Our Social Media Process

There are a lot of moving parts to a successful online presence. It can be overwhelming when you first outsource your social media. We’re here to guide you along the process. Once you decide to engage with us, here’s what to expect:

**Step 1**
CONNECTION
Let’s schedule a kick-off meeting! We suggest scheduling this within one week of signing the contract. Then we will send you a questionnaire to fill out and get all of our questions and yours answered on the kick-off call.

**Step 2**
STRATEGY
We will conduct research and develop a strategy. We will do a competitive analysis, develop your business avatar, and define an effective content strategy. We will also develop advertising strategies to show you the roadmap to success.

**Step 3**
CONTENT
We will develop your social media content and begin advertising your unique brand. Allow 2 weeks for this process to begin.

**Step 4**
GROWTH
Our services include daily management and growth optimization. We will monitor all social media activity (comments, messages, and reviews), and aim to respond within 24 hours. In addition, we will use organic tactics (hashtags, contests, etc.) to grow your channels.

**Step 5**
REPORTING
Your social media manager will prepare reports for you to review. You will also have 24/7 access to our reporting software to view your campaign’s progress at any time. In terms of meetings, we will schedule a 45-minute phone call once per month. We will be available for unlimited email in between.