

Social Media Power Pack



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





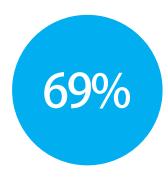
Social Media Stats on B2B Companies



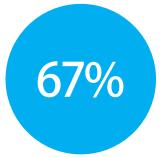
% of B2B Companies Using Social Media



% of B2C Companies Using Social Media



% of B2B Companies Shifting Marketing Budget to Social Media



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







The Three Most Popular Social Media Channels for B2B Companies



% 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: Neilsen)

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

fFacebook

- 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



- 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)

in 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



Slideshare

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

* 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 provides the video else this activity will not be performed



