

Paragus Social Media Campaign Action Plan

Note: The reason I took such a broad approach when creating this action plan is because I believe all online venues and services should work in harmony to help strengthen your online presence. Some of these steps I believe are essential before you actually start your campaign, since I don't know the state of your current SEO efforts or ad situation or other important intricate details.

Goals:

- Develop Social Media Presence
- Provide and Promote Value to Potential Clientele
- Raise Brand Awareness

How:

1. Simplify, simplify, simplify
2. Provide intrinsic value
3. Promote extrinsic value
4. Improve SEO

Campaign:

5. Create buyer personas
6. Semi target niche fields
7. Reach out
8. Follow up

! important !

- remember core audience doesn't specialize in tech
- personalize to clientele without alienating potential future fields
- always provide value
- Surveys, polls, and questions

1. SIMPLIFY

The first step is to comb through current social media and all online presence and make sure services are clear.

The more clear your business is, the easier it is for people to talk about.

ex. "Paragus I know them. They're local IT pros. They can pretty much solve any computer issue we have and they love dogs."

- Perhaps a whiteboard animation or some type of multimedia to present exactly what we do and how we are an asset.
- Ensure a fluid online presence, without being stale. All online pages should resemble one another without being carbon copies while providing some sort of unique value.
- Prominent accessible posts on all social media making what's important clear.

2. PROVIDE INTRINSIC VALUE

We want our social media presence to provide value, which can eventually lead us to potential customers. In light of this, we want to keep in mind what would be of interest to our customer base and not necessarily our team and ourselves. This will help us to build up our online presence through providing real value. How?

Instagram:

-You can start by implementing a daily tech tip story. Simple things that everyday people might find useful. If we provide good information people will be intrigued and want to follow and check in to see our daily useful tip.

ex. Did you know? Restarting your computer at least once a week can improve your PCs performance.

ex2. Did you know? Running a defrag on your computer regularly can help optimize your drives. If you'd like to learn more, please send us a message.

-Fact feeds and other things to assist in knowledge and learning can be a way to grow a consistent following. This can be assisted with tags etc.

-Promote events. For example a free 1 hour webinar to help local business owners learn how to use Microsoft's office or how to improve their cybersecurity or maybe a local dog talent show (just to garner attention).

YouTube: While YouTube is probably the least likely way to attract new customers, it is a great way to improve your overall SEO, and provide real value through knowledge.

- It's a great way to cover some local events and things paragus puts on.
- How-to videos can help you to build up an audience as well as share essential skills with your customers.
- It's also a great way to present updates and various other notifications to your customers in a professional way.

LinkedIn: A great way to get in touch with business professionals and people who really need your services. This is where hand tailored messages will come in great, with a little bit of research and follow up.

- Reach out to professionals and invite them to a webinar to help them understand the importance of cybersecurity. Immediately providing how it can provide value whether or not they are an existing customer.
- Strengthen current relationships by reaching out and asking them about our services, how they feel, and how we can improve.

Facebook: Most businesses will have a Facebook page and often it is the social media that is updated the most by businesses. It is also likely one of the first places a company may stop by to check out what we are really all about.

- Facebook ads. This is a great place to run well tailored ads to explain our business model and how it is an asset. With proper placement and convincing arguments this can be a great way to introduce new customers.
- Also a great place to help keep our customers updated on our current projects, events, etc.
- Get involved with local towns pages where we can develop a good reputation for being part of the community and providing services for local business.

Twitter: I do not think a large amount of attention should be given to Twitter currently, but it's a great way for us to interact with people, get involved and present ourselves in the bigger picture.

ex. Just replying to posts, showing we are active. Curating relationships.

Google: Essential. Especially as paragus continues to grow and expand Google itself will provide a vastly important way to continue to advertise our services to new customers, and to spread overall brand awareness.

! Squares are rectangles, but rectangles aren't squares !

It is good if we can tailor the specific ad campaign to a semi niche audience without disregarding the rest of our overall audience.

- Google ads will help us to reach tailored audiences like the health field where we can reach dentists, doctors, pediatricians, hearing aid companies and so on and so forth.
- SEO needs optimization.

3. PROVE EXTRINSIC VALUE

This is the value they can have by working with us, continuing to follow us and use our services.

Use established intrinsic value to promote extrinsic value.

ex. You provide a small webinar for local businesses and how they can improve their workflow through use of better networking and cloud services. When finishing, ask questions. Then include how you intertwine these things with your clients to improve in a further field.

ex2. Create a short video surveying some willing current customers to talk about how they use your services and why they find them useful.

ex3. Possibly reach out to businesses who have reacted and engaged with previous posts and messages and begin a conversation, figuring out where they see need for improvement in their business and continuing from there.

4. SEO IMPROVEMENT

This is a somewhat constant step we need to consistently take to make sure our media is being presented and posted in the right and best way.

Whether it be:

- Improving the keywords on the back end of our web page.
- Running Google ads.
- Tagging social media posts.
- Properly titling YouTube videos and tagging. (Think about why a random person would click on this.)
- Engaging with the community.

CAMPAIGN

A great thing to bring out and focus on in the campaign, how we can help small growing businesses have an increase in productivity.

(Just a thought. It might be cool to present our campaign to a large local web design business or another adjacent field. We can explain our goal, what we are going to do and then explain that

occasionally our customers are looking for adjacent services like theirs and we would like to partner with a business to refer our customers to and maybe they could do the same.)

This could potentially get us referrals from a well-developed business that doesn't necessarily cross over into our field but has customers who may need to.

5. CREATE BUYER PERSONAS

The first and most important step in this process is going to be which audience we want to focus on. To determine this we will look at our current customer base and find our largest segments.

Perhaps two, maybe three fields. From there we will figure out what about our business model has attracted our current customers and what they appreciate most about our business, we will then tailor our ads and posts to express these points.

6. SEMI TARGET NICHE FIELDS

A good way to present all of our ads and posts to everyone, but possibly leaning towards a specific crowd while we do so.

This can largely be achieved in the back end and might not necessarily need to be front and center on the ads. In essence targeting a specific crowd while not alienating other groups.

ex. We run a Google ad with keyword search terms like doctors, dentists, etc.

All The while also presenting the things we asked our current doctors about that they enjoyed the most so we are getting the best possible messages across in our 15 seconds of fame. Without necessarily needing to add doctors and dentists to the ad multimedia itself. (This obviously depends largely on the specified crowd)

7. REACH OUT

This is where, after a secure footing is laid, you begin to actually release the bulk of your efforts, and perhaps end the campaign with a final seminar, etc.

POSTS

Express all important information.

ex. We are currently trying to reach out to small business owners in an effort to help them increase productivity.

We have created a small pamphlet PDF and accompanying YouTube Video Presentation on how you can independently better use your technology to improve workflow and optimize your

business performance. It goes over 15 quick points that can help to improve your workflow today.

We are also going to hold a small webinar the last Friday of this month on how you can improve your cyber security and computer performance. It's 1 hour and free to attend.

In our efforts to reach out and help small businesses growing businesses we are also offering a 10% 6-month discount on our services to businesses that refer another business to our services. Yes both you and the business you refer, will get the discount.

PDF & VIDEO

They should be useful, informative, and provide value. Then they should each go into how we can continue to improve their business further if they so choose.

It should also encourage them to check out our social media where we continuously post helpful information they will certainly find useful.

ADS

I would suggest running ads on Google as well as Facebook and presenting a problem they have that we can fix. Explain. We are specialists in helping small businesses maintain the quickest and most efficient workflow possible by making their technology work for them and not allowing it to become a problem. This is where key terms could be applied also to help point to a specific field.

Website

Perhaps devoting a banner as well as a small page to the campaign would be helpful. Directing people to the proper places giving them the option to watch the video. Download the PDF or reach out to us for more information on what exactly we do.

Personalized messaging

In some cases reaching out to selected businesses might be a good idea as well. Especially those who have been engaged or engaging with some of our media, whether it be ads or our Instagram or Facebook page.

In cases where you are reaching out. It's important to not come across like just a salesperson or telemarketer. This is why providing value is especially important. It does not have to be a one day message. You can start a conversation, perhaps suggest you are helping out some local businesses and created this PDF to help businesses improve their workflow. On another occasion, ask if they were able to view the PDF and implement any of its suggestions, And at

that point you may also be able to invite them to a seminar or a webinar where they can further expand upon their learning.

Then it may be good to approach the subject and explain how they may find our assistance valuable and explain more in depth what we can provide and if that would be of any interest to them.

Letters

In certain situations it may be possible to send out a quick letter to a specific branch of local businesses inviting them to join your online webinar. This can serve as extra reinforcement and as a way to contact certain businesses who may not have a strong social media presence.

8. FOLLOW UP

Reach out to any loose ends, ask about how they found our information, webinar, etc.

This is an important step because if people found our information helpful or enjoyed our webinar and were considering working with us further, this would be a great way for us to explain how we can be of service.