



CONSULT CENTRE

REACH media

## SOCIAL MEDIA & CONTENT MANAGEMENT

### SOCIAL MEDIA HEADACHE OR DREAM ANSWER TO GROWING YOUR BUSINESS?

- Are you stuck with your social media?
- Do you want to communicate key messages to about your business and convert interest into leads?
- Do you know what you want to do but have very little time?

At **The Consult Centre**, we are not just a social media management business, we are **content experts**.

Our small, expert team of Facebook professionals create your social media presence, maintain your platforms, nothing new there, but what is new about **The Consult Centre**, is that we provide your content too. We are developing and Facebook certified professionals, we add customised links and develop landing pages on Facebook that your competitors don't have. We research your market, your business, your competitors and your potential customers. We design your social media posts and content, optimised for maximum return on investment.

### GO AND DO SOMETHING ELSE AND LEAVE US TO IT.

We give you your time back – each month a social media delivery calendar of key messages and required results is agree with you in a two hour call or meeting, after that you forget about the work involved, hand over to us, leaving you to get on and run your business. We plan your marketing 60-90 days ahead, communicating key messaging and engagement, increasing your ranking on social media platforms and creating awareness of your brand.

#### WHAT WE CREATE:

- Awareness of brand
- Awareness of brand intention and reputation
- Increase understanding of the company skills and experience
- Increase understanding of product portfolio and customer journey
- Prime positioning within social media platforms
- Increase in engagement
- Conversion to sales and enquiry traffic

We will blog for you, post to social platforms, create artwork, photograph and/or film unique videos. We can write articles, submit to groups and directories, including the press. This is all covered within a **monthly retainer fee**. There is no minimum contract and services can be cancelled at any time with 30 days' notice.

#### HOW WE REPRESENT YOUR BRAND:

- Accountability
- Credibility
- Authenticity
- Customer service levels
- Experts in industry
- Humility
- Light comedy and engagement
- Education to consumers
- Guidance to consumers

### AND WE DON'T DO IT LIKE ANYBODY ELSE, WE DO IT BETTER...DON'T BELIEVE US?

#### READ OUR REVIEWS



“ ...efficient, communicative and proactive particularly in meeting deadlines and with their added valued support, training and guidance on commercial social media issues, they have been outstanding. Within a very short notice created and supported our social media platforms working tirelessly over a two-day period to meet the needs of our company which was delivered on time to an exceptionally high standard... ”

James Rogerson - **SR8 Group Ltd**

#### I STILL NEED CONVINCING...

**ASK RUTH!**

Email: [ruth@theconsultcentre.com](mailto:ruth@theconsultcentre.com)

## OUR SOCIAL MEDIA & CONTENT PACKAGES

### Initial build of Facebook Page, LinkedIn Company page, Twitter, Instagram - a one-off cost\*

Full build of platforms, built correctly to maximise reach and awareness.

Professional built, target audience setting, messaging personalisation, bespoke links and company landing pages.

Page optimisation that includes:

- Notes section adding and initially loading content
- Services section loading
- Photo albums creating
- Set up of correct features
- Set up of targeting audience and demographic
- Set up auto messaging
- Set up of lead creation
- Linking to website on Facebook Page
- Linking to Instagram on Facebook Page
- Team bio's
- Company introduction
- Website "see through window" on Facebook Page
- YouTube "see through window" on Facebook Page
- Instagram "see through window" on Facebook Page
- Fan of the week auto load posting on Facebook Page
- Targeting of affluent overseas market – set up automation on Facebook Page
- Ability to specifically target individual posts on Facebook Page
- Awareness campaigning – marketing adverts included in cost as one-off costing

### NEW SETUP

#### All 4 platforms set up

This includes:

- Facebook
- Twitter
- LinkedIn
- Instagram

**£1,500 one off cost**

### EXISTING SETUP

#### All 4 platforms reviewed

This includes:

- Facebook review
- Twitter review
- LinkedIn review
- Instagram review

**£1,000 one off cost**

### ALL OF OUR MONTHLY PACKAGES DO THE FOLLOWING...

- The editing of graphics
- Social media planning calendar
- Create key messages
- Meeting once per month to agree social media strategy
- Advice, guidance & training Jess & Sam
- Monthly reporting on activity
- Scheduling of posts on platforms
- Targeting of posts on platforms where available to do so
- Writing of notes/blog's
- Copy and content check of submitted content
- FB page design ad-hoc (if changes are required)
- Live video interviewing for FB broadcast
- Advice and guidance on changes within platforms
- Structured 6-month planning session on direction and achievement goals
- Creation of Events and publishing of same on FB and Twitter
- Placement of key words to elicit search responses on search engines



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## MICROBIT PACKAGE

**The Cycle of each month will therefore include:**

- 7 Facebook Business posts minimum – spread over weekdays and weekend
- 7 Twitter Business posts minimum – spread over week days and weekends
- 7 Instagram posts minimum – spread over weekdays and weekends
- Posts into groups where leads and networking are required
- Entry in Twitter Small business Sunday campaigns (Twitter) and similar
- Engagement posts and topical articles, and feedback posts to social media audiences
- 2 blog Posts per month

**£450 per month**

## MEGABIT PACKAGE

**The Cycle of each month will therefore include:**

- 13 Facebook Business posts minimum – spread over week days and weekend
- 13 Twitter Business posts minimum – spread over weekdays and weekends
- 13 Instagram posts minimum – spread over weekdays and weekends
- Posts into groups where leads and networking are required
- Entry in Twitter Small business Sunday campaigns (Twitter) and similar
- Engagement posts and topical articles, and feedback posts to social media audiences
- 3 blog Posts per month

**£700 per month**

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## GIGABIT PACKAGE

**The Cycle of each month will therefore include:**

- 21 Facebook Business posts minimum – spread over week days and weekend
- 21 Twitter Business posts minimum – spread over weekdays and weekends
- 21 Instagram posts minimum – spread over weekdays and weekends
- Posts into groups where leads and networking are required
- Entry in Twitter Small business Sunday campaigns (Twitter) and similar
- Engagement posts and topical articles, and feedback posts to social media audiences
- 5 blog Posts per month

**£900 per month**

## TERRABIT PACKAGE

**The Cycle of each month will therefore include:**

- 25 Facebook Business posts minimum – spread over week days and weekend
- 25 Twitter Business posts minimum – spread over weekdays and weekends
- 25 Instagram posts minimum – spread over weekdays and weekends
- Posts into groups where leads and networking are required
- Entry in Twitter Small business Sunday campaigns (Twitter) and similar
- Engagement posts and topical articles, and feedback posts to social media audiences
- 7 blog Posts per month

**£1,200 per month**

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