

MAKE SOCIAL MEDIA A PART OF YOUR WELL-BALANCED MARKETING INITIATIVE

Expertly executed strategies from Three Deep align social media strategies with business objectives



These days it seems that there is a newly-minted social media expert on every corner, and with all the hype in the media, it can be difficult to pin down exactly what social media is and how it can benefit *your* business.



Some of the issues companies struggle with when contemplating a foray into social media include questions about what social media outlets to participate in, who in the organization should “own” social media efforts, and how to measure ROI.



When undertaking a social media campaign, it is important to keep in mind that social media isn't magic; it's an enhanced method of interacting with customers. The main difference between social and traditional media is the level of direct engagement and influence you can have with your customers.



The bottom line is that a social media campaign needs to be viewed as a part of your broader marketing strategy. At Three Deep we look at your business goals and then work with you to develop a social media plan that supports your larger business objectives. We have over ten years of experience driving social media campaigns for our clients, and we tie social media efforts back to measurable results, just like we would any marketing campaign.



Three Deep's social media marketing strategies consist of five phases:

1. Discovery phase: Three Deep digs into your business strategy and immerses itself in your brand. We begin by monitoring social media outlets to find out where your customers and potential customers are engaging. We then develop a preliminary plan for how you can use social media to its best advantage.
2. Listening phase: In this step, Three Deep deploys technology and proprietary processes and tools to listen in on the social media “stream.” We discover what is being said about you, by whom and on what outlets.
3. Gathering phase: Three Deep compiles the intelligence we have gathered to develop a framework for engaging in the social media stream.
4. Monitoring phase: Once your program has launched, Three Deep will monitor your presence in social media outlets, and look for opportunities to deepen engagement.
5. Engagement phase: Engagement can include providing support answers, making marketing offers, building brand awareness, or disseminating special offers.

Three Deep can show you how to remain competitive online, by listening and participating on the ground level and transforming your marketing strategies as the community conversation evolves.

Contact Three Deep today to find out how we can create and nurture your social media presence.

Three Deep's Integrated Social Media Marketing: Delivering Measurable ROI



Generate more buzz

- Take advantage of social media's viral nature
- Introduce new products and ideas directly to consumers
- Engage customers directly with offers and promotions



Protect and enhance your brand

- Take an active role in promoting and protecting your brand
- Keep abreast of what is being said about your brand—both positive and negative
- Address negative comments directly to turn around the customer experience
- Increase loyalty by being real and accessible to customers



Enhance SEO

- Social media activities naturally increase your main website's search engine optimization
- Get a better organic Google search ranking
- Attract more qualified leads
- Spend less on Internet advertising



Track the success of your social media program

- Three Deep ties your social media campaign into your web analytics program to provide you with measurable results
- Our social media dashboard gives you at-a-glance insight into the performance of your campaign
- Correlate engagement metrics with web traffic and sales to determine effectiveness of engagement in various channels



Discover and nurture brand advocates

- Reach out to customers who are already advocates to strengthen their loyalty
- Create new brand ambassadors with well-placed promotions
- Generate goodwill with prompt, helpful responses to problems

Ready to make the most out of social media?

Visit www.ThreeDeepMarketing.com or call 651.777.6601 for a free social media consultation.

Three Deep's marketing services also include:

- Call Center Services - Schedule more appointments and lose fewer sales
- Pay Per Click - Find more qualified visitors online with search engine advertising
- Search Engine Optimization - Increase your visibility in major search engines
- Customer Relationship Management - Drive customer acquisition and retention while complementing corporate branding and marketing strategies
- Reporting & Analysis - Monitor and measure marketing initiatives to understand program costs and revenue generation effectiveness



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