

Social Media Content Service from KnowledgePower

Contact george@knowledgepowerltd.com for pricing and ideas specific to your business.



"Welcome to our hotel. Don't mind the cobwebs and tumbleweeds."
-- Is this your company's social media message?

*Be honest, do you and your team get a lot out of
your brand's social media?*

*Are you an active and engaged fan of your own
own channels?*

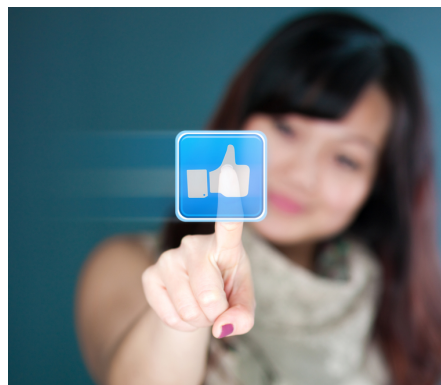
Here's our unique promise:
with Knowledgepower working on your social
media, you will actually **enjoy** your brand's social
media, and you'll regularly **discover** useful
information and **inspiration** from your *own*
channels.

We sift thousands of news items and links a week to find and
share the best and most relevant content related to your
business. Your channels are updated frequently throughout the
day with this **fresh, quality content**.

Your social media channels remain true to your brand voice
but now do a much better job of **engaging your followers and**
building the right kind of online audience your business
needs.

Summary of the Service

- We help your social media marketing by curating the best quality content for your Facebook, Twitter, Google+, LinkedIn, Pinterest, Youtube, as well as options to cover your own blog. *The selection of channels is up to you and we'll advise on an approach that matches your business and audience.*
- Natural activity profile in social media: nothing automated or spammy, 100% human attention to content quality;
- Self-contained service requiring little to no management from you;
- Topic selection and editorial approach transparent and developed according to your vision of the brand;
- Guaranteed service level for frequency and diversity of content shared;
- We'll track your company news, product launches, special offers, etc and make sure this gets shared effectively through your social media;
- We assign a topic-knowledgeable editor whom you can contact directly any time;
- Option to have us work on high-quality new content for you, such as blog posts and infographics;
- Option to manage Facebook and Twitter paid campaigns to boost your visibility/followers very cost effectively;
- This service is suitable for plugging in at any stage of your social media development:
 - Quickly establishing new social media channels;
 - Revitalizing or rebooting existing quiet/dormant social media accounts;
 - Boosting content frequency and quality in existing social media work, allowing your marketing staff to focus on promotional content.



You can't force anyone to like your brand in social media.

Human followers like your likeable content, share what is shareable, and remark on what is remarkable.

With this unique and quality-focused **social media curation service** you can ensure your brand's channels are always-on and always up-to-date and **free up your own valuable time** to work on more commercial and specialised activities.

As your social media become more **active** and **interesting** for your customers, you will **gain followers, increase goodwill and attention**, and **get better response from your promotions**.



The Challenge You Face:

- Social media channels are not optional for your business... they are mandatory to:
 - Establish an active online presence, especially if your main website doesn't add new content on a daily basis;
 - Show a professional and trustworthy image for prospective customers who are checking you out;
 - Help target customers discover you and your products in social media, not just search engines;
 - Listen to feedback from your prospects and customers;
 - Provide the default channel for keeping your customers up to date with company and product news and offers;
 - Respond in real-time to complaints, trending news topics, or service status issues.
- *BUT:*
 - Full-time staffing on social media can seem to be poor ROI, considering all the other more directly commercial things marketing people could be working on;
 - Marketing work on social media is very open-ended, while the staff themselves struggle to understand expectations without objective task assignments;
 - One of the biggest time-sinks for social media is the enormous amount of time you have to spend reading blogs, monitoring alerts and news, tracking brand mentions, watching videos... - hardly what you want to pay your staff to do for hours at their desks;
 - Your marketing department are under pressure to to promote your products and company constantly, but this can be boring or offputting for followers, especially returning customers;
 - You often end up with uninteresting or "abandoned" social media channels which damage your image even more than simply not having them.

The **solution** is to separate the work in social media so you have a strategic, ongoing **curation** activity, and *separately* allow your marketing department to focus on **promotional** activity.

Your in-house staff are more optimally assigned on promotions and product launches - in multiple channels - while you let the day-to-day maintenance of your interesting social channels be taken care of by someone dedicated to doing well at that...

In this combination your social media finally become effective: your audience are engaged and view your brand positively... and respond positively to your commercial messages too.

Finer Points of the Knowledgepower Service:

- Smart hashtag selection;
- Design improvement for your profiles and brand consistency between different social media;
- Time-of-day targeting according to your audience;
- Promotional message repeat broadcasts;
- Brand mention tracking;
- Competitor tracking;
- Weekend coverage;
- Adaptable content focus, e.g. based on time of year or industry events;
- No tie-in: you own your social media channels;
- We'll provide plenty of specific ideas for your blog and website content.

About Us

- Knowledgepower Ltd, UK company, digital natives, highly professional style, wide range of digital strategy experience with both local and international clients;
- Supervised by George Baily, experienced and innovative digital marketer, connect at <https://www.linkedin.com/in/georgebaily> -- george@knowledgepowerltd.com

How exactly will this work with your social media? Let's take a look together...

I'll take a look closely at your current real-life business and marketing strategy, and provide recommendations specifically for you.

Social media marketing should always be in harmony with your brand message, business model, and customer audience.

So please tell me your current ideas or headaches, and we'll find put together a solution that will make you love your social media channels again!

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<http://www.knowledgepowerltd.com/social-media-marketing/>