and getting through to your target audience.

We look forward to working with you!



## SOCIAL MEDIA MARKETING

This proposal outlines a coordinated plan, using different social media platforms to build your company's online presence. Social media provides the opportunity to build brand awareness, transmit messages to key audiences, and drive website traffic at very low cost, therefore offering big returns through more leads and prospects which in turn promote sales.

Effective social media marketing takes quality and consistency to build interest and a following over time. This section describes the activities that will be part of the social media marketing program.

- Understanding your client personality to create engaging social content .
  - o Know your target audience and create content to attract clients.
  - o Sharing upcoming sales and events.
  - o Plan and prepare a dynamic ongoing social content calendar to increase audience and follower base.
- Posting company related updates.
  - o Engaging audience by sharing company news, events and employee spotlights.
- Promotional and social campaigns.
  - o Contests and sweepstakes to increase visibility.
  - o Using targeted ads to get brand awareness.
  - o Using Facebook messenger as ad destinations.
- Integrating social media into other marketing plans.
- Monitoring channels and engagement.
  - o It is important to maintain marketing activity for maximum growth.
  - o Monitoring each channel, responding to questions, comments and posts on a regular basis.
  - o Using geo-targeted ads to attract the right audience.
  - o Analysing follower growth, reach, demographics, comments, likes etc
- Overall assessment and tweaking.
  - o Discussing strategy development, company growth and goals over monthly meetings.

## EMAIL MARKETING

- Develop a mailing list and continually growing subscribers.
- Analyse customer base in order to design attractive messages that resonate with the audience.
- Designing attractive newsletters for distribution on a regular basis.

## SEARCH ENGINE OPTIMIZATION (ADD ON)

A successful SEO strategy is about building a strong company presence online and takes up to 6 months to see results.

### On-site SEO

- The first step is to audit the current website and SEO. This can be carried out by searching associated keywords and analysing how the website currently ranks.
- Page optimization by altering titles, descriptions, meta tag creation and generating internal links. This enhances user experience and reduces the website's bounce rate.
- Crawling the web and looking for relevant and index-able content.
- Generating a keyword map to understand clients searches.
- Competitive analysis to compare content and other SEO factors against those of the competitors.
- Generating a local optimization strategy for targeted regions.

### Off-site SEO

- Link building through other digital and social media channels.
- Creating content through blogs and targeted landing pages to expand site depth.
- Strategy to develop back links to gain more traffic.



## WEBSITE DESIGN

Your website is your business's online home. It's the place where potential customers go to when researching your business. A great way to showcase your brand is via a strong and clear website so your clients get a crisp idea of the products and services you have to offer. Here are a few popular packages, we also design custom packages based on your requirements.

### PACKAGE 1 (OMR 200)

Personalized curated content

Responsive design over all devices

All in one page website

### PACKAGE 2 (OMR 300)

Personalized curated content

Responsive design over all devices

4 pages

Extra section with text oriented content - OMR 40



# Website

## PACKAGE 3 (OMR 400)

Editable curated content

Responsive design over all devices

Dynamic design

5 pages

Social Media Integration using Google Tag Manager

Extra page - OMR 40

We aim to bring your brand to life with custom designed, user friendly responsive websites. With Buzz Word you get an additional 6 months maintenance and hosting support with your website.



## SOCIAL MEDIA PACKAGES OFFERED

A social media marketing strategy is vital to ensure a consistent online presence. Here are some of the packages we offer, we also design custom packages based on your needs.

### MONTHLY PACKAGE 1 (OMR 100)

Social media services for 1 platform

Personalized content creation

1 post per week

Monitoring, engagement and analytics

Monthly social media consultation

### MONTHLY PACKAGE 2 (OMR 150)

Social media services for 2 platforms

Social accounts page optimization

Personalized content creation

3 posts per week

Social media strategy, market research and competitor analysis

Monitoring, engagement and monthly social media consultation

## MONTHLY PACKAGE 3 (OMR 200)

Social media services for 2 platforms

Complimentary 2 weeks testing

Social account setup and page optimization

Personalized content creation and brand design

4 posts per week and regular stories

Social media strategy, market research and competitor analysis

Monitoring, engagement and monthly social media consultation

## MONTHLY PACKAGE 4 (OMR 250)

Social media services for 2 platforms

Complimentary 2 weeks testing

Social account setup, page optimization

Personalized content creation and design

5 posts per week and regular stories

Monitoring, engagement and analytics

Detailed social media strategy

Monitoring, engagement and monthly social media consultation

Paid targeted advertising, promotions, contests and lead generation



# Social

## MONTHLY PACKAGE 5 (OMR 350)

Social media services for 4 platforms

Complimentary 2 weeks testing

Account setup, page optimization

Personalized content curation, creation and design

Daily posts and stories

Monitoring, engagement, analytics and regular social media strategizing

Maximized engagement through promotions and paid advertising

Remarketing campaigns, lead generation and conversion tracking

Monthly Newsletter/Email Marketing



# Clients

## OUR CLIENTS

