

Grow your audience with

# Social Media Marketing

- ✓ Increase engagement
- ✓ Build brand awareness
- ✓ Your own social media specialist
- ✓ Be found by potential customers



## Invest in building a brand people can trust

- **84% of Australians access the internet daily and 79% use social networking sites.**  
(Sensis, Social Media Report 2017)
- **94% of social network users use Facebook, 51% use YouTube, 46% use Instagram, 40% use Snapchat, 32% use Twitter, 18% use LinkedIn, 10% use Google+ and 10% use Pinterest.** (Sensis, Social Media Report 2017)

**Small investment for a large impact. Grow your business today.**

## Which social platform is right for you?



### Facebook

The world's largest social media channel, Facebook is considered one of the most effective social media marketing channels for both B2B and B2C marketers. Using this social media channel, you can run targeted campaigns by utilising various style of content, including images, video and blogging. With a broad range of analytics-based tools providing marketers with data about audience engagement, Facebook is one of the most effective marketing platforms in the social media spectrum.



### LinkedIn

Almost 90% of B2B marketers use LinkedIn and is widely considered the best B2B social media marketing platform. The social media platform with 400 million active users is the top social media platform for expanding your professional network, with Fortune500 CEOs, upper-management figures, and C-suite professionals all active on the network. LinkedIn is all about building connections, and once those connections are made, users are generally more receptive of content covering your company goals, achievements and objectives than on other social media channels.

## Invest in building a brand people can trust

- 17 million Australians are active Facebook users, 5 million on Instagram, 4 million on LinkedIn, 4 million on Snapchat and 3 million on Twitter. (Google, 2017)

With over 19 million Australians using social networking sites, increasing your focus and engagement level on social media platforms will help build your brands reputation.

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## Which social platform is right for you?



### Instagram

Instagram is an entirely mobile-based social media channel, making it a great platform that B2C marketers can utilise. Boasting 700 million active users, Instagram is a great marketing tool for businesses in a range of industries, including hospitality, art, travel and fashion. Engage and incentivise your customers through giveaways and other promotional offers to grow your brand on what is widely considered the best social media platform for customer engagement.

### Other Platforms

There are a range of other social media channels that your business may benefit from, regardless of if you engage in B2B or B2C marketing. Pinterest, Twitter, Snapchat and YouTube are all viable social media channels for business as well. It's all about determining what best suits you.





## How we do it

At DesignQ, we take a comprehensive, consultative approach to your social media marketing strategy. We work with you on a personal level to ensure our campaigns are tailored specifically to your business. By working together, we will increase your social audience, leading to business success.

We deliver measurable results that will increase your followers. We share our research and expertise with you along the way. Using the latest tools and technology such as Hootsuite, we'll show you how to increase engagement. We also keep you informed of your progress allowing you to track your success along the way.

### 3 Step Process to Success

1

Objective Meets Solution

2

Strategy Meets Tactics

3

Action Meets Results

## How we create your strategy

### 📞 STEP ONE: Objective Meets Solution.

We understand strategy. And to be strategic, we need to get to know your business and the goals you're looking to achieve. That's why, we offer a half an hour complimentary consultation to discuss your business objectives. Whether its engagement, web traffic or lead generation – we keep quality at front-of-mind.

### 🔧 STEP TWO: Strategy Meets Tactics.

A tactical plan needs an overall strategic plan that encompasses content, communications and social strategies for the ultimate impact. Based on your budget spend, we will develop a plan of action by analysing the competitive space, your points of difference, engagement trends and more – to develop cut-through strategy from messaging, creative to content.

### 📊 STEP THREE: Actions Meets Results.

We want to meet your business objectives and provide insights along the way. In preparation for launch, we require a small set up fee that will allow us to setup or review all existing social platforms as outlined in the strategic plan. As soon as you say 'go', we'll follow the agreed to schedule and launch our plan of action.



## Social Media Marketing Packages

### MOST POPULAR

#### THE BASIC

For business looking to have a simple social presence

Setup / review of all\* social profiles applicable to your business (not limited to Facebook, Instagram, Twitter, LinkedIn or Pinterest)

8 x Organic posts per month

2 x Targeted Facebook ads per month  
(Valued at \$30 in total and included in price)

1 x Boosted post per month  
(Valued at \$50 and included in price)

1 x Personalised content piece developed each month

Weekly management of posts  
(Valued at 1 hour per month)

**\$550/month<sup>1</sup> + \$330 Setup**

<sup>1</sup> Minimum term 3 months, total minimum cost is \$1,980.

#### THE IMPACT

For business looking to make a statement in the social world

Setup / review of all\* social profiles applicable to your business (not limited to Facebook, Instagram, Twitter, LinkedIn or Pinterest)

12 x Organic posts per month

4 x Targeted Facebook ads per month  
(Valued at \$60 in total and included in price)

2 x Boosted posts per month  
(Valued at \$100 in total and included in price)

1 x Personalised content piece developed each month

Weekly management of posts  
(Valued at 2 hours per month)

Monthly reporting

**\$880/month<sup>2</sup> + \$330 Setup**

<sup>2</sup> Minimum term 3 months, total minimum cost is \$2,970.

#### THE GAME CHANGER

For business looking to rapidly increase their online audience and social presence

Setup of all\* social profiles applicable to your business (not limited to Facebook, Instagram, Twitter, LinkedIn or Pinterest)

16 x Organic posts per month

8 x Targeted Facebook ads per month  
(Valued at \$120 in total and included in price)

4 x Boosted posts per month  
(Valued at \$200 in total and included in price)

2 x Personalised content pieces developed each month

Weekly management of posts  
(Valued at 4 hours per month)

Monthly engagement and lead reporting

Reputation management

Analytics tracking

Complimentary SEO review

**\$1320/month<sup>3</sup> + \$330 Setup**

<sup>3</sup> Minimum term 3 months, total minimum cost is \$4,290.

#### THE CUSTOM SOLUTION

For business that requires a tailored social media marketing solution

We have custom packages for businesses of all sizes. If you're looking to manage your own social platforms, we can help prepare the creative and content at affordable prices.

**Make an Enquiry**

Call 1300 48 68 48 or email [marketing@designQ.com.au](mailto:marketing@designQ.com.au)

All prices are in Australian Dollars (AUD) and include GST. Terms and conditions apply, please contact us for further details. Digital marketing strategies typically require 3 to 6 months to show results. \*Maximum of any 4 social profiles.

# Why Choose DesignQ?

- ✓ Award Winning Agency
- ✓ Fully Qualified Local Staff
- ✓ Operating For Over 13 years
- ✓ Australian Owned and Operated



At DesignQ, we've been transforming businesses of all sizes through our solution-based approach.

Our wide range of products and services have been designed to help you grow your business. We offer a variety of services from graphic design, printing, mobile app development and 3D modelling through to video, photography, domain name registration, website hosting, web design, digital marketing and full eCommerce solutions.

The result - a full service web and design agency that offers clients a complete print, digital and multimedia solution in a central location.

When you join DesignQ, you're putting your trust in a team of professionals that are committed to exceeding your expectations and delivering results.

**Call 1300 48 68 48**

or email [marketing@designQ.com.au](mailto:marketing@designQ.com.au)

**Grow your business today.**

