



SOCIAL
media
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Social Media Consulting + Services

Social Media Creators, a division of Go Forward Media, offers powerful social media consulting and services that can drive your business, brand, organization – or whatever you’ve got – forward.

The needs of every company and brand differ when it comes to social media – so our services vary from client to client. *All packages are customized to meet your needs* – the packages below provide a baseline and overview of our core services. Want more, need less? Just contact us for a complimentary needs analysis meeting.

The ‘Getting Started’ Package

Ideal For: Companies with smaller budgets or companies that just need a core introduction on how to expand their existing social media presence or build it – and for those that need assistance in establishing a social media presence but are able to manage it themselves once launched.

We’ll get started by learning what you’re already doing in social media – and what your competition is doing – and most importantly what your needs, desires and dreams are when it comes to developing community and social activity online around your brand. And then ...

- Develop a customized plan and base tutorials for how and where to get started in social media that best fits your company/brand, including the basics of setting up profiles on Facebook, LinkedIn, Twitter and elsewhere/
- Provide suggestions on how to best leverage your existing customers and audience, Web site(s), content outlets, blogs, email lists and more to maximize the reach of your new social marketing presence.
- Provide recommendations on growth strategies for your social media efforts organically and via cost-per-click or cost-per-impression campaigns on Facebook, LinkedIn and elsewhere.
- Individual conversations with key team members to provide guidance on setting up, posting to and customizing social media efforts.
- After you’ve followed the recommendations, we’ll help you analyze your first 30-60 days of efforts and suggest adjustments and refinements.

30-60 Day Engagement

Following the initial engagement, we can customize short or long term ongoing support agreement, training and/or management of part of all of your social media outreach and networking efforts, or you may want to consider one of our other packages. Additional hours of a-la-carte social media consulting and management services are available on a negotiated basis.

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The 'Next Level' Package: We Strategize Together, You Manage

Ideal For: Have an existing social media presence that just isn't gaining traction yet or build your entire social media presence from top to bottom ... AND have the staff that can manage it ongoing with the right strategy and support structure?

Just like the Starter Package, we'll work together to strategize around your goals, look at what your competitors are doing, identify potential partners and more. Then ...

- We'll expand your existing presence OR customize and build your initial presence on up to a half dozen social media sites like Facebook, Twitter, LinkedIn, YouTube, Flickr and others.
- Customize these social media efforts to maximize your presence and ROI – including recommendations and assistance in integrating with your current Web site.
- Provide training for designated members of your team on how to maintain and expand your social media presence, plus take advantage of social media and social networking to provide valuable tools, resources and leads for your business or brand.
- Produce an outreach plan for your social media efforts that includes organic and viral marketing, recommended budget (if needed) for advertising on Facebook, LinkedIn and elsewhere and more.
- Work with your team to directly manage your social media outlets over the first 30 days post implementation.
- Provide ongoing support and recommendations over the first 90 days of the new social media efforts ... plus review your efforts after 30, 60 and 90 days, and make recommendations on enhancements and adjustments to improve results and increase ROI.

60-120 Day Engagement

Need more? Additional months of strategic support, consulting and direct social media management services are available on a negotiated basis beyond the initial three month engagement. You may also consider our Concierge Services.

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Concierge Services: Strategize & Manage For You

Need all of the above and then the horses to manage it for you around the clock (or least part of the day?) We can provide more hands-on attention to your network from a few months to forever. This is ideal for companies who are making an impact with social media but don't have the need or desire for full time staff to manage social media efforts, or if you simply don't have the time but want to make sure your business isn't taking a back seat to your competitors. **Contact us for pricing.**

More Social Media Services

Team Training

Web-based and On-site training customized to meet the needs of your company AND individual team members – sales, editorial, marketing and operations) – is available. To succeed, your *entire* staff needs to know how to take advantage of everything social media has to offer – and how it can help them every day grow your business, audience, customers, revenue, marketing efforts, community ... whatever you need.

Your Own Social / Professional Network

Why not? If your brand targets a specific demographic, interest or community, you have an excellent opportunity to build your OWN social and/or professional network. Using the Ning networking platform, we'll take your brand, niche, organization, vertical – whatever the case may be -- to its infinite potential in social media. And even then, it's about combining that network with every OTHER social media outlet you can so that you truly are EVERYWHERE your customers, clients and audience is 24/7/365.

Blogging and Content

Have information that you are just dying to get out there – about your company, its products, the industry, your market...but want to do it in a way that informs and educates all the while marketing and branding YOU? Why not have your very own blog (or more) that provides Web surfers this great content? With Wordpress, Blogger and other platforms, quickly getting your own blog up is easy – then it's just a matter of finding the content, loading it up and keeping it going. We can help you every step of the way.

Multimedia Services

Social media isn't just about having profiles ... you need to ensure you are highlighting your products, services and brand in the most dynamic way possible. We can help you develop video, podcast and other multimedia offerings to include in your social media and Web efforts – and find/coordinate the vendors and technology to make it happen in the most successful and cost-effective way.



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Marketing Social Media

Whether we've helped you build and grow your social media presence OR you're already doing it great on your own and just need a powerful marketing push to drive more eyeballs to your efforts, we can help.

We'll review all of the tools, outlets and vehicles available online to promote your social media presence in your market, vertical, community and more. Among the things we'll look for in potential marketing and promotional partners within your space:

- eMail Lists, ListServes, Forums and Bloggers
- Existing Facebook, YouTube, LinkedIn and other social media presences that target your desired audience in a complementary manner
- Publications and Media Web Sites

In addition to many online ways we can spread the word, Social Media Creators can also work with you to create offline events – Meetups, Trade Show Parties and more – to help further embed your brand in the hearts and minds of your social media fans and followers.

Contact us for a complimentary marketing consultation where we can review your promotional needs and develop a package that is right for you.

Contacting Social Media Creators

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