

# BUZZWORDS SOCIAL MEDIA MARKETING SERVICES



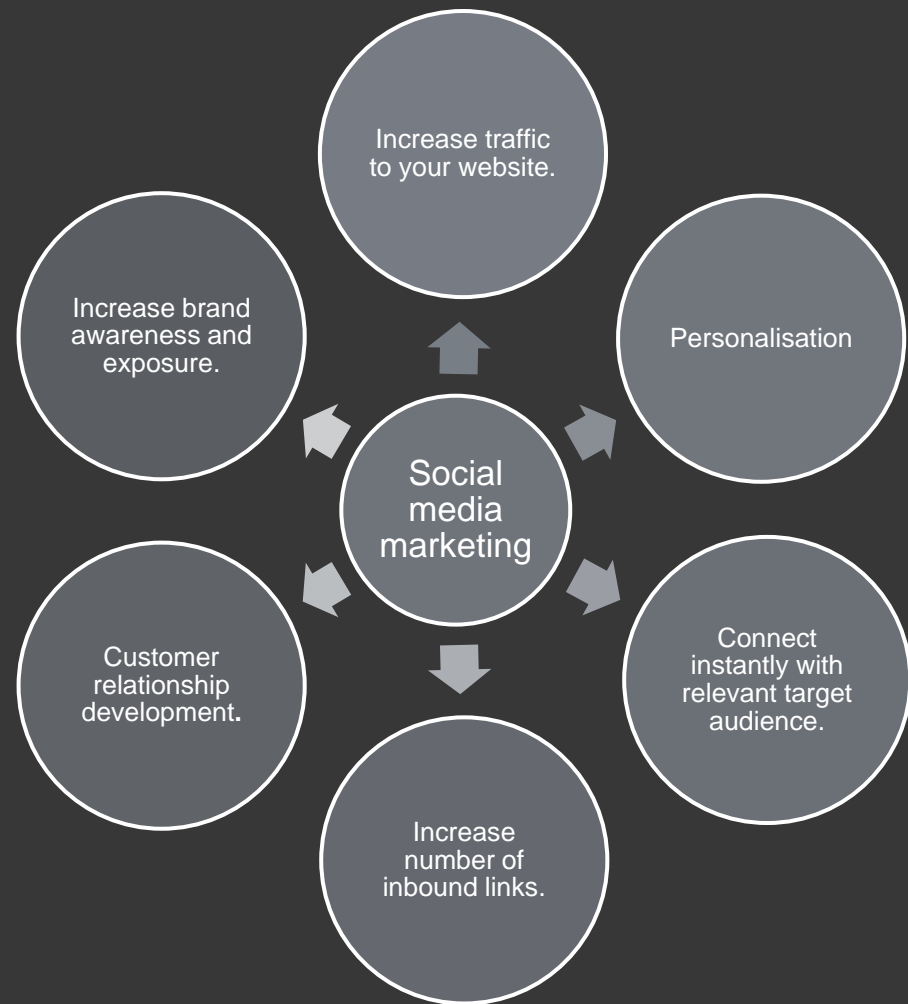
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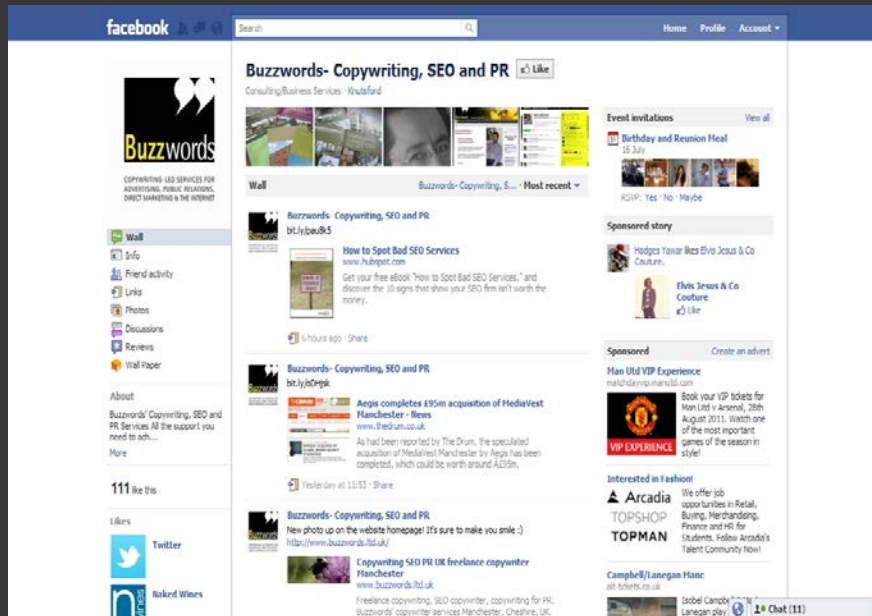
# What is social media marketing?



**“Social media marketing is generating inter- relationships between companies and their customers”**



# facebook marketing

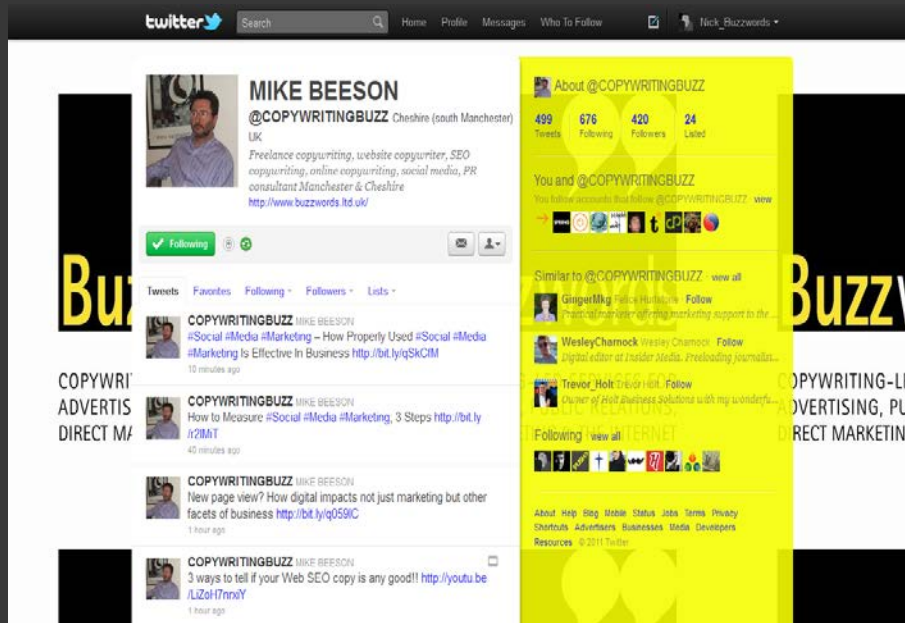


[Check out Buzzwords Facebook page...](#)

“Latest figures suggest Facebook has 750 million users worldwide!”

- Facebook is the number one social networking site in the world!
- Facebook enables business to build relationships with new and existing customers!
- Your competitors are probably already there!
- Extend awareness of your brand, website and reputation through Facebook.
- Promote events via Facebook
- Keep your customers up to date, with a human face!
- Pictures, Videos, blogs and other multimedia can be uploaded quickly and easily to Facebook.
- Monitor your Facebook marketing campaign with Facebook insights!
- Your new Facebook can be essentially an extension of your existing website!
- Facebook encourages repeat custom.

# twitter marketing

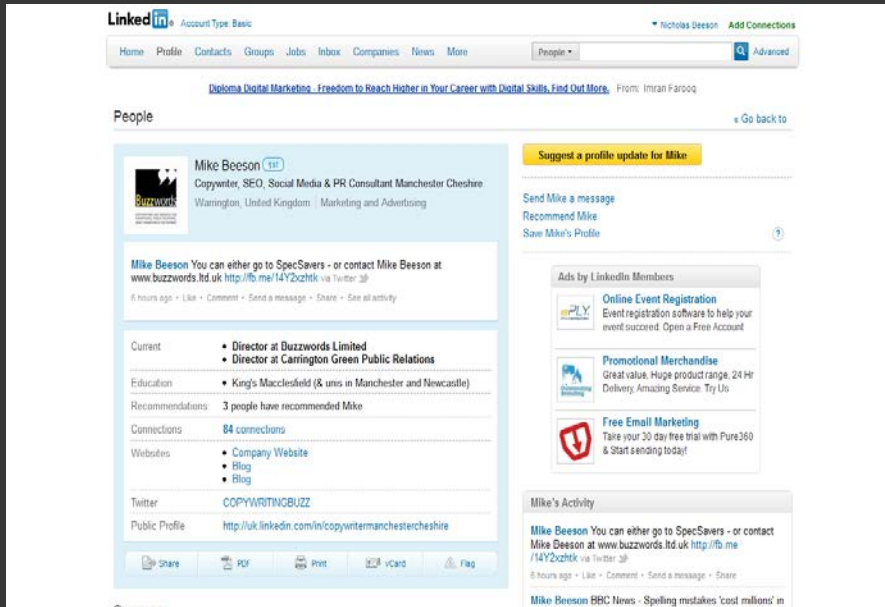


[Check out Buzzwords Twitter page...](#)

**“100 million new Twitter accounts were created in 2010 alone!”**

- Twitter is a micro blogging service, that was founded in 2006.
- Twitter enables you to segment your target market.
- Converse with your market, make and manage connections with prospects, customers, bloggers and other influencers.
- Improve company rankings in search results!
- Promote your brand, blog and website via Twitter!
- Twitter can be linked to blogs, websites and other social media platforms to provide a news feed (“Twitter feed”) of daily goings on of your business.
- Build a Twitter community for employees to communicate!
- Monitor your company on Twitter!
- Provide live up dates of conferences or events!
- Announce special offers, deals or sales!

# LinkedIn marketing

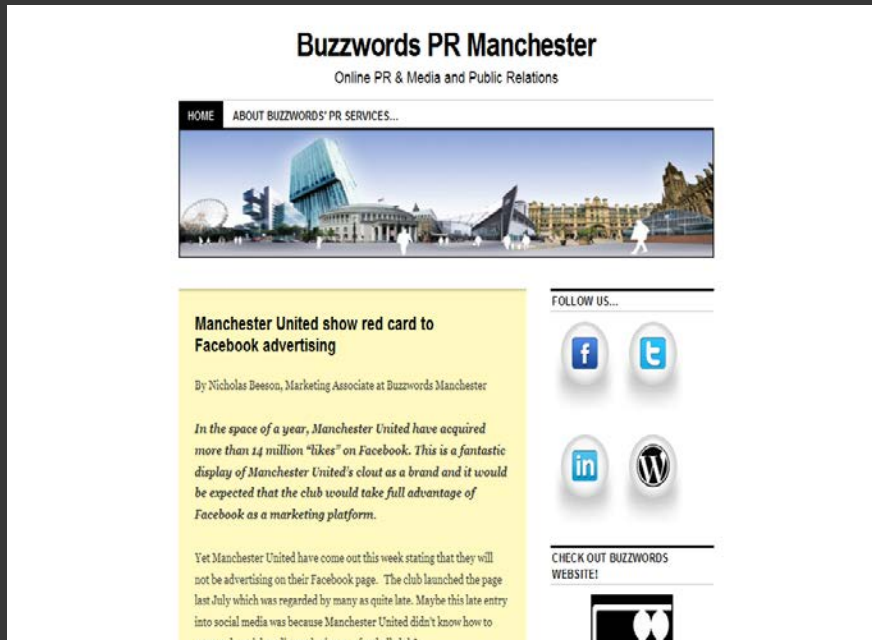


[Check out Buzzwords LinkedIn profile...](#)

“LinkedIn has over 100 million professionals following more than 1.9 million companies, recommending over 150,000 products and joining 850,000+ groups.”

- LinkedIn can be used to generate new leads!
- LinkedIn can be used to network with others within your industry.
- Find the right vendors on LinkedIn to outsource services you're not an expert on.
- LinkedIn will benefit your SEO, Google gives LinkedIn company and personal profiles high authority and ranks them highly.
- Increase your brand's visibility – By your employees and executives adding connections, answering questions and participating in group discussions your company's brand will be much more visible .
- Connect your blog to your LinkedIn profile to continually share your content with your network.
- Recruiting new talent – LinkedIn is a great place to find highly qualified future employees.

# Bloggging



[Check out the Buzzwords blog...](#)

**“77% - The percentage of active Internet users who read blogs”**

- A blog should be at the heart of your social media strategy!
- Search engines love blogs, blogs are key for SEO as they provide huge amounts of up to date content!
- A blog is a great space for company updates & related articles, they can act as an extension to your website!
- Blogs engage potential customers!
- Blogs are great for link building. Popular, useful blog articles on major blogs can get hundreds of links per day.
- Increase traffic to your website, as search engines love fresh content!
- Blogs put you in control, with a blog you can publish when YOU feel like it!
- Reputation management – blogs can be a platform to counter any negative press about your company!

# YouTube marketing



**“We spend around 2.9 billion hours on YouTube in a month!”**

- Create your own channel and customer base. Viewers can subscribe to that channel. Businesses can then send out e-mails to those subscribers.
- Videos create links and boost your SEO rankings.
- Now that Google owns YouTube, there's the added benefit that a video on YouTube automatically goes into Google's search engine.
- Add hundreds of videos to your companies YouTube channel. Videos can inform, educate, promote or entertain customers!
- Increase traffic to your website!
- YouTube videos can be integrated into all aspects of your social media strategy and on your website!
- Customers like the interactivity of videos!

# What we offer...



**“We offer a social marketing package, that is designed to get your campaign started quickly and effectively!”**

## Set up...

- An initial consultation session will take place with you, to discover your visions and needs!
- Social media mapping - We will map the current social media landscape and understand what social networks are suitable for your business
- When the social media map is approved, we will set up the social networks you require. E.g. Twitter, Facebook, LinkedIn etc.
- We will set up the profiles so they are rich in key words, links and easily visible on Google searches.
- We will then link all the social networks so they work in conjunction with each other.
- We will write your first 3 blog posts.
- Send your first 20 informative Tweets, relevant to your company and its industry.

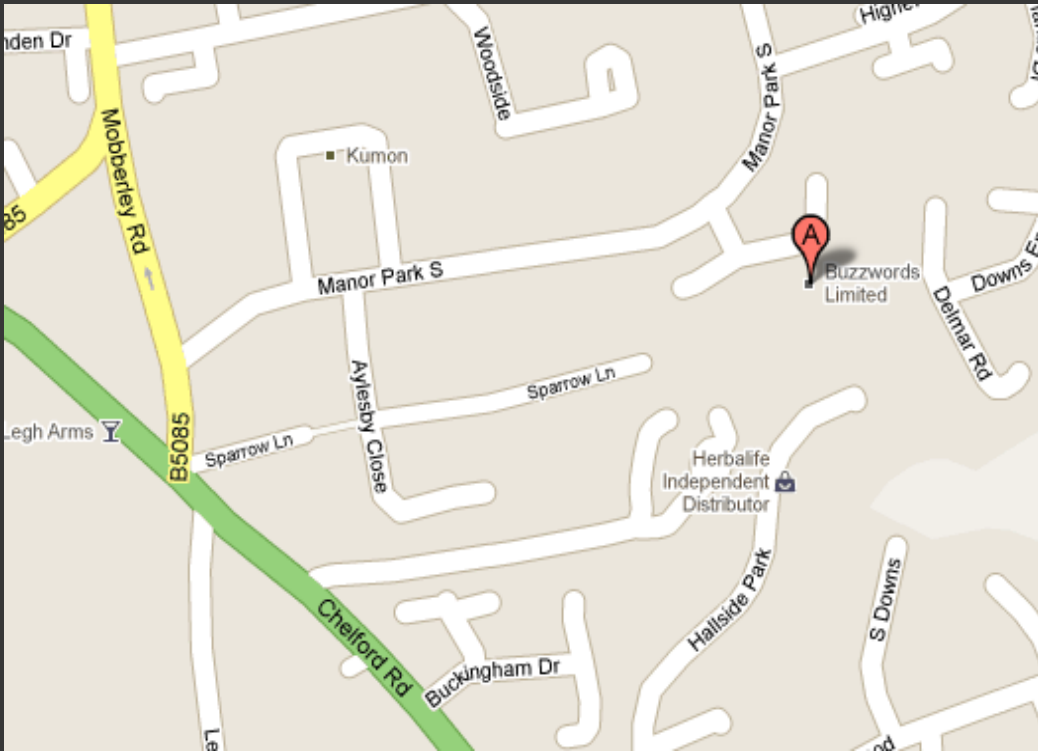
# What we continue to offer...



*“Social media and social networking aren’t going away any time soon. The major players and the types of social sites may change of the course of time, but this is a trend that online marketers need to adjust to. Without finding ways to build a website or blog through social media you could be left behind by your competitors.”*

- We will provide initial Facebook updates, images, videos and relevant media related to your business.
- Facebook groups, LinkedIn groups, networks, Twitter hash tags will be created by us.
- Buzzwords will find provide you with industry relevant, “friends”, “followers”, “fans” and “links”.
- Relevant online groups and communities will be created for employees, giving you a platform to communicate with all staff via your chosen social network.
- Buzzwords will outline a marketing strategy that will enable your business to continue its growth in the world of social media!

# Contact us...



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