

Social Media Services



Why should you use social media for your business?

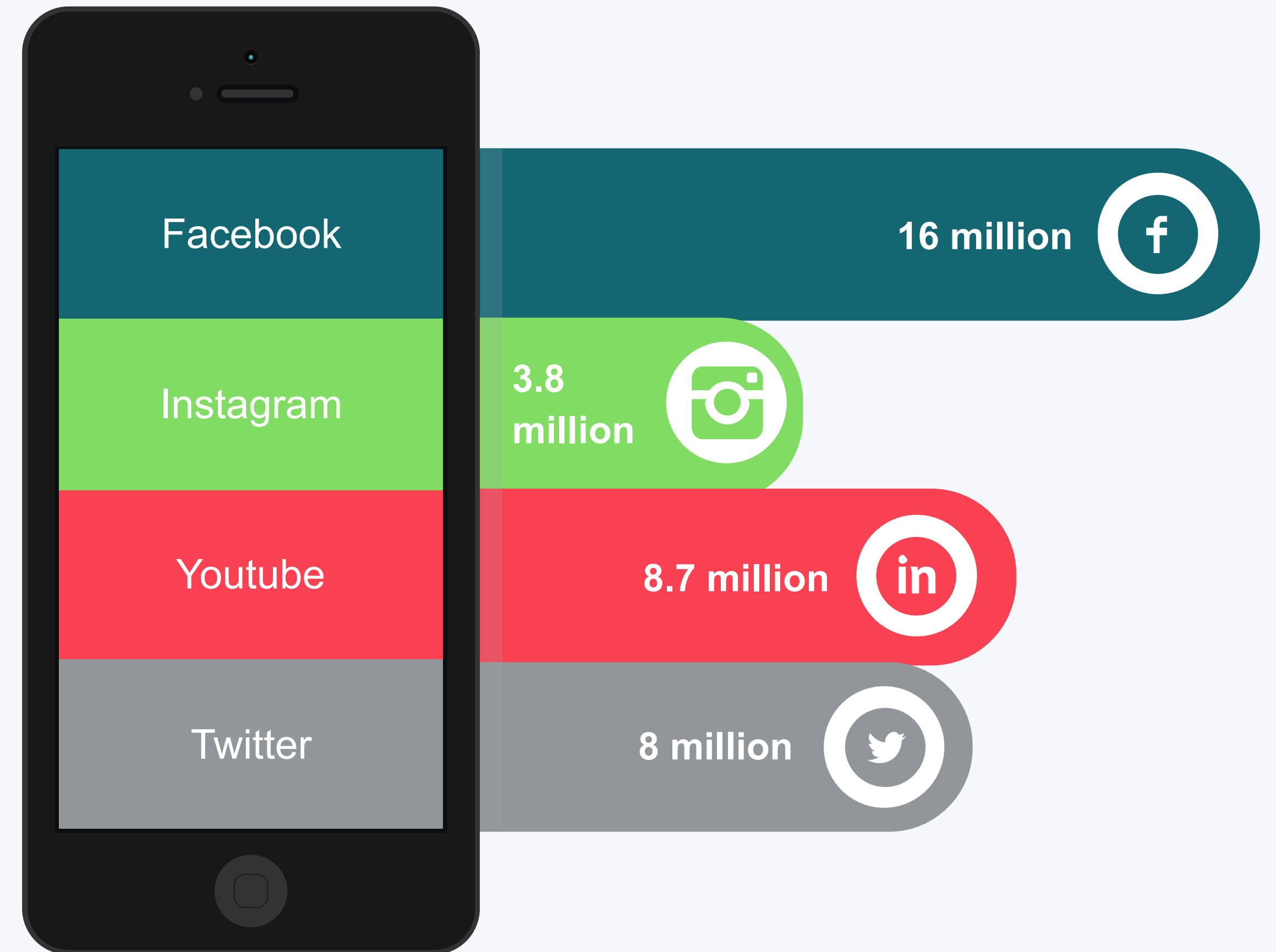
97%

of businesses in South Africa use Facebook to reach existing and potential customers. 71% of these consumers will recommend a good product or service via social media.

Our custom digital solutions are designed for businesses that need to create brand unity across multiple digital platforms.

A professional digital team will develop a strategy that provides the best mix of social media and content marketing channels to drive your digital presence to the maximum. Take advantage of more than 20 years combined experience in research, strategy, creative & visual design, technology, social media analysis & reporting.

- Increase overall sales
- Increase repeat customer business
- Cement customer loyalty
- Revolutionise your overall marketing strategy
- Improve your customer care centre
- Build your brand personality
- Cultivate genuine brand advocates
- Create a true brand following



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LANDSCAPE



0.56%
TUMBLR USERS
 Blogging is one of the most important drivers of traffic and foundations of SEO. Think about how a blog can help your business or brand.

39.72%
PINTEREST USERS
 The average user spends 89 minutes/month on Pinterest

1.65%
INSTAGRAM USERS
 There were 3 907 000 Instagram users in South Africa in October 2018, which accounted for 6.7% of its entire population.

46.1%
FACEBOOK USERS
 74% of consumers cited relying on social media to make purchasing decisions, and you can bet your bottom dollar that Facebook was a big part of that.

9.12%
TWITTER USERS
 53% of people recommend companies and products on Twitter.

1.83
YOUTUBE USERS
 There are over 800 million active users on YouTube worldwide that spend an average of 15 minutes/day on YouTube

Source: <http://gs.statcounter.com/social-media-stats/all/south-africa>

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King Hood Media & Consulting

OUR SERVICES

SOCIAL MEDIA



Create a true brand following using social media.

From R2029/PM

MULTIMEDIA



Explain to your customers what your business does in the form of pictures, video or text.

SEO



Get found first when customers are searching for products or services online in your industry.

LEADS



Find the best customers suited for your products and services and keep giving them value.

WEBSITE / APP



Have your customers easily visit you online from anywhere and from any device.

CONSULTING



Let us inspire you through training and coaching to help you grow your business to the next level.

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Social Media Packages

WHAT'S INCLUDED?



CONTENT POSTS

Up to 15 scheduled posts, shared across all your chosen platforms.



PLATFORMS

A choice of up to 4 x Social Media platforms. Facebook / LinkedIn/ Twitter / Instagram / Pinterest / Tumblr / Snapchat



BLOG ENTRY

Up to 2 x blog entries a month. A blog entry is often an informal diary-style text entry concerning the reviews of products, services and interests of a company or individual.



CONTENT CREATION

Created posts, making use of stock images, graphic elements and excellent copy.



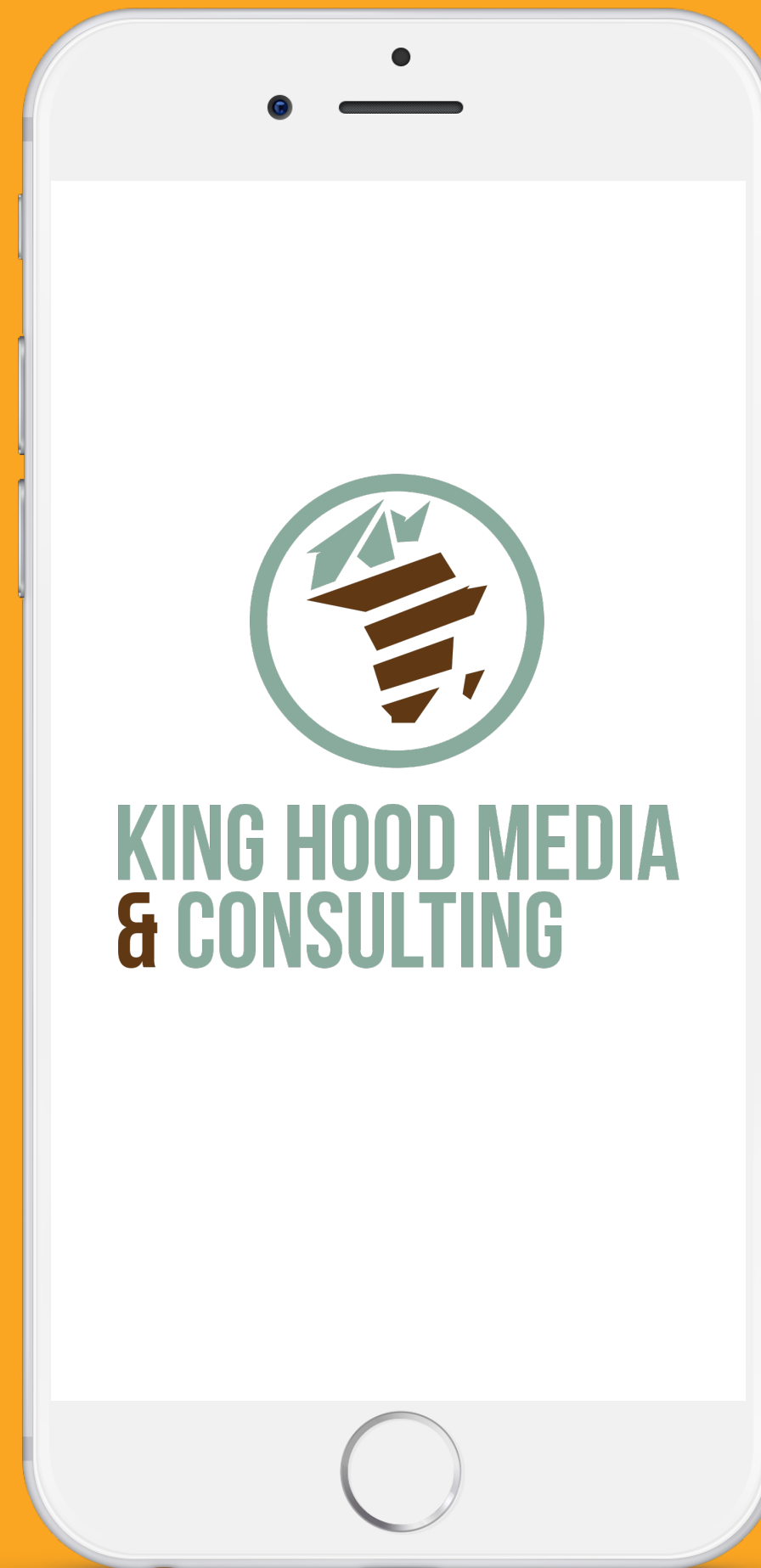
CONTENT CALENDAR & SCHEDULE

A monthly calendar with the scheduled plan of your Social Media content in advance.



COMMUNITY BUILDING

Increase your Social Media following with niche related followers across all your chosen platforms.



CUSTOM GRAPHIC DESIGN

Custom designed profile picture, cover page with graphic elements.



ENGAGEMENT & COMMENT RESPONDING

Replying to your followers questions and comments within 5 days of receiving them.



SOCIAL LISTENING & HEAT MAPPING

Searching your company keywords and hashtags across your chosen platforms to insure the correct message is being heard. Gain greater insights from your online data to make your life easier!



TASK LIST

A weekly calendar with a breakdown content plan of your Social Media content in advance.



ANALYTICS REPORT

A monthly report that helps you extract meaningful insights which can be used to better understand and improve business performance.



SECURITY MEASURES

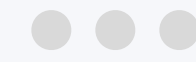
Your company data is encrypted by a managed firewall with 24/7 Monitoring. We comply with ISO Standards, POPI act compliance, General Data Protection Regulations.



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WHAT'S IN THE PACKAGE?



OFFERING	ECONOMY	SILVER	GOLD	PLATINUM
Number Of Weekly Posts	2	4	7	15
Number Of Platforms	1	2	3	4
Blog Entry	-	-	1	2
Content Creation	✓	✓	✓	✓
Content Calendar	✓	✓	✓	✓
Community Building	✓	✓	✓	✓
Custom Graphics	-	-	✓	✓
Engagement	✓	✓	✓	✓
Social Listening & Heat Mapping	-	-	-	✓
Task List	-	-	✓	✓
Analytic Report	✓	✓	✓	✓
Security Measures	✓	✓	✓	✓

CODE OF CONDUCT



NEW!

GIVE YOUR STAFF A CODE TO LIVE BY

We offer training for your businesses' internal stake holders on the do's and don'ts of social media according to your code of conduct. We assess your online risk, create a code of conduct for your business then conduct training sessions on your code of conduct.



HOW MUCH DOES IT COST?



ECONOMY	SILVER	POPULAR GOLD	PLATINUM
2 Weekly Posts	4 Weekly Posts	7 Weekly Posts	15 Weekly Posts
1 Platform	2 Platforms	3 Platforms	4 Platforms
Monthly Report	Monthly Report	Monthly Report	Monthly Report
Security	Security	Security	Security
R2029 BUY NOW!	R3909 BUY NOW!	R6439 BUY NOW!	R8969 BUY NOW!



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For a FREE! Consultation

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