

# **SOCIAL MEDIA MARKETING PACKAGES FOR SMALL BUSINESSES:-**

One thing we should know that Social Media Marketing is the use of social media platforms such as Facebook, Instagram to connect with more and more targeted audiences to let people know about your products and services.

This in return increases sales and drive more and more website traffic with time.

However, Social Media Marketing involves publishing content, creative, branded content, videos regarding the products and services and most importantly listening and connecting to your customers.

Then you can analyze your results, and run social media advertisements.

## **WHY SMALL BUSINESSES NEED SOCIAL MEDIA SET-UP MARKETING PACKAGES?**

Let us look at some of the perfect reasons why small business needs social media marketing packages:

- Find new and genuine customers
- To spread the word about your products and services
- For better Brand recognition & Trust in your business.
- Advertise your business, products or services
- Create a community and loyal following
- It's good for SEO

## **WHAT TO EXPECT FROM OUR SMALL BUSINESS SOCIAL MEDIA MARKETING PACKAGES?**

- Increase in the number of followers on all social networks
- Proper management of your social media pages and campaigns, according to best standards and practices
- Guidance from a social media expert on how to make the most of social media

## **Organic Instagram Management :-**

- Business Profile Creation
- Optimization Of Business Profile
- Instagram Stories Creation – 4 per week
- Post Creation For Instagram Profile (3 per week)
- Hashtag Research
- Competitors Analysis
- Responding to comment
- Engagement Strategy
- Instagram Analytics & Monitoring
- Monthly Reporting

## **Organic Facebook Management :-**

- Facebook Page Creation
- Facebook Cover And Profile Pic Creation
- Facebook Tabs Creation
- Facebook Page Optimization
- Post on Page(3 Per Week)
- Creation Of Facebook Polls/ Quiz
- Sharing Post In Groups
- Responding To Comments
- Call To Action Button Creation
- Hashtag Research

- Influencer Research
- Video Posting – 1 Per Month (Only 30 Sec)
- Page Monitoring • Competitors Analysis