



# Social Media Packages

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since 2004  
**Redline**  
company.com



# Why Is Social Media So Important For Businesses?



Social platforms help you connect with your customers

Upholding a social media presence is vitally important as it can boost your product or business online, can reach your desired audience and allows you to have a genuine interaction with them. It is a key strategy that should appear on your Digital Marketing Plan.

Social platforms help you connect with your customers, increase awareness about your brand, and can boost your leads and sales. With more than three billion people around the world using social media every month, it's no passing trend.

But it is not only about having a presence, a lack of an appropriate strategy and plan could be just as damaging for your business as no plan at all.

We know that social media is important for your business, that's why we have designed our social media packages to give you results at a low cost.



### Increase Traffic

Prospective clients who find you on social media will be directed to your website, thereby increasing traffic and the chance of a sale.



### Brand Awareness

It can take a small marketing budget to reap big results in the social media arena. Spread the word about your products and services, increase your brand recognition and build trust.



### Build A Strong Connection

Social media is the most effective way to engage with followers, build relationships and start a dialogue. This will translate into increased credibility, a deeper connection and ultimately a stronger brand.



### It's Good For SEO

Social media interaction is valued highly by Google in terms of ranking, so more quality activity on these platforms will be better for your ranking.



### Real Time Conversations

It gives you fast and direct communication with your online community. Reply to comments, reach out to customers via private messages and send automated messages to help boost customer satisfaction.



### Increase Sales

Social media platforms are powerful tools to find new customers and encourage sales of your product or service.



There are **so many social media platforms** out there...

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## Which Ones Should I Choose?

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There are social media platforms for everything and everyone, but there are far too many to have a presence on them all! It is important first to identify which one is better suited to YOUR business. These are the questions you should ask yourself:

- ☑ Are you **B2C, B2B**, or both?
- ☑ **Who is your target** audience?
- ☑ **What's** your overall **goal**?

# Social Media

There are many benefits of using social media, however it is key to have clear answers to the following questions. This will help you to decide which social media platform to choose and also the type of content, message, audience or target.

Content can be very diverse. From blog posts, testimonials, user generated content, webinars, ebooks, videos, photography, whitepapers, etc. Once you have chosen your content, pair your goals, audience and content with the right social media platform.



## Facebook

By far the largest platform, with over 2 billion monthly active users. Whether your business goal is brand awareness, website traffic, lead generation, or online conversions, Facebook should make a notable difference in reaching your goals when used properly.



## Instagram

With more than 1 billion active monthly users, Instagram is a more visual platform designed for customers to post, share, comment and engage through digital media. As the saying goes, "a picture is worth a thousand words."



## LinkedIn

LinkedIn is easily one of the most popular professional social networking sites or apps and is available in over 20 languages. It is used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses, locate and hire ideal candidates, and more.



## Twitter

Businesses can use Twitter to interact with prospective clients, answer questions, release their latest news and at the same time use the targeted ads with specific audiences.



## Pinterest

This platform consists of digital bulletin boards where businesses can pin their content. If your business falls within a creative industry of any kind, then Pinterest is a social media platform you should put your business on.



## YouTube

YouTube is the largest and most popular video-based social media website and is the second most popular search engine behind Google. Coupled with the advertising opportunities, YouTube is a powerful platform.



## Snapchat

This is an image messaging social platform that enables you to chat with contacts using pictures. It allows you to explore news and even check out live stories that are happening around the world.



## WhatsApp

A cross-platform instant messaging client for smartphones, PCs and tablets. Perfect to send images, texts, documents, audio and video messages to other users that have the app installed on their devices.



## Tik Tok

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. TikTok is all about sharing videos- which opens a whole new level of connection with your target audience.



Social Media Platform	Active Users
Facebook	2.910 million
YouTube	2.562 million
WhatsApp	2.000 million
Instagram	1.478 million
Tik Tok	1.000 million
Twitter	436 million
LinkedIn	310 million
Snapchat	557 million
Pinterest	444 million

Stats from January 2022: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

# Reasons Why Redline Should Manage Your Social Media:

If you're not convinced another team can manage your social media accounts, here are the benefits of having a little extra help with the important tasks of posting and managing your business' social media channels.



## Creative Team

Get an experienced creative team at your disposal to produce original content and graphic design bespoke to your product or service.



## Save Time. Save Money

Social media is time consuming – Redline can free up your valuable hours so you can concentrate on running your business.



## Tailored Social Media Strategy

There is no one size fits all strategy for social media. Redline will develop a social media strategy specifically tailored to YOUR business.



## Keep Your Branding

We will ensure your social media presence reflects your corporate branding and tone.



## Dedicated Monitoring

We can control, monitor and adjust your posts and your advertising.



## Reporting

We can produce monthly reports to keep you updated on the progress of your social media channels.



**#WE HELP YOU GROW YOUR BUSINESS**

# #basic

Get Started

2 Posts / Week

1 Social Media Account Managed

Social Account Creation

Social Media Styling

Content Creation

Content Language: 1 language

\* Professional images from stock library included, personalised images \* No video content edition included.  
\*Languages: Could be **Spanish or English**

# #pro

Be Powerful

3 Posts / Week

1-2 Social Media Accounts Managed

Social Account Creation

Social Media Styling

Content Creation

**Social Media Strategy to Increase Followers**

Content Language: 1-2 languages

Reporting & analysis

\* Professional Images from stock library included, personalised images \* No video content editing included.  
\*Languages: We offer Spanish/English. Other languages to be supplied by the client.

BEST SELLER

# #premium

Superstar

4 Posts / Week

1-3 Social Media Accounts Managed

Social Account Creation

Social Media Styling

Content Creation

**Professional Photographer Creates Video and Photo Content\*\***

**Advanced Social Media Strategy to Increase Followers and Power Growth**

**Market Research**

Content Language: 1-2 languages

Reporting & analysis

\* Professional Images from stock library included, personalised images \*Languages: Could be Spanish/English \*\*Up to one hour per month of our inhouse photographer's time photographing and taking videos, including editing

PHOTOS INCL



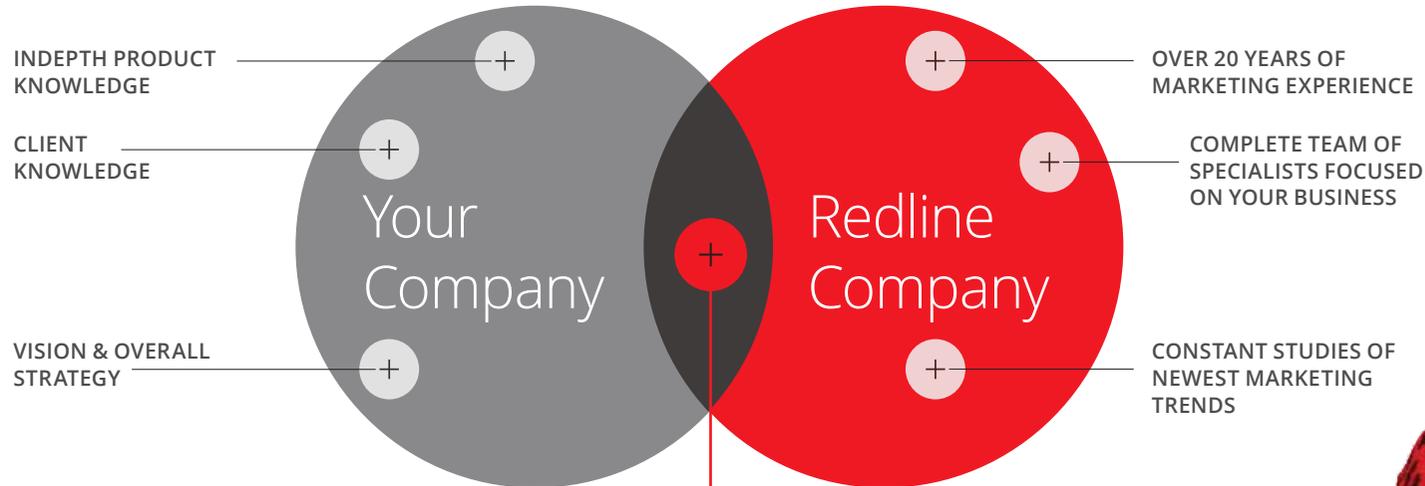
## Contact us to receive a quote tailored to your needs.

### Terms and Conditions for Social Media Management

All prices are ex IVA | All prices correct at the time of going to press. Prices from June 2022 | It is required to take a **minimum 3 months of a social media package** | Languages: We only work in **English and Spanish**. For other languages the client, should provide the translated text. | We are able to post to your social media pages anytime of the day or night, but our work to schedule the posts and to monitor the engagement will only take place in our business hours of 9am-6pm | Paid social media campaigns are not included, see the extra add-ons for more info.



# How to get the best out of this...



Ideally you have **1 person in your company** who will work closely with our team to arrange feedback and content details.

**SYNERGISTIC EFFECT**  
Combining our marketing knowledge and your product and client knowledge, is where the **magic happens**. Working together to increase sales, reinforce your brand and creating long lasting businesses is what our packages are all about.



# Extra add-ons for your selected package:

We can always do much more for your business to improve your social media presence, including:



## Paid Social Media Advertising

We can boost traffic to your website with paid campaigns to increase the reach, by creating and monitoring campaigns on Facebook, Instagram or LinkedIn Ads. \*The budget required for these campaigns is not included in the price.



## Professional Photoshoot

We have an inhouse professional photographer ready to take incredible and professional photos or videos to showcase your product or services. Choose our #premium package to use this service.



## Influencer Marketing

Influencer marketing is all about working with key individuals with a social media following, which in turn can boost the awareness of your brand. The project can include the following:

- Market research into relevant individuals to work with.
- Marketing opportunities could include: Gifting of goods and services, sponsored posts, product reviews, competitions, guest posts, etc. This will depend on your area of business.



## Blog Content

Do you require tailored blog articles and content? We have professional copywriters ready to put ideas into words.



## Organisation of Competitions

Are you considering launching a competition on your social media platform but you don't know how to start? We can give extra help and organise all of the strategy, related content and T&Cs.



call us today!  
(+34) 952 816 678

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**Making  
friends is  
easy...**

**with a  
social  
media  
strategy.**

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**#itisajungleoutthere**

