

Social Web Strategy Review

- Initial meeting will drill out objectives and determine existing approach and resources
- conduct research into sector specific resources
- Follow up meeting to discuss and handover recommendations for proposed approach and implementation - may include actions and deliverables for Social Tech Solutions
- Ongoing support and communications as agreed and required

On-going Social Media Marketing (SMM)

- Social Media/PR experts working part time on as-required contracts as needed
- Ongoing reviews as agreed and required with Account Director
- "on-call" experts and account managers to ensure day-to-day resources – with signed off reports distributed as appropriate

Social Media Marketing resources set-up

- Resource set-up and management (as required)
- Complete customisation – e.g: brand, design and engineering
- Help sheets, tip guides and eBooks made available

Training and Seminars

- "The Social Web in 10 Slides"
- "Engagement = Trust"
- "**SMM** for traffic (SEO)"
- Taster over views
- Bespoke per sector/product/company

Help Sheets, Tip Guides and eBooks

- Twitter for business
- Facebook advertising, groups and fan pages
- LinkedIn
- Wordpress.com hosted blogs
- Wordpress self hosted blogs
- MySpace profiles and strategies
- Creating a community with Ning

This is a brief resume of the services and offerings from **Social Tech Solutions** - we would welcome the opportunity to discuss your requirements for optimising the commercial opportunities that social media channels offer you and your organisation's marketing efforts.