

## Spread Awareness & Sell Across The Web

**Social media pushes brand awareness, transmits key messages and current offers to your audience, and crucially drives website traffic at relatively low cost. It is the modern equivalent of Public Relations, but on a global scale. We start typically with the most relevant social media sites: Facebook Twitter, and LinkedIn.**

No-one knows how to communicate with your customers better than your own staff.

With this in mind, Big Red will work with one or more of your team to build a coherent strategy and drive the right content and messages to the right platforms. We will also train them in how to manage and continue with that should you wish to bring this completely in-house eventually.

An integrated Big Red website blog generates an RSS (article) feed which we link to all your social media platforms. This means that each time a new blog article is published (potentially showcasing products, offering advice, alerting to special offers etc.), these are automatically posted on your Social Media pages to gain valuable, regular website traffic.

### Work Carried Out Each Month

Set up and run Social Media Ad campaigns that are mutually agreed.

Oversee campaign & participates in activity.

Monitor and ensure that agreed activity takes place throughout the program.

Track and advise new content that is being added to your website regularly which can be shared with your Social Media following.

Be available to discuss progress and provide feedback as and when required. Track and report on campaign performance.

### What You Get In Return

Opportunity to expand your Social Media footprint and reach.

Develop an online voice for your business.

Solicit valuable customer feedback and deal with customer praise and complaints at source.

Provide new outlets for people, who want to buy from you, to get in touch.

Advertise and promote your products and services to those who already know a little bit about your business.

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