



# Social Media Marketing



TOP QUALITY  
online solutions, inc.

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## Supercharged Social Media

### Contact Us!

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We are a full-service web design and internet marketing firm.

Ask us about:  
Website Design, Graphic Design, SEO, Local SEO, PPC, Email Marketing, Social Media, Lead and Sales Tracking, Writing Services and Hosting.

*“Quality goes in before the site goes on.”*

### Social Media Marketing

**Social Media Marketing** uses social networking services like Google+, Facebook and Twitter to reach out to customers and build a community around your business. More importantly, social media expands your presence on the web—every post is a new opportunity for others to share your content *and* for you to earn backlinks. It's really a no-brainer!

### Features and Benefits:

- Strategic, consistent messaging in online social communities increases brand awareness.
- Nurtures relationships with prospects and customers.
- Google+ Authorship makes your content stand out in search results.
- Social media relationships can generate leads.
- Social media can drive traffic to your website.
- Enables direct conversation with your social media community.
- Interactive content engages consumers.
- Attracts attention from leaders in your industry.

### Why Professional Social Media Management?

Social media platforms like Facebook and Twitter are free, *BUT...* Plenty of small businesses take the do-it-yourself approach and get a zero return on their **costly investment of manpower**. Effective social media marketing requires clear goals, time, effort, dedication and creativity. People expect to see activity on your social media page; they expect to see signs of life! A half-baked or neglected social media presence is worse than nothing at all.



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Social Media Management Features	Description
<b>Reputation Tracking</b>	Our software tracks and monitors mentions of your company on social media.
<b>Negative Mentions Alert!</b>	Receive an email notification in the event of a negative social media mention.
<b>Posting</b>	We post articles, blogs, company news, promotions, offers, industry news and other engaging content to your social media profile.
<b>Set Up</b>	We set up basic Facebook and Twitter profiles. (Included in Interact and Community Plans)
<b>Editorial Calendar</b>	Establishes a schedule for your social media program. (Included in Interact and Community Plans)
<b>Acknowledging</b>	We acknowledge those who engage with you on social media and those who share your social media posts. (Included in Interact and Community Plans)
<b>Reaching Out</b>	We follow and reach out to relevant groups and leaders in your industry. (Included in Interact and Community Plans)

*Social media management plans are: Monitor, Post, Interact and Community.*

*Custom backgrounds or Facebook tabs will be quoted separately. Not all services included in all plans.*