

Social Media Marketing Consulting Services Strategy Development & Tactical Plan

Overview of Social Media Consulting Services

Sweet Spot Marketing will provide digital marketing and social media consulting services. In our first meeting we will establish a project plan that sets clear goals and objectives. A project delivery schedule will be devised and meeting review sessions will be booked. On completion of the project, you will have a solid **Social Media Strategy & Tactical Plan** which can be implemented immediately.

The services to be performed under a consulting contract include:

1) Primary Research:

- Set up your Listening Station
- Analyze your Competitors use of Social Media
- Monitor conversations in the consumer market and within industry

2) Marketing Audit

- Inventory & Audit existing marketing materials

3) Develop Your Digital Blueprint

- Review Website & Social Media Efforts
- Assess your online digital and shadow footprints
- Learn about your Digital Contributors
- Provide Recommendations on developing a strong online presence

4) Develop Social Media Marketing Strategy & Tactical Plan

- Recommend Social Media Platforms / Digital Tools
- Content Plan, Keyword Messaging & Scheduling Plan
- Content & Posting Mix Strategy, Frequency of posts
- Engagement Strategies

5) Sweet Spot Marketing Social Media Customized Consultation Package

- Set Up & Enhance Online Branding Presence
- Populate & Integrate Social Profiles
- Customize Online Positioning
- Nano-Targeting & Relationship Building
- 5 hours Social Media Training Consultation
- Social Media Consultation on the following digital tools and social networks
 - Facebook
 - Pinterest
 - LinkedIn
 - Twitter
 - YouTube