

tweetangels



- Effective social media marketing made easy.
- AI's Chickenette & RV Village on Vine

Creative. Responsive. Ready.



Results through experience.

Today's social media demands a strategy.

- 👉 Targeted traffic and demographics
- 👉 Content built for sharing
- 👉 Growth through knowledge
- 👉 Social Selling (Social Media Lead Generation)

Build Your Following → Extend Your Brand → Grow Your Business

Turn to the experts who truly understand the social media landscape.

General Management of Profiles

OVERVIEW

Development and management of all *Profiles, Postings* and *Traffic*

STRATEGY ► CONTENT ► DISTRIBUTION ► TRACKING

From start to finish, we handle the development of content and campaigns tailored to the brand. Tweet Angels' platform experts target your precise demographics and track the response and traffic.



Facebook
Twitter
Google+
Trip Adviser & Yelp
Email List Building & (1)
Email Newsletter Per month.

Our 5 Steps to Strategy



Step 1: Developing Strategy

Before building, we brainstorm.

Using analytics, industry research, consumer tracking, and good old fashion creativity – Tweet Angels explores the proper voice for each client, and at each of their platforms.

Watchful of: Optics, Language, Trends, Demographic Patterns

- 👁️ Which articles would customers react most positively to?
- 👁️ Which type of photography / graphics will gain the most traction?
- 👁️ What personality should the brand's messaging project?
- 👁️ What time of day do ideal customers check social media?

A research period is utilized to find the client's best ranking keywords (eg: datacenter, security, data storage, etc) while defining important elements to the industry calendar (events, patterns, media) and becoming familiar with industry-specific terms and trends. All to craft the tone and voice for your brand on social media.



Step 2: Building Content

The right message matched with the right graphics.

With strong focus on:

- increasing engagement (replies, sharing, |messaging)
- Increasing targeted Following of Real Active Users

Creating Targeted content posted daily

- **Custom Content. 7 Postings PER WEEK**

(Sales, Events, Infographics, Humor, News, Trends, etc)

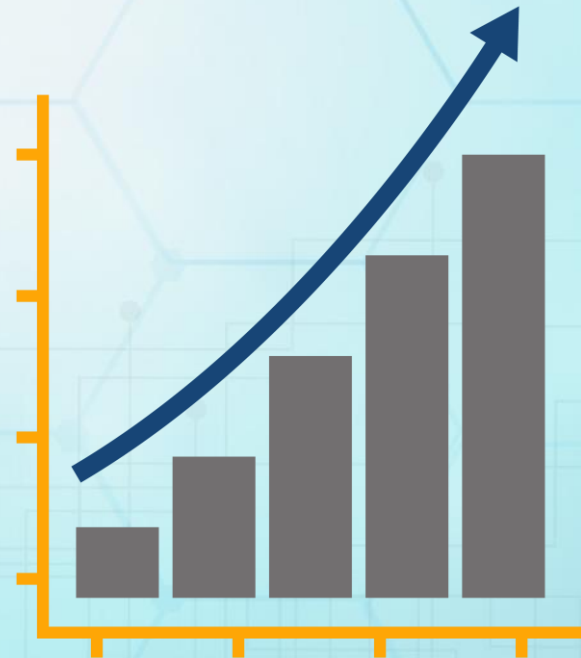
- When people visit your profile, they'll find something relevant to their interests: content to read & engage that's sharable to their Newsfeed. In turn, this assists the chances of the content/profile going **viral** and thereby increasing brand visibility.



Step 3: Growing the Audience

Your profiles can expect between 500-1500 Followers per month

- Networking: Aimed specifically at reaching out to your Targeted Demographic. Result: Increase in *Likes*, *Shares*, Leads, Conversions and Potential Viral Response
- Branding & Building your Audience. Targeted by Professions, Interests, Keywords, etc.
- Interacting with your audience.



Step 4: Interaction / Lead Generation

- Direct messaging and tagging users to get them engaged in what you have to offer. Using custom Hashtags to increase engagement and visibility.
- Creating concise messaging: short but effective call to actions
- Handling proactive & reactive social media management: tweets, comments, posts, and any responses to your social media profiles.
- Developing campaign strategies that includes text, images & infographics.
- Assisting with brand positioning, tonality, and messaging.
- Creating custom imagery to encourage greater engagement with the brand.
- Interacting with influencer handles on Twitter; targeting audiences using relevant hashtags and following the industry calendar

Step 5: Platform Targeting (Ad Mgmt)

Complete Facebook Ad Management. . .

- Campaign Development / Scheduling of Roll-Outs
- Implementation / Response Tracking

We start with a deep understanding of each platform.

Different approaches and techniques are popular with each social media platform, and understanding those idiosyncrasies is crucial to developing a targeted strategy.

This is equally true on each platform's internal Ad Mgmt tools.

4 Daily Protocols at Tweet Angel

1. Daily Management & Postings to your followers, tracking response rates & maintaining all active feeds
2. Custom Content Creation, Unique, exclusive content built for the brand and designed for increasing traffic and engagement.
3. Interactive Engagement Connecting with members directly while adhering to the brand strategy. Interacting & responding to queries while forwarding ahead all leads via email
4. Awareness & Follower Growth (Knowing what's coming and understanding how to engage the right audience!)

Events ✦ Trends ✦ News ✦ Industry Forecasts

Fresh, lively and targeted content

Creating **Content** and **Posting** daily. **1 Per Day. (7 Days a week)**
(covering)

- 👉 Weekly Sales
- 👉 New Products
- 👉 Changes to Site/Company
- 👉 Product Information
- 👉 Articles, Reviews, Pictures
- 👉 Testimonials



Branding

Branding within the Online Community

Getting people to Retweet your messages, posts and products

Building your Social Media Presence & increasing photo likes.

Genuine Branding

- Utilizing content and messaging that exclusively suits the brand.
- Adhering to corporate sensibilities while developing fun, lively content
- Targeted to grow the audience and extend brand reach.
- Knowing the demographic & where to locate them



ReTweet & RSS



- **ReTweet Service**

ReTweeting celebrities and other

Industry-related professionals pertaining to your business.

- **RSS Feed**

Up to Date Live Feed of Industry Specific News) Making your profile a sought-out source for information while keeping your Twitter page professional and enjoyable for users.

Interactive Connections

- **Thank You Messages**

After a User follows you, we follow-up with a message detailing everything you do and a link to your site.

- **Branding Photos**

Adding Logos & watermarks to posts, memes and other sharable content on Social Media.



Ad Set-Up & Management

Building the Ads - Managing their distributions -Tracking all response

- Building and managing direct social media ad activity. We closely manage all bids to get low cost per like/follow/lead for maximum ROI.
- {CLIENT NAME}
- Set-Up & Mgmt for **FACEBOOK ADS**

TWITTER ADS

YOUTUBE ADS



Groups Management

Facebook Group Marketing

Joining **Groups** in your related demographic, and marketing specifically to the selected targets.

From personal interests to location, **Groups** helps you stay connected to precisely the audience you're looking to Target.



Outreach Messaging

Unique and exclusive content designed for the brand and the individual platform.

+ Weekly outreach Messaging

new followers and existing Followers,
information about your service and
how they can get signed up.

+ Monthly Email Newsletter

Professional Email Newsletter to our Email
List about both of your businesses



Monthly Gains

Building Subscriber Numbers

- PLATFORM: YouTube



Gaining Targeted Subscribers (100-200 Per month)

Monthly Gains

Building Subscriber Numbers

- PLATFORM: Twitter



Gaining Targeted Subscribers (100-200 Per month)



Monthly Contract - 6 Month Term

- ✓ Social Media Content Creation and Management (Facebook, Google+ and Twitter)
- ✓ Yelp & Trip Adviser Reputation Management and Promotion
- ✓ Email List building and (1) Monthly Email Newsletter
- ✓ Monthly Social Media Contests
- ✓ Facebook Ad Management and Ad Spend of \$75 per month.

TOTAL: \$999 Each Company [Total: (\$1999) per month]