



# Social Media Power Pack



Powering up your presence across  
all **Social Media** Platforms

# Social Media Stats on B2B Companies

86%

% of B2B Companies Using Social Media

82%

% of B2C Companies Using Social Media

69%

% of B2B Companies Shifting Marketing Budget to Social Media

67%

% Difference in Customer Leads of Blogging B2B Companies vs. Non-Blogging B2B Companies

26%



20%



19%



The Three Most Popular Social Media Channels for B2B Companies

100%

% of Fortune 500 companies with executives who use LinkedIn

## Research Findings

**46%** of online users are counting on social media before making purchase decision (Source: Nielsen)

**15%** of customers use social media websites to search for local businesses. This is biggest advantage to local and small businesses (Source: Digitalsherpa).

**63%** of users prefer businesses with the information that can be easily accessed on the social media websites (Source: Digitalsherpa).

# Social Media Management



## Facebook

- i. Business Page creation
- ii. Page Maintenance
- iii. Relevant Status Updates (2 Times in a Week)
- iv. 100 Likes and user engagement
- v. Product Image with website update
- vi. Cover photo for marketing



## Twitter

- i. Business profile set up
- ii. Profile Maintenance
- iii. Product Image with website updates
- iv. Cover photo for Marketing
- v. Relevant tweets Updates (2 Times in a Week)



## LinkedIn

- i. Company Profile Creation
- ii. Company Page Creation
- iii. Weekly Update
- iv. Product Images with website updates
- v. Group and community engagement



## Google Plus

- i. Company Profile Set up
- ii. Company Page Set up
- iii. Relevant Status Updates (1 Time in a Week)
- iv. 200 Friends in Circle/network

# Video Sharing & Slideshare

Slideshare, Youtube, Dailymotion, Vimeo



## Video Sharing

All the company videos goes live for branding  
Profile creation on youtube, Dailymotion and Vimeo are just a click away

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# slideshare

Present Yourself

## Slideshare

All your PDFs and Power Point presentation goes live which are  
just a click away

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\* The presentation or / and pdf will be provided by the member. If not, a limited 5 slides power point presentation will be uploaded on behalf of member If member provides the video else this activity will not be performed