





# overview

With the increasing number of social media platforms, brands have a wider range of tools to choose from to engage with their clients and customers. Although this is a very lucrative opportunity for brands to interact with their target market, yet this medium needs to be utilized carefully and professionally as it goes a long way in position the brand.

**Biztec's** team of social media specialists manage your social media presence, so you don't have to. Our teams are experienced in managing client's presence in a variety of social media channels including **Facebook, YouTube, LinkedIn** and **Twitter**.

# services

**The following is the range of social media services that we provide**

- › Social space setup
- › Initial thrust by generating a sizable number of followers
- › Social content creation
- › Social content visual design
- › Interacting with fans (responding to comments, suggestion and queries)
- › Sales oriented posting (for brands looking to generate sales online)
- › Integration with corporate websites
- › Integration with ecommerce websites
- › Blog setups
- › Blog posting
- › Weekly / Monthly reporting



# benefits

## Engaging social content

Nearly three-quarters of businesses with a social marketing strategy already use original content, so branded social content is a competitive must. Social media content also needs to be fresh and timely to attract users looking for real-time information – and repetitive content is one of the top reasons people stop engaging brands on social media.

Custom news, blogs and articles ensure that your brand offers unique, up-to-date posts. Brafton's news content marketing approach is especially useful in providing social followers info on the latest industry developments.

## Fuel for social conversations

Social content drives brand chatter, and 81 percent of marketers say it has been key to generating exposure for their businesses. This is why developing social content is already a top investment for marketers across industries.

Brafton's custom content is created with the latest online trends in mind, so your content will be timely enough to generate chatter and make your brand part of the industry conversation. And news drives the majority of traffic to Facebook and Twitter, indicating that news content marketing engages social audiences.

# benefits

## SEO and inbound links

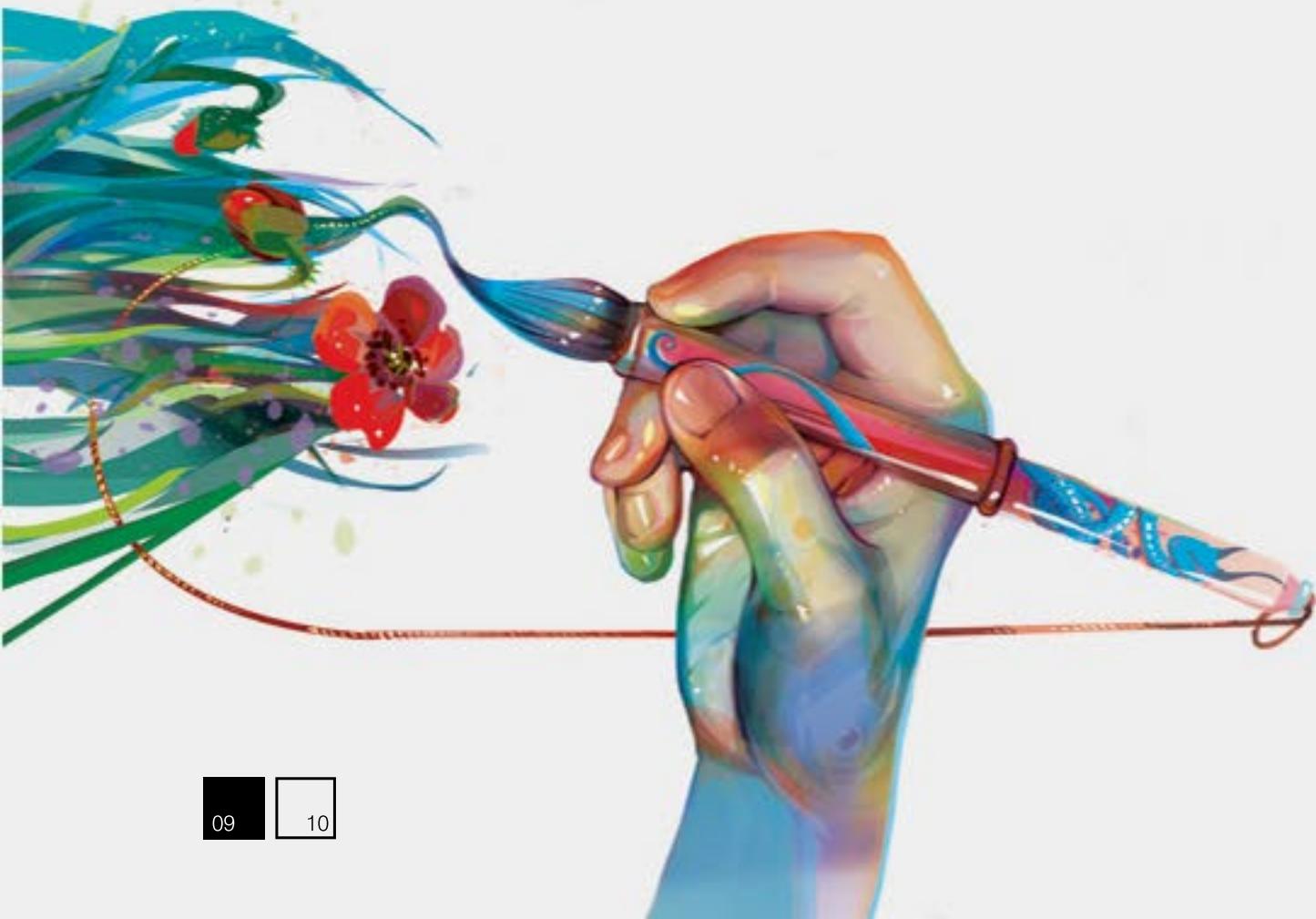
Social media marketing is an integral part of competitive search engine optimization strategies and key to driving traffic. As search engines (including Google and Bing) incorporate social data on results pages, the comments and social shares your content ignites can be critical to catching clicks.

Plus, compelling content on social sites magnifies inbound links. Nearly one in 10 consumers are “megaphones” who describe themselves as key industry influencers who share links to the information they find on social media. Inbound links signal a level of trust and quality in the destination material, influencing search engines to prioritize your pages above those of your online competition.

Overall, 62 percent of marketers say they’ve noticed improved rankings for core keywords as a benefit of social media marketing.

## Relevant traffic and sales

When you engage consumers on social channels, they become acquainted with your brand before clicking back to your site. Social content helps you attract audiences who choose to engage your company and are probably informed about your industry. They’re more likely to be loyal to your business and make purchases.



packages	STANDARD \$200 per month	PREMIUM \$300 per month	ULTIMATE \$500 per month
Page setup	✓	✓	✓
Minimum number of likes	1000	5000	10000
Weekly posts	3	6	10
Interaction with fans	Weekly	Bi Weekly	Daily
Coporate website	✓	✓	✓
Blog setup	✗	✓	✓
Blog Articles	✗	1 per month	3 per month
Ecommerce website	✗	✗	✓