

Client 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 therefore important for your business, irrespective of size or market, 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. We are able to offer assistance to our clients in creating profiles, management of those profiles and content planning.

Important statistics:

- 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!

The Packages:

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.

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. But it is worth considering that the greater the detail, the likelihood of building trust and making connections increases.

In order to manage multiple social media accounts, we can recommend Hootsuite. It is a reliable tool which enables posts/messages to be scheduled in advance as well as posted across numerous media. By using a tool like Hootsuite, communications will be regular and form part of a broader marketing plan. There is an additional cost associated with providing a Hootsuite account, and if it is required, user training.



Facebook

31 million active users in the UK
 49% males and 51% female users
 26% users in 25-34 age demographic

Action	Details	Cost
Set up or update a business Facebook page	Gather information to be presented on the profile via a questionnaire. Upload and present to a professional standard. <i>Please note that you will need to have an existing personal Facebook account. Both yourself and Pinpoint will be admin users for this new business account.</i>	£95
Connect with relevant groups and business/individual contacts	Connect with groups you have identified and connect with your existing network of friends, family and business contacts.	
Add eye catching and relevant images	Upload your images for use as profile picture, wallpaper and in 'photo' section.	
Advertising plan	Create a plan to utilise available marketing budget on paid advertising – including adverts and 'boosts'.	POA



LinkedIn

Leading business network
 60 million views each month in the UK
 Only 21% of users are under the age of 35

Action	Details	Cost
Set up a personal LinkedIn account	To create an account which maximises business connections and promotes you in a professional way. This will include detailed information to help third parties find and connect with you online. Information to be gathered via a questionnaire and will include work history, business area and topics of interest.	£95
Connect with business and individual contacts	These will be from your existing network of friends, family and business contacts.	
Groups to follow	Connect with groups to keep up to date on industry news and events.	
Set up a company LinkedIn account	To create an account which promotes your business providing details on industry and contact information. This will include detailed information to help third parties find and connect with you online. Information to be gathered via a questionnaire.	£95



Twitter

15 million active users in the UK
29% checking their Twitter feed multiple times a day
65% of users are aged under the age 34

Action	Details	Cost
Set up or update a Twitter account	To set up and account which enables you to engage with potential clients on related topics.	£95
Follow other Twitter users	Find and follow based upon a list you provide including your existing network of friends, family and business contacts.	

Additional options

These options have been created to further assist you in maximising your social media accounts as well making them easier to manage.

Action	Details	Cost
Comprehensive social media messaging plan	Create and upload a messaging plan on a monthly basis to cover latest events, product developments, company and industry news, links, images, hashtags, videos and testimonials. This option is available for Facebook, Twitter, LinkedIn and Instagram, cost is fixed irrespective of number of sites selected.	£147
Social media account management	Manage updates, respond to posts and report on activity.	POA
Set up Hootsuite account	Hootsuite is a platform for managing numerous social media accounts allowing messaging to be scheduled in advance. It is a useful tool for maximising the impact of your posts by publishing them on different days and times.	£50
Image optimisation	Resize all of your existing images for use across the social media platforms within profile pictures, headers and avatars.	£75
Image purchase	If you do not have any images suitable or owned by you for use on social media, we can source these from istock and other online libraries.	POA
Professional profile photography	If you require a professional headshot for use on your profile, we use an experienced photographer to take complementary shots.	POA
<i>For existing profiles</i> Profile review	We can review each of your social media profiles on Facebook, Twitter and LinkedIn and make recommended changes in order to maximise their impact.	£75 for 3 profiles
Monthly reporting	In order to make social media work, it is important to know what is drawing attention. We can produce a monthly report providing statistics on followers, their engagement levels and most popular posts/tweets.	£50
Identify potential groups of interest, business and individual contacts	Research online and make recommendations based upon industry and existing connections in order to post your visibility. This service is available for Facebook, Twitter and LinkedIn.	£75/social media site