



---

# Introducing Social Media Management

---

*Outsourced content  
creation, placement on  
Twitter and Facebook  
with full reporting plus  
hands on advice and  
guidance every step of  
the way*

---

*Social made easy*

---

# CONTENTS

---

## OVERVIEW

1. OVERVIEW .....	1
2. SOCIAL MEDIA.....	1
2.1 INTRODUCING SOCIAL MEDIA MARKETING MADE EASY.....	1
3. BUDGETS.....	2
4. IS THERE A SETUP FEE? .....	2
5. CAN I SEE A DEMONSTRATION? .....	2
6. I AM LOOKING FOR A TOTALLY BESPOKE SOCIAL MEDIA CAMPAIGN – CAN YOU PROVIDE IT?.....	3
7. HOW DO I SIGN UP? .....	4
8. SOCIAL MEDIA FAQ.....	4
8.1 WHAT IS SOCIAL MEDIA? .....	4
8.2 WHAT ARE THE GENERAL BENEFITS OF USING SOCIAL MEDIA MARKETING? .....	4
(A) IMPROVE YOUR WEBSITES TRAFFIC AND CONVERSION RATE .....	4
(B) BRAND RECOGNITION AND REPEAT EXPOSURE .....	5
(C) GETTING AHEAD OF YOUR COMPETITORS.....	5
(D) GROW YOUR MARKETING POWER .....	5
(E) IMPROVE YOUR AUTHORITY.....	5
(F) SEO (SEARCH ENGINE OPTIMISATION) .....	5
(G) WEBSITE TRAFFIC.....	5
9. WHAT ARE THE BENEFITS OF OUTSOURCING YOUR SOCIAL MEDIA CAMPAIGN TO TAYBRIDGE? .....	5
9.1 POWERFUL CONTROL PANEL.....	6
9.2 WHAT ARE THE SPECIFIC BENEFITS OF USING TWITTER? .....	6
9.3 DO YOU REPORT TWITTER / FACEBOOK ACTIVITY AND THE TRAFFIC IT GENERATES? .....	6
9.4 RETURN ON INVESTMENT (ROI) .....	7
9.5 WHY SHOULD I USE YOUR TWITTER OR FACEBOOK SERVICE WHEN I COULD DO THIS MYSELF? .....	7
9.6 WHAT ARE THE SPECIFIC BENEFITS OF USING FACEBOOK? .....	7
9.7 CAN I STILL TWEET OR MAKE POSTS TO MY FACEBOOK PAGE? .....	8
9.8 WHY ARE SOME OF THE LINKS SOMETIMES WRITTEN IN CAPITALS IN MY TWEETS OR POSTS? .....	8
9.9 CAN YOU SCHEDULE SPECIFIC POSTS / TWEETS FOR ME AT SPECIFIC TIMES? .....	8
9.10 HOW CAN I TRUST YOU TO USE GOOD GRAMMAR AND PRESENT MY COMPANY IN THE BEST LIGHT? .....	8
9.11 WHY NOT JUST CONNECT MY FACEBOOK ACCOUNT WITH MY TWITTER ACCOUNT AND JUST PAY FOR ONE SERVICE? .....	8
9.12 HOW DO I EMBED THE TWITTER FEED INTO MY WEBSITE? .....	9
9.13 HOW DO I KNOW IF MY EXISTING TWITTER FEED IS CORRECT? .....	9
9.14 I AM USING THE TWITTER EMBEDDING THAT TWITTER PROVIDE - WHY ARE YOU SAYING THAT IT IS WRONG? .....	9
9.15 PLEASE CAN YOU EXPLAIN TO ME WHY YOU NEED THE TWITTER SCRIPT TO BE IN PHP OR ASP AND NOT JAVASCRIPT? ..	9
9.16 DO YOU INCLUDE HASH TAGS INTO THE TWEETS? .....	10
9.17 WHY DO YOU SUGGEST CREATING AND POSTING IMAGES TO MY TWITTER AND FACEBOOK ACCOUNTS? .....	10
9.18 WHAT SIZE IMAGES DO I NEED TO SUPPLY YOU WITH? .....	10
9.19 CAN YOU CREATE A TWITTER OR FACEBOOK ACCOUNT FOR ME? .....	10

## 1. OVERVIEW

Taybridge Consulting is an Internet Marketing and Technology Consulting firm based in Guildford with a passion for developing and marketing websites.

Over the last few years the firm has developed and evolved the *5 Ms of successful websites*:

**M**anufacture: The creating and development of the core website. This includes the structure and describes the look and feel of the site. Also includes the domains and URL's of the site and the Content Management System (CMS) to be used.

**M**aintenance: The ongoing maintenance of the website. To ensure the website remains secure, backed-up and up to date with relevant technologies as new version of software components are released and enhanced.

**M**anagement: The updating of content, images, press releases, new products or services that reflect the clients operations and business. Every organisation changes and the website need to reflect these changes as they happen.

**M**arketing: The general term used to promote the website both directly and indirectly and includes Social Media, Advertising and e-mail: Social Media is becoming an increasingly important component of On-line marketing.

**M**otorisation: For a great deal of websites one of the key measure of success of the site is the conversion rate from visitors to interested parties. For some site this may be product sales while for others this may be a request for information.

## 2. SOCIAL MEDIA

Taybridge Consulting is now offering a complete outsourced Social Media service to create and distribute content to enhance your service and your brand without you having to lift a finger.

- If you are already Tweeting and posting on Facebook we can extend your reach and consistency.
- If you have made only a few posts to experiment with Social we can build on your foundations.
- If you have yet to make the plunge or don't know where to start we can guide you every step of the way.

### 2.1 Introducing Social Media Marketing made easy

The use of Social Media is growing at a furious pace both socially and in business. It now has to be considered as a critical component of any marketing plan. At the heart of any social media plan is consistency. Frequent and regular on target messages help promote any product or service. Users are more and more influenced by the messages they see and recommendations they receive from friends and peers. Social is key in addressing this market.

Taybridge Social Made Easy provides a complete Facebook and Twitter content creation and posting service up to five times a day all scheduled 5 days in advance for one low monthly fee. The combined Fusion service for £199.95 per month provides consistent, regular and focused Tweets and Facebook posts. We even integrate these on your existing website and can establish links and feeds as required.

### 3. BUDGETS

Taybridge offer a Twitter service or a Facebook service and a Fusion account that combines Twitter with images and Facebook with images. These are monthly fees excluding VAT.

Twitter	Twitter with images	Facebook	Facebook with images	Fusion
£129.95	£149.95	£129.95	£149.95	£199.95

**Please note that all Fusion (BOTH) accounts come with image posting on both Twitter and Facebook included in the price.**

We also offer optional enhanced Analytics to review the status of your website viewers and their interaction with your content and social messages.

**Enhanced analysis SEO Keyword Reporting: £29.95** - Monthly analysis of keywords and their ranking in Google, Yahoo and Bing with comparisons with 4 competing websites.

**Enhanced Google Analytics: £29.95** - Monthly reporting of traffic and visitor numbers provided on-line in an easy to understand way.

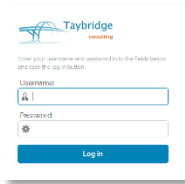
### 4. IS THERE A SETUP FEE?

To ensure an excellent level of tweets or posts about your business we carry out social profiling. This means that we expect you to fill out a questionnaire telling us about you and your business. The more information we know about you and your company the better the tweets or posts that we can write about your business. We write the tweets/posts as if it is you writing them so it is vital that we know as much about you and your business as possible. On top of that you will be able to tell us which keywords and areas of your business you would like us to focus on. We'll also lookup as much information from your website and other websites in your industry as we can. The research we carry out takes a long time hence the setup fee.

Each account will require a setup fee. We charge one setup fee of £99.95 + VAT regardless of what the chosen account type is. This does not include us installing the embedded Twitter feed into your website – although we will still offer full technical support to help you install it. If you would prefer us to install the feed onto your website we need to look at each website to see how long it will take before quoting a setup fee. There are so many different CMS and operating system differences that it's unfair to give a "one price fits all". The price is likely to be between £49.95 and £99.95. This also includes setting up a style sheet to ensure the feed matches the website and looks good.

### 5. CAN I SEE A DEMONSTRATION?

Please login to the demo portal at: <http://smm.taybridgeconsulting.com/demo/login>



Using your email and password “demo5”

You will see a control panel reflecting the activity of a demo account. Here you can see scheduled and past posts and their results in terms of traffic and hits on your website.

Category	Hits
All time	14089 hits
Last 30 days	11504 hits
Last 7 days	2463 hits
Last 24 hours	352 hits

138  
Tweets created to date  
Including 8 images

## 6. I AM LOOKING FOR A TOTALLY BESPOKE SOCIAL MEDIA CAMPAIGN – CAN YOU PROVIDE IT?

Of course. The standard Fusion service provides a consistent message: Our tweets and posts contain plenty of daily comments and facts about your business and are very specific to your business. But not EVERY one of our posts is about your business. We've carried out extensive testing of the value and effectiveness of social media campaigns.

Some of the tweets we provide are quite random social things. We've found that if you just tweet about very dry subjects in a very formal way, then you are missing the "social" aspect of Social Media Marketing.

To train someone to give specific tweets about nothing but things within a specific client industry (for instance researching trade shows or keeping up with cutting edge developments in specific industries) would be expensive (these services exist and are normally from £500 - £2,500 per month!) Often these very industry specific services are actually quite dull compared to ours, despite them being many times the price. By mixing interesting facts, topical commentary and various things we retain viewer's interest whilst still coming in at our much lower price point. We will tweet topical news

items, links to inspiring photographs or powerful images, sayings, famous or inspirational quotes (and much more), as WELL as mentioning details that are specific to your business every day.

Let's not also forget that if you have one or two bits of industry news per month that you'd really like included in your feed – you can schedule it yourself via control panel.

On top of this we provide ad-hoc consulting to help you learn more about the benefits of Social Media and exploring the use of other services such as LinkedIn, Google + and YouTube. We run introductory and advanced Social Media training courses. On-site training and coaching is also available for £75 / hour.

## 7. HOW DO I SIGN UP?

Call Taybridge to commence. We will require payment for the setup fee and first monthly fee and provide you with the Keyword and Business profiling form. It asks for lots of information from you. We work with you to ensure it contains the correct list of keywords that you would like mentioned in your Tweets and posts. Any SEO phrases you are optimising for should be included in this list. Also please include any internal pages that are being specifically SEO targeted.

We aim to begin the service within 7 working days.

There are no ongoing contracts. You are free to cancel at any time if you wish to do so. We do require a one month notice for cancellation.

## 8. SOCIAL MEDIA FAQ

### 8.1 What is Social Media?

This term has grown to include the development and sharing of ideas and communications in communities. The technologies behind Social Media are wide ranging and constantly evolving. The best known Social Media services are Twitter and Facebook with many hundreds on millions of active users. Other services include Google plus, YouTube for video content, Instagram for sharing images and LinkedIn for professional networking.

### 8.2 What are the general benefits of using social media marketing?

Like the fax machine of the 1980's and email of the 2000's, Social media marketing has gone from being a "business option" to being a "business essential", and yet you still have time to get ahead of your competitors.

The main benefits to running a social media campaign are:

- (a) Improve your websites traffic and conversion rate

You will see an increase in your website visitor numbers and the conversion rates. The amount of website traffic (or visitors) compared to the number of sales (or leads) you get is called the sales conversion ratio, if you monitor this ratio before and after installing an embedded Twitter feed you will see it improve. People are re-assured by the presence of a regularly updated Twitter feed on a website (hours, not days). It shows professionalism and clearly displays that your site is "open for business".

(b) Brand recognition and repeat exposure

Your social media followers or browsers are in an environment they are comfortable in. It is the very best place for you to place your brand and have them take notice. It is said of traditional advertising that a potential customer has to see your advert seven times before taking any action. This is your opportunity to get your brand under their noses without being pushy.

(c) Getting ahead of your competitors

Do your competitors use social media? Most of your competitors will probably not be doing a good job of embracing social media, so this is your chance to race ahead. If they are engaging well in the social networks then you must get involved or you risk being left behind and losing your audience to your competition. Your potential customers or clients are engaging in social media personally, whether you like it or not. When they visit a website they expect to find a social media presence and will judge you if there isn't one – or worse if they find one that hasn't been updated for weeks or months.

(d) Grow your marketing power

As your followers increase your marketing power increases. Initially the SEO benefits of social media are all that you are interested in, but over time you'll gain a loyal following, who you can market to at any time – at zero additional cost! The more following you have – the more people want to join in and get involved. It's the "crowd effect" people always want to see what the crowd is interested in, and they join the crowd!

(e) Improve your authority

When people see you have a busy social network in your chosen business field they will automatically associate authority with it. Your business will be seen as having increased credibility and specialist knowledge.

(f) SEO (Search Engine Optimisation)

Google has placed more and more prominence in what are commonly referred to as "*social signals*". Your social media marketing campaign will tick a lot of boxes for Google but we've found the very best way to get an SEO benefit from your social media campaign is to embed your Twitter feed into the homepage of your website. This constantly change text is just the type of thing that pushes Google's buttons and thus helps propel your website up the rankings, resulting in more visitors and more sales. We can help embed the feed into your site.

(g) Website traffic

This goes hand in hand with SEO – because Google will be giving you more traffic – but as your social media campaign grows and matures you will also see more and more direct traffic from the social networks.

## 9. WHAT ARE THE BENEFITS OF OUTSOURCING YOUR SOCIAL MEDIA CAMPAIGN TO TAYBRIDGE?

Social networks are a fast paced technology and you have to invest a lot of time on the details to maximise your social media success. That's before working out the effect each account has on

Google, and what difference keyword density makes to your social media campaigns. Somewhere in all that learning – you also have to post 4 or five times per business day to be seen as “socially active” and benefit appropriately.

Since Google loves unique images, tagged and posted, you also need to ensure you create and upload at least a few of those per week, per account. They also take a boring looking Facebook page and make it look fantastic.

The very best way for your business to benefit from a social media campaign is if you outsource the “heavy lifting” to us. We know the exact recipe of a social media campaign that gets Google’s heart racing as well as providing an interesting and authoritative set of posts that your clients or customers will love. We work with teams of people that **post on your behalf all day, every day**. Plenty of keyword rich content, nicely spaced out during the day.

### 9.1 Powerful control panel

We provide a gorgeous and easy to use control panel that will enable you to review the content we are going to post for you – and even schedule your own social media posts.

We schedule our content days ahead, giving you plenty of time to review the content in case you’d like to make changes or make suggestions. Your account manager will soon learn which type of posts you like best, and which to avoid.

You can add to your campaign post as much or as little as you like. If you have time to occasionally log in and schedule a few personal posts, you can space them out over a week or month. We’ll be there doing the bulk of your work, promoting you every single working day. Equally if you don’t have time to post at all... that’s no problem either. Do remember however – that nobody knows your business as well as you – and the more you get involved the better and more “social” your social media marketing will be.

### 9.2 What are the specific benefits of using Twitter?

Assuming you have the Twitter feed embedded into your website in the correct way then you should receive the following benefits:

- People landing on the site will immediately be presented with content that is recent, interesting, relevant and engaging so they are likely to stay on the site longer and give it higher value as it is using up-to-date technology, this makes a site look very professional particularly if your competition do not have twitter on their site.
- If you are spending any money advertising your services anywhere then having a more engaging/professional site will also give you a better return on the investment.
- Google will come back to your website more frequently as it can see that your website is regularly updated with keyword rich content therefore helping with Google rankings.

### 9.3 Do you report Twitter / Facebook activity and the traffic it generates?

We have teamed up with Wu.To link shortener to allow us to provide live ongoing statistics within your control panel.



You'll see how much traffic each campaign is generating, and even be able to track which areas the click-throughs are coming from.

Another thing you can easily monitor yourself is your website's conversion rate (mentioned earlier). Once you've installed your social media feed on the front of your website you should be able to demonstrate the improvement in the traffic to lead/sale ratio.

#### 9.4 Return on investment (ROI)

Primarily you should use our social media campaign to set yourself apart from your competitors, gives you an edge in Google, promote your brand and increase your visitor to lead/sale rate. You will be able to judge all these items yourself easily enough, to see if you are getting a return on investment. We are confident you will be delighted with the service, however we have no contract and you are free to cancel whenever you like.

#### 9.5 Why should I use your Twitter or Facebook service when I could do this myself?

A lot of people start out with good intentions of keeping their social media feed current, but it takes a lot of dedication to log in and post 4 or 5 times per day, possibly 10 times per day if you use Facebook and Twitter.

We schedule everything days ahead in a very convenient control panel that allows you to review and edit our content, add your own posts and monitor your campaign statistics.

We'll ensure your social media feeds are buzzing with activity that positive for your business all week, every week. We try to keep it fun as well as mixing in a number of tweets or posts about your products or services to ensure the keyword mix is correct (so you get your maximum Google benefit). The more products or services you have, the easier that is for us. We'll profile your business and ensure the information we use is perfect to promote your business. We'll still be posting while you are working on building your business. We'll still be posting when you are on holiday or off sick. We'll still be posting when you are called out to an urgent meeting that runs on all day. It's hard work to post four or five times per day with well thought out content. We are experts at it.

Assuming you have opted for it, we'll also create you unique images a few times per week and schedule them to go out via your control panel. Google likes this and it adds a layer of viral marketing into the mix. If you haven't got enough images yourself, we'll supply royalty free stock photo's that compliment your industry.

Don't forget that you can post too! We highly encourage clients to post as often as they can, with things that we can't. What new contracts have you taken on today? Does a sale start tonight? Simply log in and schedule the items in our easy to use control panel.

#### 9.6 What are the specific benefits of using Facebook?

Facebook is the largest of all the social networks. Having a busy presence on Facebook is a great idea to gain interest in your business from the enormous amount of Facebook users. Lots of people are now searching Facebook and your keyword rich Facebook page will be interesting to the users that find it. Remember that people are very familiar with Facebook and are more likely to have used it personally than Twitter. We highly recommend the embedded Twitter feed for maximum SEO benefit, but to really cover the full benefits of a Social Media Marketing campaign, it's a great idea to be posting content and images on to both Twitter and Facebook. Google is also known to take notice of your Facebook page (which links back to your website) and use this social signal as part of its ranking algorithm.

#### 9.7 Can I still Tweet or make posts to my Facebook page?

Yes, Yes, Yes. Please tweet anything yourself at any time! Putting the Twitter application on your phone could enable you to tweet about something that just happened "Just walked out of an AWESOME meeting with XYZ Ltd. Loving their work". If you have sales or special offers starting at specific times you can log in to our control panel and schedule the announcement. The important thing to remember is that the Twitter account and Facebook page are yours, we are just saving you time by tweeting and posting on your behalf.

#### 9.8 Why are some of the links sometimes written in capitals in my tweets or posts?

The reason the use of capitals from time to time is to make your website address and / or company name stand out to anyone looking at the post.

#### 9.9 Can you schedule specific posts / tweets for me at specific times?

Yes! We can schedule posts for you to announce sales starting or other information on your behalf. Even better, our control panel enables YOU to easily and quickly monitor our social media content that we've scheduled for you, and add or amend your own items. It gives you massive control over your Twitter and Facebook networks.

#### 9.10 How can I trust you to use good grammar and present my company in the best light?

All our team are highly trained, are native English speakers and are employed for their excellent word skills – however there's another level of protection too! To ensure you don't have "down" time due to illness or holiday's, we "queue up" your posts at least five days in advance. This has the dual benefits of ensuring we always have good quality posts about your company ready to send and it allows a more senior member of staff to apply a level of quality control over everything that is written by their team. These are then scheduled via your control panel to allow you to review them at your leisure and ensure you like what we are saying about you.

#### 9.11 Why not just connect my Facebook account with my Twitter account and just pay for one service?

Both Twitter and Facebook accounts are used by Google as "social signals". The frequency of the updates, the content of the posted material and many other things are all considered by Google when they calculate the value of the social media account.

What we have found is that if we merely replicate Twitter posts on Facebook by linking the accounts, Google gives much less value to the Facebook account.

If we produce nice unique content for both Twitter and Facebook (and post at different times), then each account is valued separately. As a bonus, there is also great SEO benefit to uploading images to your social media accounts, and we now ensure we upload a couple of unique custom made images to both Facebook and Twitter if you use the Fusion service of managing both social networks.

#### 9.12 How do I embed the Twitter feed into my website?

The Tweets need to appear within the source HTML of the website for the Google benefits. Also the feed needs to appear only on the home page of the website.

#### 9.13 How do I know if my existing Twitter feed is correct?

If a website is already showing a Twitter feed then the easiest way to ensure it is embedded correctly is to RIGHT CLICK and VIEW SOURCE (these phrases change slightly between browsers). Search the SOURCE HTML of the website for any one of the Tweets. If the feed is deep embedded, then you'll find the tweets inside the HTML itself. If you can't find the tweets – neither can Google! You'll need to change the way it is embedded to ensure you get the maximum Google benefits.

We will install a small script that fetches your Twitter feed and displays it correctly on your website (or we can help your website designers install it). Our design team will ensure it is well styled and will compliment your website perfectly.

#### 9.14 I am using the Twitter embedding that Twitter provide - Why are you saying that it is wrong?

We are not saying it's "wrong" we are just saying you will not get the maximum SEO or Google benefit from the feed system that Twitter recommend. They recommend the easiest way of installing a feed – and not the most beneficial way. Remember it is in Twitters interest to make it easy to promote Twitter – they are not interested in what difference their feed makes to your position in Google.

#### 9.15 Please can you explain to me why you need the twitter script to be in PHP or ASP and not Javascript?

Twitter are not interested in the effect the feed has on your website in Google's search results. They want to promote Twitter and not your website. The JavaScript system is easier to install, thus far more likely to get installed with a smaller overhead in terms of support questions.

Google does not see your tweets on your site if you use the JavaScript version. We have carried out extensive testing and found you get a Google benefit from embedding the tweets directly in to your page - presumably for two reasons:

1. Google loves regularly updated content - which this gives you (your page is different each time it is spidered - against identical with the JavaScript feed)
2. Google is showing signs of preferential treatment of sites with social media content.

Our analysis has also shown that if you put the embedded feed on multiple pages of your site then the Google benefit is lost (presumably because Google hates duplicated content).

We can run the feed for you on a JavaScript install if you prefer, we are just giving you the benefit of our research and knowledge. You will get more benefit from an embedded feed, our technical analysis is unquestionable on this point.

9.16 Do you include hash tags into the tweets?

We certainly do include hash tags in the tweets. If you have specific things you want included then let us know, otherwise leave it to your account manager to mix them in with the tweets that we write about your business. They are a brilliant way to get keywords included in tweets as well as the possibility of gaining additional followers due to people following conversations on Twitter.

9.17 Why do you suggest creating and posting images to my Twitter and Facebook accounts?

We take your images or use images from our royalty free library that match your industry and wrap them up in a border and add a call to action (your website address and a short comment about your business). These images are totally unique, one off items that only exist for your social media feeds.

They have two effects:

1. Google LOVES unique images and sees you posting these images as a very positive thing.
2. It makes your feed look prettier! We are visual creatures and a text only Facebook page (or Twitter account) is a much more boring place to be than somewhere with some visual stimulus. Our research has found the perfect balance – and we can apply it for you to make your social media marketing a success.

9.18 What size images do I need to supply you with?

The images could do with being at least 1024 pixels otherwise they will not be very sharp. Any images from a digital camera will be OK. Try and take photos of your place of work, vans, staff, jobs you have completed etc. If you don't have much to work with then don't worry! We will select some appropriate images from our royalty free library.

9.19 Can you create a Twitter or Facebook account for me?

We can create new Social accounts for you as required on Twitter and Facebook as part of setup.