

# Making sense of Social Media



## WHY SOCIAL MEDIA?

Are you waiting to see whether Social Media Marketing is a passing phase?

While you're treading water, your competition is already gaining an advantage over your organisation. And the longer you wait, the further ahead they will be.

### Social Media Marketing can help your company:

- **Open doors to new business opportunities**
- **Build one-on-one conversations with customers**
- **Drive more traffic to your website**
- **Ensure that your marketing budget spreads over the year (and not blow it all in a few weeks)**
- **Track your ROI**
- **React immediately to changes or opportunities that arise in the marketplace**
- **Develop an edge over your competition**
- **Become thought leaders in your industry**
- **Improve your search engine visibility**
- **Handle a potential PR issue immediately, stopping it in its tracks**

Organisations from major corporations like Ford and Target to small, switched on businesses have discovered that Social Media platforms such as Twitter, Facebook, LinkedIn, Flickr and YouTube can all play a vital role, reaching consumers, clients and new business more economically – and more efficiently.

## GET ON BOARD NOW AND GET AHEAD OF YOUR COMPETITION.

Social Media Marketing is more than a 'buzz term'. It opens up exciting new avenues for every kind of business, connecting with people and building communities. It's affordable, accessible and easy to maintain once it's set up.

Don't have time to get your programme up and running? You're not alone.

That's where we come in. Highway 101 will help to set you up with the proper tools and hit the ground running. Then, you can choose to run your campaign in-house (thanks to our training and tips, it should be a breeze). Or, we'll run your campaign on your behalf for a small monthly costs.

However, unlike many of the new devotees of Social Media Marketing, Highway 101 will ensure that your campaign will always be backed with a strong strategic plan, so you know exactly what it can achieve. Monitoring ongoing progress and tracking your ROI makes using Social Media a completely transparent, results driven marketing campaign.

## CONTACT US NOW AND GET STARTED

Call us at Highway 101 on **(02) 9380 4911** or email **[dana@highway101.com.au](mailto:dana@highway101.com.au)**

You can also visit us at **[www.socialmedia101.com.au](http://www.socialmedia101.com.au)**



# Your Social Media Campaign up and running for just \$1995

Right now, we are offering a very special package that will get your company on the Social Media bandwagon sooner, rather than later.

## **SOCIAL MEDIA 101 – UP AND RUNNING IN 30 DAYS.**

Within 30 days, your campaign will be launched. It includes:

- One hour workshop defining your points of difference.
- Creative development of your 'unique Social Media strategy' including personality and tone of voice.
- Identification of THREE Social Media Platforms (i.e. Twitter, Facebook, MySpace, LinkedIn, YouTube, Flickr etc)
- Updating your platform sites for the first 10 days of your campaign.
- Providing you with training and tools to take over your campaign internally.

**Only \$1995**

To make this offer even more accessible, we offer the option of paying by Credit Card using our Paypal account.

## **SOCIAL MEDIA 101 – ADD A BLOG**

Blogs are an increasingly effective method of positioning companies and individuals as thought leaders. But they require proper set up, thought and then, continuously updating content.

Highway 101 will formulate a strategy, provide you with an appropriate look and feel/tone of voice and write the first five blog posts on your behalf.

**Only \$495**

## **ONGOING MAINTENANCE PACKAGES – MONTHLY RETAINERS**

If your resources are stretched and you'd like us to help ongoing maintenance of your Social Media Campaign, we can offer you a series of support packages on a monthly basis:

- Daily updates of your launch campaigns (in particular, Twitter, Facebook, MySpace etc) and regular updates of other platforms, as the need arises (LinkedIn, YouTube, Flickr etc)

**Only \$495 per month**

- 'Ghost-blogging' – ensuring continuous updated content of your blog (3 posts per week)

**Only \$495 per month**

We can also help you expand your campaign to other platforms; write and produce video, Podcasts and photographic content; devise and run competitions; manage your Google AdWords campaign; Optimise your Search Engine; add polls; even design, write and build you a new company website that truly reflects your new image.

All prices quoted exclude GST.