



Social Media Management

Social media is becoming an increasingly important part of any organisation's marketing mix and customer relationship management.



The perception of social media marketing has shifted quickly - no longer viewed as a trendy or passing fad, having a flexible and well-managed presence in each of the major platforms - Facebook, Twitter, LinkedIn and Google+ amongst others, has become a must for any business seeking to secure a place in both the traditional and digital marketplace.

What could once be accomplished by a traditional website now needs to be supplemented by a robust and responsive utilisation of the tools social media offers.



The aims of Oak Consult's Social Media Management Packages

- Create a branded online presence beyond your website
- Manage the daily operations of your social platforms
- Connect your brand with a wider audience
- Spread your brand messages and agenda
- Increase brand engagement levels
- Deliver stimulating industry/brand related content
- Seek out users with a requirement for your service
- Increase the credibility of your brand within your industry
- Seek out influential figures within your industry and engage for further promotion
- Encourage user-generated content
- Promote your supporting website, blog and relevant landing pages
- Grow your following month by month using organic means
- Monitor brands in your industry and replicate proven success



We really can make a difference to your business!

Our Packages

Presence

£100pm

- Daily social media management
- Follower management / engagement
- One post per day
- One social network
- Coverage Mon - Fri
- Spam monitoring

Engage

£250pm

- Daily social media management
- Follower management / engagement
- Five posts per day
- Two social networks
- Coverage Mon - Fri
- Spam monitoring

Enlighten

£600pm

Most popular package

- Daily social media management
- Follower management / engagement
- Ten posts per day
- Three social networks
- Coverage Mon - Fri
- Spam monitoring
- Monthly news or blog
- Monthly insight service
- Customer response service

Inspire

£850pm

- Daily social media management
- Follower management / engagement
- Fifteen posts per day / five over weekend
- Five social networks
- Coverage seven days per week
- Spam monitoring
- Fortnightly news or blog
- Fortnightly insight service
- Customer response service
- Reputation monitoring

Our Methodology

By following five rules of engagement we can establish your brand as an influencer within your industry:

1. We will invest time in understanding your brand identity and personality to ensure we represent them outwardly
2. We will invest time in understanding your market, competitors and objectives
3. We will seek to engage with your target audience and drive positive interaction
4. We will be polite and friendly at all times
5. We will feedback immediately to our main contact on any action required

What we will do

- ✓ Engage with your customers and prospects in a way that represents your brand and its values
- ✓ Grow your social media engagement
- ✓ Improve customer and market insight
- ✓ Protect, promote and build your brand

What we won't do

- ✗ Lie - Our brand is as important to us as yours is to you
- ✗ Cheat - We will not buy followers that are not in your target audience
- ✗ Steal - All content will be referenced
- ✗ Libel - We will not denigrate the competition
- ✗ Let you down



Social Media is here to stay

Your competitors are using social media - some better than others!

- Social sentiment influences buying behaviour and customer retention
- Having a social media presence is not enough. You need to be proactive and be listening
- You can't JUST sell on social media. You need to give back, probably in a 1:20 ratio
- You can actually learn a great deal from who's doing what and following who
- Social will never replace face to face, but can introduce you to new faces
- Finding your influencers internally and externally can save and make you money

"Within the first month of using Oak Consult's Social Media Management Service they beat every metric from the combined previous ninth month's activity! We have already recommended two partners to use Oak Consult"



Development Director for Digital Health brand within a FTSE 250 business



Why Oak Consult?

- We are a management consultancy focusing on making technology businesses the best they can be
- We understand your market and your clients', maybe not as well as you, but we are quick learners
- We understand the commercial imperative of your products
- We are just as interested in results as you are

What we are not

- We are not a marketing agency and never will be
- We partner with the local graphic designers and media experts when you need an artistic differential or we can work with your agencies
- We do not pay for followers or engagement unless there is a strategic need or for specific campaigns
- We are not just interested in followers, likes and shares
We are interested in your brand becoming a successful thought leader nationally



"Oak consult really know their stuff. Within three months of running our social media channels and blog, we have overtaken some long-established competitors. It feels good! Working in partnership has been easy. I would recommend Oak Consult without hesitation to any ambitious and growing company"

Scottish eLearning and Leadership training business

"Oak Consult has been managing our Social Media for nearly a year now. We are delighted with the results. Their content and blogs hit our vertical markets exactly and the traffic to our website has doubled in this time."



Managing Director, London-based ICT company

Ready to get started?

Drop us an email or give us a call and we can get the ball rolling. In our first conversation, we'd like to understand your business, your customers and the verticals you work in. We also need to agree how we will define what success looks like for your organisation. Is the aim to get increased traffic to your website, growing your followers, warming up a small number of targeted leads with engagement or a combination of these or something completely different? From there we can recommend the best package for your organisation.



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