

Virtual Social Media Manager

Social Media Marketing

Social media marketing is one of the most profitable marketing platforms which can be utilized to increase overall business visibility with over 2.45 billion active users. It is one of the few marketing tools that never sleeps, is cost effective and allows you to gather real time data from your audience. Having a strong social media strategy allows you to be present when and where your customers are already spending time.

Virtual Social Media Manager

This unique service includes expert management of your business social media accounts by an IT industry experienced Virtual Social Media Manager (vSMM). Engaging with your customers is one of the best ways to foster positive relationships and stay connected to your target market. As a part of this service, your vSMM will increase your overall social presence, engage with your audience to improve relationships and stay on top of industry trends.

Using social media as a part of your overall marketing strategy allows you to monitor your digital presence and performance. Your vSMM will keep you up to date with your audience's behavior and insight into your competitors social presence. This will allow you to become a thought leader to not only your customers and prospects, but the entire industry.



Service Includes:

- Management of LinkedIn, Twitter and Facebook
- Engagement with tracking and metrics
- Responding and engaging with commenters
- Issue escalation
- Competitive research
- Digital presence consultation



Outcomes:

- Thought leadership
- Stay on top of trends and competitors
- Engage with prospects and customers in a casual forum
- Improve SEO organically and drive website traffic



Partner Requirements:

- Dedicated contact for vSMM to work with and provide activity reports
- Access to platform business accounts to manage profiles
- Approval on all content prior to posting