



# **SOCIAL MEDIA PROPOSAL**

*Kari McPhail Design*



# MULTIPLE SOCIAL NETWORKS

42% of online adults use multiple social networking platforms.

52% of all marketers have found a customer via Facebook in 2013.

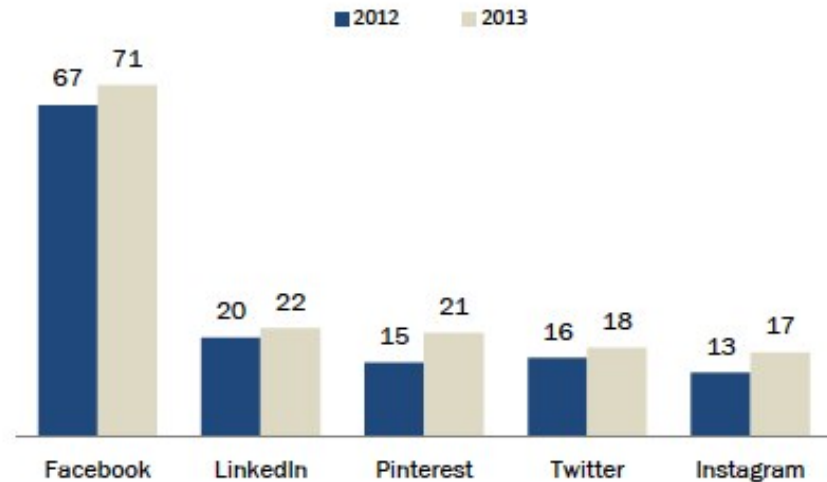
43% of all marketers have found a customer via LinkedIn.

B2B companies that blog generate 67% more leads than those that don't.

67% of B2B content marketers consider event marketing the most effective strategy.

## Social media sites, 2012-2013

*% of online adults who use the following social media websites, by year*



Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

# ENGAGEMENT

Facebook and Instagram users are the most engaged.

Around 60% of their users sign in every day (compared to 46% of Twitter users).

Since 65% of people are visual learners according to the Social Science Research Network, one of the best ways to drive the message home is through visual content.

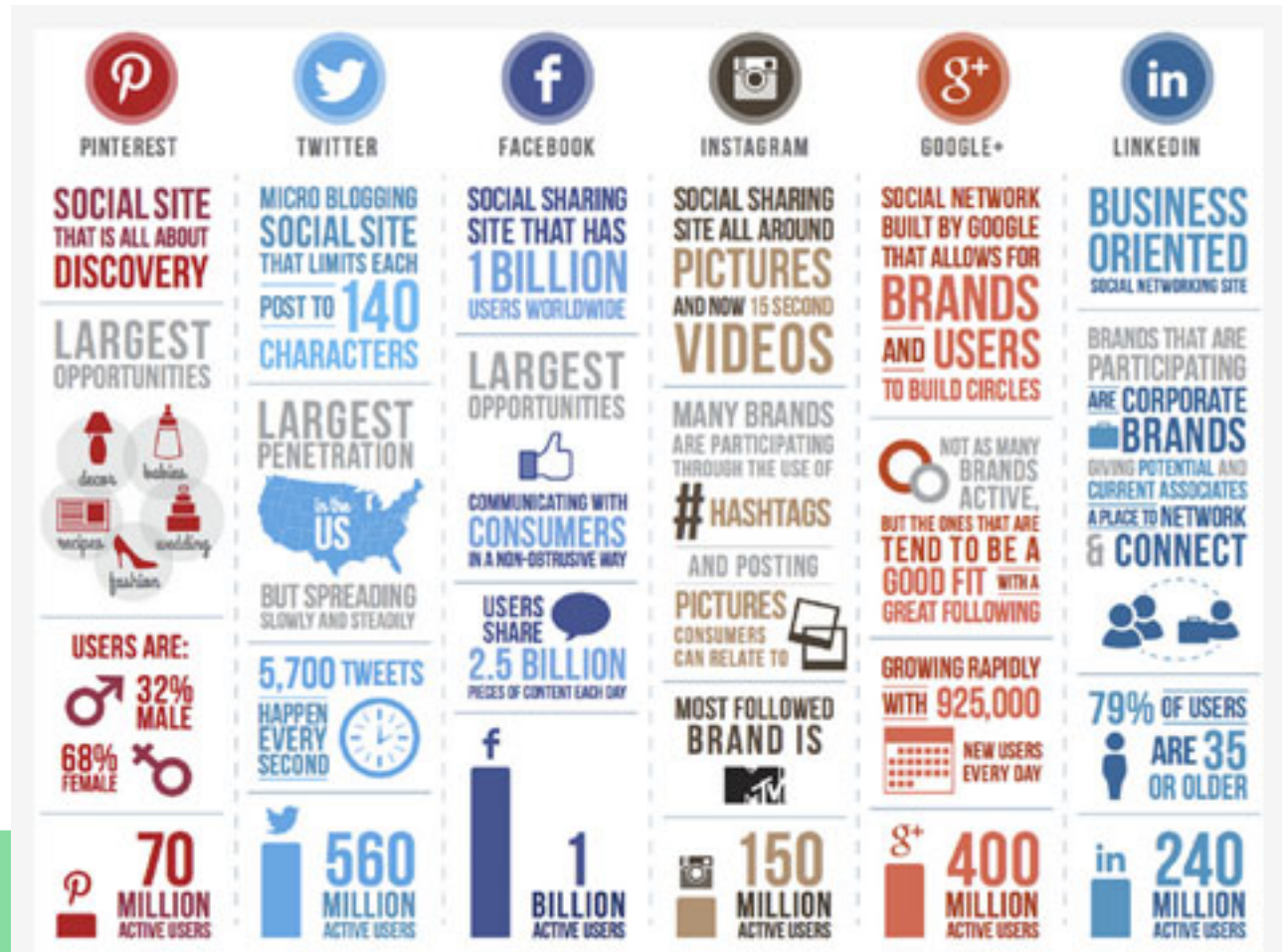
During the engagement cycle, the space between marketing and sales collapses.

Quality trumps quantity. It's better to have 1,000 online connections who read, share and talk about your content with their own audiences than 10,000 connections who disappear.



# STRATEGY: DETERMINING THE RIGHT POSTS & PLATFORMS

Companies now have to compete not just against folks who supply the same products and services, they have to compete against *everything* — against their customers' spouses and best friends, against funny cat videos.



# CUT THROUGH THE NOISE: CREATE UTILITY

There are companies by the millions asking for clicks, likes and follows.

**Create utility.** Turn your marketing into information – information that people can use. Customers will regard your business in a fond light. They'll be your friend on Facebook, follow you on Twitter, put your mobile app on their home screen, bookmark your website and allow your emails in their inbox.



## 6 keys to creating utility:

1. Simple messages
2. Appropriate Channels
3. Client need oriented
4. Highlight problems and solutions
5. Appeal to Ego: Highlight “their” needs, goals wants & desires
6. Spread your message: Make it easy to share & retweet. Get into the hands of colleagues & friends.



# ROI – TRANSLATING ENGAGEMENT TO SALES

Social Media ROI can be difficult to determine without pre-set goals: We can combat this by quantifying aim and pre-setting performance targets. If the desired business outcome is related to customer acquisition or demand generation, our performance targets for the program... may consist of a certain number of inquiries, appointments or even quote requests.

CONTENT DOESN'T END AT CREATION OR DISTRIBUTION. IT ENDS AFTER THAT LEAD HAS BEEN IDENTIFIED, NURTURED, AND HAS FINALLY TAKEN A SALES ACTION. THAT'S THE LAST MILE.

## Interactions

Analyzing these numbers by how many likes were received, multiplied by how many friends of those likes witnessed the action give a more accurate idea of how far your message reached.



## Metric Tools

Facebook doesn't limit page administrators to the data on their own admin panel. One example is Conversion Measurement, a Facebook tool that allows those who advertise on the platform to record the behavior of those who click on ads.

# QUALITY FOLLOWERS & FANS

## Accessibility

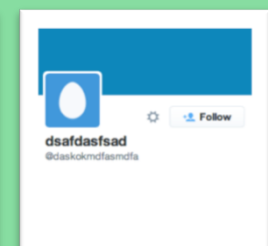
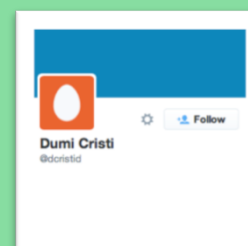
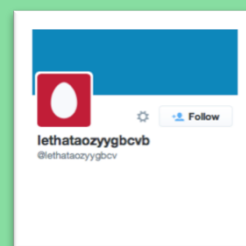
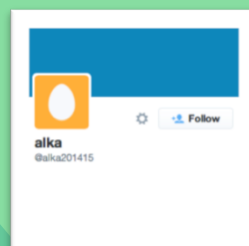
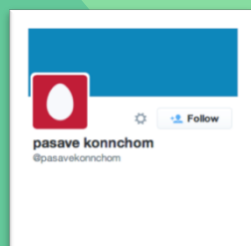
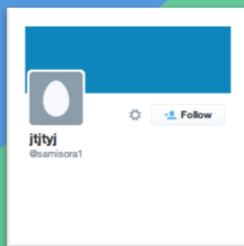
Don't publish your content and then disappear. Be available to your audience. That means you need to consistently publish content and participate in conversations. Followers online can be fickle and they won't hesitate to replace you if you disappear for weeks or months.

## Reciprocity

You can't expect others to share your content and talk about you if you don't do the same for them. So, a portion of the time you spend on social media should be focused on sharing and talking about content published by others.

See screenshots below: **These are some actual twitter followers for a company who purchased followers. Of their 299 followers, many are like this, untitled pictures, adult images, fake names, foreign languages etc. While it's important to be diverse, many marketers buy followers which results in an excessive amount "low quality followers" These followers, while they may temporarily increase what looks like results – they won't increase ROI, they are just placeholders. Quality is better than quantity.**

You wouldn't ignore someone who reaches out to you in person so don't ignore them online. Building relationships is one of the most important parts of social media marketing success, so always acknowledge every person who reaches out to you.



# FACEBOOK RECOMMENDATIONS

## Facebook:

E-Blast to friends and strategic partners asking them to “LIKE” the page. “Suggest Liking” page to friends and connections. Minimum 1 post per day, reply and moderate conversations daily, additional public event invitations. Ask therapists and partners to “Share” content on pages. Content geared toward providing a custom strategy. Content will include relevant news articles, photos, videos, recipes, caregiver profiles and recognitions, question and answer forums which create spirited discussions news. Additional connections and content can be generated by utilizing the “Events Feature”. Event invitations should be created for seminars, special offerings and events that are open to the public. Additional impressions and engagements can be created by interacting with strategic partners, new services, and related product. Add share/like buttons on all communications, blogs and email signatures etc.





# TWITTER RECOMMENDATIONS

## Twitter:

E-Blast to friends and partners asking them to “FOLLOW” the page. Unique content from other platforms. Minimum 1 post per day, as well as several unique “interactions” with followers. Because of Twitter’s quick feed nature...most people will miss posts unless multiple posts are tweeted. One way to increase would be to ask caregivers and partners to “RETWEET” “FAVORITE” and “REPLY” content on pages and engage in conversations. Content will be diverse and could include live tweeting, pushing real interactions with caregivers and their own followers to create interest and trending topics. # different subjects to engage not just followers but the public at large. Main focus to drive consumers to look to your business for guidance. Tweets will be diverse either engaging or share articles, news, programs, feature employees, products, strategic partners and engage in conversation.

## Building an Engaged Social Community

- 1. Word of Mouth only goes so far.** Planning and creating an appetite for your brand is key. Responding to inquiries, comments and requests is essential.
- 2. Identify Advocates and Feed them.** Royal Treatment Care Providers and referral partners are valuable voices for your brand. Give them the tools to spread the message.
- 3. Tools don’t build community. People do.** Buying twitter followers and following spammers won’t build a community. People speaking honestly, interacting, and sharing the messages will.



# LINKEDIN RECOMMENDATIONS

## LinkedIn:

This can be a powerful tool for brands and sales professionals to become “influencers”. This tool is the perfect application for expanding possibilities in the business arena. Partners can connect with their partners and share tips, events, and expand their business network. The main page should be populated first and expand connections from there. LinkedIn has a unique feature for premium memberships that allows users to see who viewed their profile. Profile views can be connected to local partners for a more strategic partnership. Images used in LinkedIn posts have a 98% higher comment rate, than text posts. YouTube videos that have been embedded in LinkedIn feed have a 75% higher share rate than videos not shared on LinkedIn. Posts on this platform should be “snackable, informative, entertaining and insightful while always maintaining a professional image. Posts should not be limited to the work-week. Weekend engagement and adapting an “always on” image on this platform is key to staying connected. Sponsoring top performing content can help reach a wider audience.

Sponsor your best content.

Sponsored Updates allow you to reach your target audience beyond your followers. Identify your top-performing content and sponsor it!

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Juggling work and family is never easy. Our CMO shares some practical advice: <http://onforb.es/W5BZYt>

**How to Balance Motherhood and Career (if You're Not Marissa Mayer)**

forbes.com · This article is by Christa Carone, the chief marketing officer of Xerox. Marissa Mayer. (Photo credit: Giorgio Montersino)

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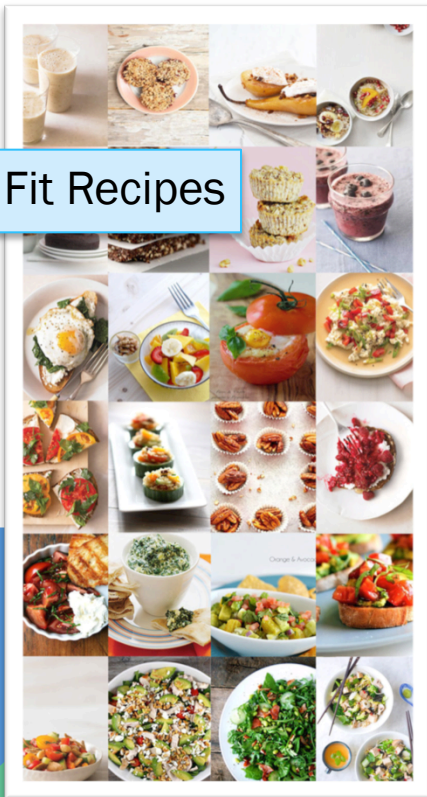
2 people in your network are talking about this:

# PINTREST RECOMMENDATIONS

Pintrest:

68% of Pintrest users are women. The highest potential to connect with Pintrest users is for recipes. With 70 million Pintrest users inspirational messages will also be a high value category. With a focus on caregivers, staying healthy and sharing story tidbits your business can be a resource of original and re-pinned content. It will be essential to develop a large inventory of original graphic content of recipes, quotes, an healthy lifestyle benefits that drive users to seek out your business. Here are some recommended posts for a Sports Medicine Clinic client.

Stay Fit Recipes



Sports Minded



Body / Mind connection and it's importance in driving sports

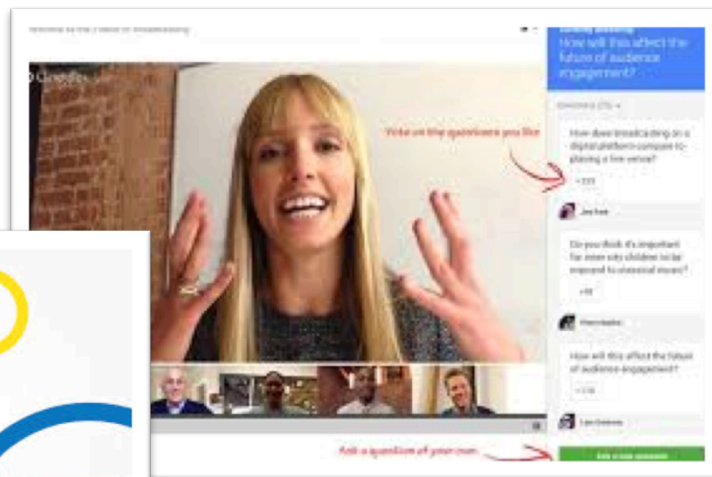
Innovative and alternative therapies for sports health



# GOOGLE+ RECOMMENDATIONS

## Google+ and YouTube:

Google + has high potential because it helps create Search Engine Optimization. Google + posts each has it's own unique web address making searching for a company or content that relates to a subject matter that much easier to link to your website. Google + is not just another social networking site. It helps generate Google results to organically get you found in searches. Investment in Google + can mean improved local search visibility especially for small and medium sized businesses. It features # to organize and gain greater audiences for content. Content on Google + should not be limited to a homepage. It can be a powerful tool when linked to partner blogs, news articles, visual content and is automatically connected to YouTube with Google's purchase of YouTube. Content can be shared in different circles so consumers, partners and connections can all have content written and shared in a targeted manner. Google Hangouts will provide opportunities for top partners to connect with their leads in a live video conference format online.



# TUMBLR RECOMMENDATIONS

## Tumblr:

Tumblr is strong with teens and young adults interested in self-expression, but only 8% of U.S. Internet users with incomes above \$75,000 use Tumblr. 66% of all visitors are under the age of 35, while 39% are under 25 years-old. The top 10 Tumblr tags are: LOL, Fashion, Vintage, Art, GIF, Makeup, Animals, Landscape, Film and Nail Art. I only recommend tumblr for certain industries.

The Tumblr logo, consisting of the word "tumblr." in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

tumblr.

# ABOUT ME – KARI MCPHAIL

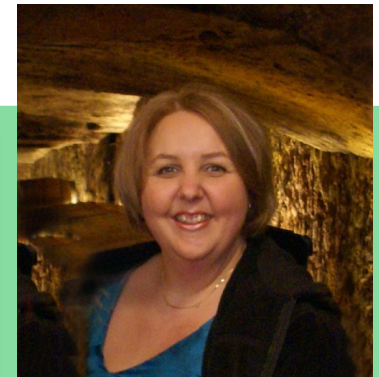
I pride myself on quality, stunning visual content, integrity and thoroughness. Social media management is something that will take dedicated time, thoughtfulness, research, mindful goal setting and strategy that will generate results.

I don't outsource any tasks. All content and posts would be done by me utilizing my design, marketing and researched ideas.

I've been doing graphic design, marketing and printing for clients since 2001. As a 13 year veteran entrepreneur I can make sure that your marketing is clear, effective, engaging, and the strategy makes sense to you, the business owner.

I look forward to the possibility of creating a driven, effective and engaged community with your business.

Kari McPhail  
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# PRICING PACKAGES

Invoices are billed twice monthly for the full service packages.

## Jumpstart Business

For the do-it your self-er this package can get you going with all the right accounts, passwords and some suggestions for posting on your own.

It's priced to be affordable to to businesses of all sizes.

Account set up and 2-3 suggested posts per social media platform:

Facebook Page, Twitter, LinkedIn Profile, Google+, Pintrest are recommended for **your business**.

A quick overview of how to logon / post are included.

**Cost: \$800 *initial set-up***

Post suggestions are available for \$75/hour on an ongoing basis.

## Full Service Limited Option

This package includes full service posts 3 times per week on multiple platforms.

Posts will be unique at the time of posting but may re-occur on other platforms.

This option also includes responding on weekdays during business hours to fans/followers as necessary.

It's priced to be affordable to to businesses of all sizes.

Account set up and posts per social media platform:

Facebook Page, Twitter, LinkedIn Profile, Google+, Pintrest are recommended for your business.

**Cost: \$900 / Month**

## All Inclusive Full Service

This package includes full service posts 6 times per week on multiple platforms.

Posts will be unique at the time of posting but may re-occur on other platforms but not within one week to ensure a unique brand identity.

This option also includes responding on weekdays as well as weekends to fans/followers as necessary in order to maintain a quick and responsive community.

Posting will include e-blasts to your clients and partners 1 per month from supplied database to encourage partnerships and community atmosphere.

A monthly summary to you will be provided with the followers, fans, interactions, and impression estimate for all platforms. We will review strategy, effectiveness, and check for efficiencies and new or emerging platforms.

It's priced to be affordable to to businesses of all sizes.

Account set up and posts per social media platform:

Facebook Page, Twitter, LinkedIn Profile, Google+, Pintrest are recommended for your business.

**Cost: \$2,200 / Month**