

WebservX

WEBSERVICES



Social Media Marketing Service

Social Media Marketing Brochure

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A background image showing a person's hands typing on a laptop. A circular black overlay with the 'Web servX' logo is positioned over the laptop. The logo consists of the text 'Web servX' in white, with 'WEB SERVICES' in smaller text below it.**Web servX**
WEB SERVICES

Social media is no longer just a fashionable marketing tool; it is an essential one. Consumers today utilize social media to locate organisations they can trust, seeking for user testimonials, examples of great customer service, and more. To fulfil these changing demands, your firm must maintain an engaging social media presence that provides customers with the brand experience they expect.

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Our Social Media Solutions:

- 1 Organic Social Campaigns
- 2 Paid Media Advertising
- 3 Social Media Optimization
- 4 Social Media Monitoring & Reporting

OBJECTIVES:

- Lead Generation Campaign
- Brand Promotion
- Website Traffic
- Sales & Conversions
- Content Promotion
- Video Advertising
- Native Advertising



ORGANIC SOCIAL CAMPAIGNS

Account Management

- Facebook Page
- Instagram Account
- Twitter Account
- YouTube Channel
- LinkedIn Company Profile

Social Reputation Management

- Facebook page Interaction
- Instagram Account Interaction
- Social Hashtag Interaction
- Social Tag Interaction





PAID ADVERTISING CAMPAIGNS

PAID ADS We Offer

- Facebook Paid Ads
- Instagram Ads
- Twitter Ads
- LinkedIn Ads
- YouTube Ads

PRICING OPTIONS

- CPC – Cost Per Click
- CPM – Cost Per Mille
- CPV – Cost Per View
- CPE – Cost Per Engagement
- CPA – Cost Per Action
- CPL – Cost Per Lead
- CPI – Cost Per Install

ADS CAMPAIGNS WE OFFER

- IMAGE ADS
- CAROUSEL ADS
- VIDEO ADS
- SLIDE SHOW ADS
- COLLECTION ADS
- INSTANT EXPERIENCE

Targeting Options



Location

Reach out to people in the cities, towns, and countries where you wish to do business.



Demographics

Choose an audience depending on their age, gender, education, relationship status, work title, and other factors.



Interests

Choose the people you want your ad to reach based on their interests and hobbies, which can range from organic food to action movies.



People are chosen based on their previous purchasing habits, device usage, and other behaviors.



Connections

Reach out to people who are connected to your Facebook Page or event, or exclude them to reach out to new audiences.

Instagram Ads

Why Instagram?

People use Instagram to be inspired and discover new things, which includes brand and business material.

25 million+

Business profiles worldwide.

2 million+

Instagram is used by advertisers all around the world to communicate their stories and create commercial results.

60%

Of people say they discover new products on Instagram.

200 Million +

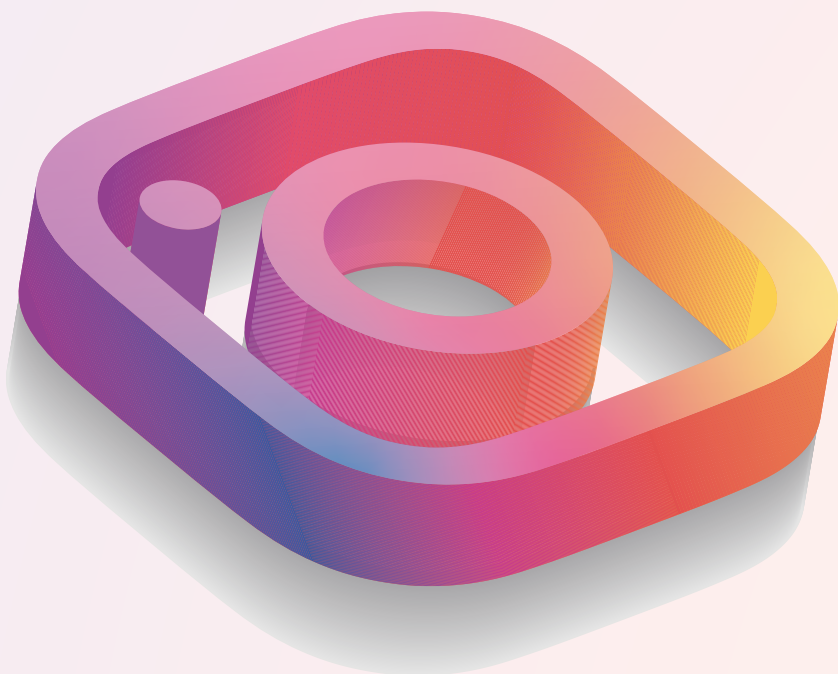
Every day, Instagram users visit at least one company profile.

80% increase

In the amount of time spent on Instagram watching videos

Instagram Ads Targeting Option

- **Story ads**
- **Photo ads**
- **Video ads**
- **Carousel ads**
- **Collection ads**
- **Within the app**



FACEBOOK PAID ADS

Facebook micro-targeting allows you to reach out to a specific audience based on demographics, location, hobbies, and even behaviours.

OBJECTIVES

```
graph TD;
    A[OBJECTIVES] --- B[Awareness];
    A --- C[Consideration];
    A --- D[Conversation];
    B --- B1[Reach];
    B --- B2[Brand Awareness];
    C --- C1[Traffic];
    C --- C2[App Installs];
    C --- C3[Engagements];
    C --- C4[Video Views];
    C --- C5[Lead Generation];
    C --- C6[Messages];
    D --- D1[Website Visit];
    D --- D2[Facebook App];
    D --- D3[Mobile App];
```

Awareness

Reach
Brand Awareness

Consideration

Traffic
App Installs
Engagements
Video Views
Lead Generation
Messages

Conversation

Website Visit
Facebook App
Mobile App

Social Media Optimization

- YouTube Channel Optimization
- Social Profile Optimization
- Keyword Focused Social Content
- External Inbound Links
- Trending Hashtags & Topics



SOCIAL MEDIA MONITORING & REPORTING

- **Report Sources**
- **Google Analytics Social Data**
- **Facebook Analytics Report**
- **Twitter Analytics**
- **Instagram Analytics**
- **LinkedIn Analytics**

Social Monitoring Tools

- **Hootsuite**
- **Google Analytics**
- **TweetDeck**
- **Social mention**

Strategy

SMO Packages	Basic	Standard	Professional
Platform	Any 2	Any 3	Any 4
Identify Business Goal	✓	✓	✓
Account Management	Any 2	Any 3	Any 4
Analyze Your Audience	✓	✓	✓
Create Social Media Calendar	✓	✓	✓
Create Content & Marketing Strategy	✓	✓	✓
Advertisement Support	✓	✓	✓
Quarterly Paid & Organic Campaign	✓	✓	✓
Identify Hashtag	✓	✓	✓
Social Trending	✓	✓	✓

Facebook Promotion (Monthly Activity)

SMO Packages	Basic	Standard	Professional
Profile Optimization	✓	✓	✓
Image Creation	10	18	24
FB Timeline Status/post	10	18	24
Post Sharing Group	5	7	12
Cover Image Creative Upload	✗	✓	✓
Join Group	✗	✓	✓
Targeted Page Like	Paid Activity	Paid Activity	Paid Activity
Video Sharing	✗	✓	✓
Call To Action Button	One time	One time	One time
Community/Event Page Creation	✗	✓	✓
Facebook Insight Monitoring	✓	✓	✓
Deleting of Unwanted Spam	✓	✓	✓
Blog Posting (Provided by Client)	✓	✓	✓

Twitter Promotion (Monthly Activity)

SMO Packages	Basic	Standard	Professional
Profile Optimization	✓	✓	✓
Tweets Posting	10	18	24
Targeted Twitter Follower Increase	✓	✓	✓
Retweet	✗	✓	✓
Background Image Creative & Upload	✗	✓	✓
Cover Photo Creative & Upload	✗	✓	✓
Hashtag Trend Research	✓	✓	✓
Twitter Analytics Monitoring	✓	✓	✓
Blog Posting (Provided by Client)	✓	✓	✓

Instagram Promotion (Monthly Activity)

SMO Packages	Basic	Standard	Professional
Profile Optimization	✓	✓	✓
Instagram Image Sharing	10	18	24
Instagram Follower Increase	✓	✓	✓
Story, Reposting, Reels, Igtv, Carousel Etc	✓	✓	✓
Hashtag Trend Research	✓	✓	✓
Video Sharing	✓	✓	✓
Comment And Like Manegement	✓	✓	✓
Image Tagging To Followers	✓	✓	✓
Instagram Analytics Monitoring	✓	✓	✓

LinkedIn Promotion (Monthly Activity)

SMO Packages	Basic	Standard	Professional
Targeting LinkedIn Connection	✓	✓	✓
Profile Optimization	10	18	24
LinkedIn Post Sharing	✓	✓	✓
Company Page creation	✓	✓	✓
Company Page Follower Increase	✓	✓	✓
Company Page Creative Banner	✗	✓	✓
LinkedIn Performance Review	✓	✓	✓

Quora Promotion (Monthly Activity)

SMO Packages	Basic	Standard	Professional
Profile Optimization	✓	✓	✓
Q&A Sharing	10	18	24
Quara Analytics	✓	✓	✓
Blog Posting (Provided by Client)	✓	✓	✓
Quara Ads	✗	✓	✓
Research & question prioritization	✓	✓	✓
Long-form Quora answers to trending questions	5	10	15
Personal / Author Introduction	✓	✓	✓
ROI Tracking		✓	✓

Paid Campaigns Scope

SMO Packages	Basic	Standard	Professional
Ad Account And Ad Manager Setup	✓	✓	✓
Ad Campaign	Upto 2 Ads Camapaign	Upto 4 Ads Camapaign	Upto 6 Ads Camapaign
Boost Post Increase Engagement	✓	✓	✓
Comprehensive Bidding Strategy & Budget Management	✓	✓	✓
Keyword Analysis & Target Market Research	✓	✓	✓
Pixel Creation & Landing Page	✗	✓	✓
Campaign Structure Optimization	✓	✓	✓

Customer Support

SMO Packages	Basic	Standard	Professional
Email, Phone, Chat	✓	✓	✓
Project Management Tracking Code	✓	✓	✓