

SOCIAL MARKETING

What is Social Marketing?

Social Marketing is a posting platform that allows you to post, schedule and manage your posts; all in one place.

What features does Social Marketing offer?

- We will create and **Schedule Posts** to your **Facebook, Twitter, Google+, and LinkedIn**.
- Get a detailed look at the Engagement, Post Reach and Fan Demographics with the **Stats**.
- Not sure what to post? Find content tailored to your business with the **Library**.
- Find potential connections and new clients on Twitter with the **Keyword Search**.

How is it done?

Before we can begin posting on your behalf, we need a little information:

- **Which networks would you like us to post to?**
- **What messages and content do you want us to push out on your behalf?**

What will we do?

- **Set up and design your Facebook, Twitter, and Google+ pages.**
 - We set up and design your Facebook, Twitter and Google+ pages.
 - We can also schedule posts to your blog, LinkedIn account or LinkedIn company page.
- **Setup and Training on the Social Marketing Dashboard**
 - We train you on the dashboard we will use to create content for your Social Networks.
- **Scheduled posts and content**
 - We schedule weekly posts to send to your Likes and Followers.
 - We will create and write up to 3 posts a week to your networks, plus schedule any content you send to our team.
- **Send a weekly newsletter asking for any news or updates with your business.**
- **Training on the Socialize Dashboard**

In Conclusion

The Socialize Dashboard is a fantastic tool for bringing your social networks together in one place. Your presence on social media is just as important as your website!

I JUST BOUGHT A SOCIAL MARKETING PACKAGE ... WHAT'S NEXT?

Step 1

What Your Sales Expert Will Do

- Your Sales Expert will submit an order for your Social Marketing Dashboard to the fulfillment team and a Fulfillment Account Manager will reach out to you.

Step 2

What Your Fulfillment Account Manager Will Do

- Your Fulfillment Account Manager will reach out to you within 24-48 hours after the fulfillment team gets the order from your Sales Expert to schedule a kick-off call.
- During the fulfillment kick-off call, the fulfillment team will verify all of the information they received from your Sales Expert and go over all of the questions and information they need to start your product.
- During this time, they will also give you expectations on next steps, turnaround times, and anything else you may need to know while they get everything setup.

Step 3

What You Need to Prepare

- The fulfillment team will be asking you about your current social media focus to see how we can better optimize it for your Social Networks.
- They will be ask you about posting the content, products and services you're most interested in showcasing on your social networks.
- They will be asking you about the design elements of your pages. How would you like your pages to look?
- They will be asking for admin access and login information (if you have any existing social media accounts they will be taking over). Please have this information handy or be available next to a computer so they can handle this all over the phone.

I JUST SOLD A SOCIAL MEDIA PACKAGE... WHAT'S NEXT?

Step 1

Sales Expert's Responsibilities

- After a sale is made and an order is inputted into the CRM, an Account Manager is assigned to the account. They schedule a kick-off call and walk the customer through the entire setup process with fulfillment.
- The following information needed for the CRM:
 - Contact Info
 - Main Business Contact Person
 - Alt Business Contact Person
 - Main Business Contact Phone
 - Alt Business Contact Phone
 - Contact Email Address
 - Business Info
 - Business Name
 - Business Address
 - Business Phone
 - Mobile Phone (if applicable)
 - Toll Free Phone (if applicable)
 - Fax Number (if applicable)
 - Website URL (if applicable)
 - Social Media Links (if applicable)
 - Sales Info
 - Package Name
 - Package Price (fulfillment will have the proposal on file already)
 - Duration of Agreement
 - Date of Sale
 - Sales Representative First & Last Name
 - Sale Representative Phone
 - Sales Representative Email

Step 2

Digital Fulfillment Account Manager's Responsibilities

- Once your order is received the fulfillment account manager will reach out to the customer within 24-48 hours to setup the kick-off call.
- The fulfillment account manager will gather all of the information needed to start on the customer's campaign.
- They will copy you on all communications when the call is complete.
 - If they were unable to gather information during the time of the call.
 - All proofing after the account have been distributed for fulfillment.

Step 3

Going Forward

- Once the program has been setup and is running, the fulfillment team will monitor the campaign for optimal performance and will copy you on all communications and proofs.
- Reporting can be pulled upon request
- All updates and inquiries can be submitted to support@leelocal.com

EXAMPLES

The screenshot shows the 'My Posts' dashboard. At the top, there's a navigation bar with 'My Posts', 'Customer Posts' (10), 'Leads' (17), 'Content', and 'Analytics'. On the right, it says 'Amplified Local' and 'Back to Partner Central'. Below the navigation bar, there are tabs for 'Recent Posts' and 'Scheduled Posts'. A 'Filter' sidebar on the left allows filtering by platform: Facebook (Amplified Local), Google+ (Amplified Local), LinkedIn (Amplified Local), and Twitter (Amplified). The main content area shows a list of 'Recent Posts' with thumbnails, platform icons, and engagement metrics like reactions, comments, and shares.

The screenshot shows the 'Compose a Post' interface. It features a text input area with the text: 'Happy Social Media Day! How are you celebrating the most wonderful day of the year for Social Media Marketers? #SMDAY'. Below the text are options for 'Shorten Link', 'Happy Social Media Day!.jpg (186.2 kB)', and 'Interesting Content'. There are also 'Schedule Post' and 'Post' buttons. On the right side, there are four preview panels for Facebook, Google+, LinkedIn, and Twitter, each showing the post content and a small image thumbnail.

AMPLIFIED SOCIAL MARKETING Amplified Local
[Back to Partner Central](#)

My Posts **Customer Posts** Leads ¹⁷ Content Analytics [Compose](#) [Settings](#)

Customer Posts

Filter [Select All](#) | [Clear All](#)

- Facebook**
 - Amplified Local
- Google+**
 - Amplified Local
- LinkedIn**
 - Amplified Local
- Twitter**
 - Amplified

Action Filter

- Awaiting Response
- Responded To
- Dismissed

Recent Activity

Amplified Local posted 3 hours ago [View on Facebook](#) [Delete Post](#)

Justin Walker nice pics everyone! 2 hours ago [Delete Comment](#)

Amplified Local 0

[Insert Response](#) [Comment](#) [Cancel](#)

Amplified Local posted a day ago [View on Facebook](#) [Delete Post](#)

AMPLIFIED SOCIAL MARKETING Amplified Local
[Back to Partner Central](#)

My Posts **Customer Posts** ¹⁰ **Leads** Content Analytics [Compose](#) [Settings](#)

[Manage Responses](#) [Manage Lead Searches](#)

Leads

Filter [Select All](#) | [Clear All](#)

Lead Searches

- marketing +Social Media -Sales within: 25mi of Davenport, US
- Social Media within: 25mi of Davenport, US
- Social within: 25mi of Davenport, US

Lead Results

- Potential Leads
- Replied To
- Dismissed
- Archived

Recent Leads

Skellington Manor (@SKManorRI) tweeted about Social within: 25mi of Davenport, US an hour ago [View on Twitter](#)

AmplifiedQC 128

[Insert Response](#) [Reply](#) [Cancel](#)

Erin Scupham (@escup3) tweeted about Social within: 25mi of Davenport, US 3 hours ago [View on Twitter](#)

AmplifiedQC 131

[Insert Response](#) [Reply](#) [Cancel](#)

Putnam Museum (@PutnamMuseum) tweeted about Social within: 25mi of Davenport, US 3 hours ago [View on Twitter](#)

AmplifiedQC 0

[Insert Response](#) [Reply](#) [Cancel](#)

AMPLIFIED SOCIAL MARKETING

Amplified Local
Back to Partner Central

My Posts Customer Posts ¹⁰ Leads ¹⁷ **Content** Analytics Compose Settings

Content Manage Content Searches

Filter [Select All](#) | [Clear All](#)

Content Categories

Social Media Info

Content Searches

Recent Content Results

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