

Social Media and Digital Marketing

Overview

To be seen as a thought leader, an organisation needs to play an active role in its community - shaping it, building it, and contributing ideas and expertise. Social media campaigns give you an opportunity to participate in the online dialogue - and even to form new communities that address industry need. We'll help you leverage digital marketing to share marketing content and communicate messages to audiences online as well as offline.

Our services

1. Social audit

The Social Audit is the essential first step to identifying all the established and emerging channels and influencers that will be important in reaching your audiences. As part of the process we'll uncover the existing conversations surrounding your organisation and areas of expertise.

2. Search engine marketing (SEM) campaigns

We review your current SEM campaign and its performance, giving you recommendations on enhancements that may include analytics research, campaign optimization, budget recommendations and maintenance.

3. Online Editorial Outreach (OEO)

OEO is similar to media relations but is conducted exclusively with the digital environment. Digital media targets include website editors, bloggers and online communities. These digital media targets differ from 'offline' or traditional media contacts because most digital influencers are not trained journalists. As a result, their needs, expectations and content are different.



4. Website content audit

We'll undertake an in-depth review of your website and prepare an audit document that lists every page found trawling the site. Giving you the title corresponding to each URL together with a suggested title from us and a suggested action.

5. Online community building - Twitter

Companies are increasingly turning to Twitter to raise their profile and communicate their key messages, as well as keeping track of industry developments and staying in tune with customer demand. We'll explore the potential for your business – it may be to raise the profile of your CEO, or demonstrate how in touch with customers you really are. We'll also make recommendations on how you could use Twitter to undertake permission-based marketing.

6. Online community building - LinkedIn

Your stakeholders – employees, customers, partners, prospects – use LinkedIn to network, secure deals and extend their professional spheres. We'll look at how you can harness LinkedIn to build better relations with your stakeholders, the messages you should be looking to communicate – and how.