

Social Media Marketing Proposal

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Integrated Social Media

Activities

Get a plan for Social Media

- We know our competitors well (like how they are doing, learn quickly from their fans and what is working for them)

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- To attract social media users to check out the Offerings, News, Testimonials, reviews and more.
- Use action oriented and creative pages in social media to get more likes, comments and referrals.

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Planning of Posts and Updates

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Levels: Leveling, here we understand the levels (major topics) which are attractive for our target groups.

- We then select 4 topics for a month
- We then distribute days and post types.
- Numbers of posts per day are decided (different and varies according to each project)
- For client review, we put an editorial calendar with post
- Posts are 80% fixed and 20% variable to fulfill some needed and urgent posts like event updates, company news, etc.
- We make sure the posts reflect the business goals as well.
- For researched content also, we post / advertise.

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Integrated Social Media Approach

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Major activities under SMM:

- Social Media Setup
- Social Media Engagement
- Social Media Campaign
- Social Media Ads
- Policy and Plan Setup
- Tabs Setup
- Presence (Cover Images etc.) Setup
- FB, LinkedIn Tabs
- Presence on 15 Social Media Sites
- Monthly Plan Engagement
- Regular Update & Monitoring Engagement
- Small Contests' Campaigns
- Major Campaigns
- Contests based on participation
- Contests based on apps

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What's Our Role?

- Management of audience growth
- Social Analytics and Reporting
- Outreaching Influencer and Engagement
- Social Monitoring
- Social Presence Expansion
- Strategy of Social Conversion

Deliverables

- Roadmap of the project
- Outline of the Strategy
- Opportunity Analysis
- Audience Research
- Analysis of Competitors
- Optimization of Account
- KPI Timeline and Tactics
- Reach Optimization and Engagement
- **Management of Social Ad**
 1. Original Content Promotion
 2. Demographic and Interest Targeting
 3. Increase Audience Size

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Influencers marketing and blogger outreach programs

1. Word-of-mouth marketing (marketing to people who will tell others about you).
2. For ultimate impact on product / service trust and consumer purchasing behavior, we'll get the right people talking about your business.
3. **Technorati** reports that **31%** of online shoppers are influenced by blogs. Bloggers are trustworthy source for product / service research.

Activities we will do

1. Get featured on blogs
2. Get paid promotion through bloggers.
3. To get more people to like and follow our page we will run sponsored ads.
4. To attract more engagement on the page we will create content buckets.
5. Post every alternate day on Instagram and Facebook.

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