



BRAND



social media
CONCIERGE

All-in-One e-Marketing Strategy

BRANDmini Concierge Simplifies Online Marketing

1. Create a unified brand image online- simply.
2. Increase online audience and engagement
3. Reduce content management headaches
4. Generate leads and appointments
5. Position as a thought leader in your industry



Harnessing Influential Social Media Platforms

-FACEBOOK FAN PAGE

-PINTEREST PEER REFERRAL

-TWITTER MICRO-BLOGGING



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BRANDmini.com

Contact us for more information: info@brandmini.com

FACEBOOK

OBJECTIVES:

Share Relevant Content:

- Photos
- Videos
- Links
- Updates
- Polls



Inspire Transactions:

- Contests
- Event RSVPs
- Flash Sales
- Facebook Shop

KEY METRICS:

- LIKES
- FANS
- SHARES
- REACH

Create Leads, Find New Customers

Engage with Influencers

Increase SEO

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PINTEREST

OBJECTIVES:

Share Relevant Content:

- Photos, Products
- Infographics
- Collages
- Re-pin
- Contests



Build Influence and Followers

- Follow influencer boards
- Monitor trends and comments

Drive Traffic to Site

Increase SEO

KEY METRICS:

- PINS
- LIKES
- COMMENTS
- REFERRAL
TRAFFIC

TWITTER

OBJECTIVES:

Share Relevant Content:

- Real Time Updates
- Photos
- Videos
- Links
- News

Build Reputation

Target Influencers:

- Create Lists
- Connect to Target Audience
- Engage media, bloggers

Increase SEO



KEY METRICS:

- FOLLOWERS
- MENTIONS
- RETWEETS
- LISTS

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SOCIAL MEDIA CONCIERGE PACKAGE

24POSTS/
MONTH

\$500

-Weekly Strategic
Planning Session

-8 Facebook posts

-8 Pinterest Posts

-8 Twitter Posts

-One on one BRANDmini
campaign consultation

*Additional services, \$50/hour

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SAMPLE CONTENT CALENDAR

October



Company Name:

Who We are in 120 Characters:

Who We're Talking To:

Who We're Talking About:

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Goals for the month:
