



**PINPOINT**  
MARKETING CONSULTANCY



Getting started *with*  
Social Media

# Social Media Packages

It is important that your marketing keeps pace with the trends in communication preferences, and we are finding that more and more businesses are successfully promoting themselves and conducting business via social media.

It is vital for your business to have a social media presence! Social media is an effective means of building relationships and boosting the reputations of individuals within that business as well as the business itself.

89% of the UK population is an active internet user

38 million people actively use social media

50% of the total population use their mobiles to access social media

The average daily use of social media is 2 hours and 13 minutes!

Source: Warren Knight



*Social media is not going away so you need to get involved!*

*Social media will help your business:*

Build relationships!  
Boost your reputation!  
Find new customers!  
Bring in more business!



# Packages to get you started

There are benefits to having a presence across the many social media platforms! At Pinpoint, we are able to offer assistance in creating profiles on your behalf across the full range of platforms or for just a selection. In addition, you have the option of letting us manage those accounts on an ongoing basis.

Pinpoint is offering help with creating or reviewing profiles, management of those profiles and content planning.

The level of detail to be included in the online profiles for these social media platforms can be determined by you and what you are comfortable in presenting to the public.



## *Packages from Pinpoint Marketing!*

**f Facebook:** Setting up or review, connecting, images, advertising

**in LinkedIn:** Setting up or review, connecting with groups or individuals, imagery

**t Twitter:** Setting up or review, connecting with groups or individuals, imagery

Plus help with Hootsuite, content planning and reporting!

More details at [pinpointmarketingconsultancy.co.uk/packages.html](http://pinpointmarketingconsultancy.co.uk/packages.html)

PROFILES  
FROM ONLY  
£95

