



Social Media Sorted

Social Media Marketing Solutions

SOCIAL MEDIA – A QUICK GUIDE TO THE BASICS

*A SHORT INTRODUCTION OF EVERYTHING YOUR BUSINESS
NEEDS TO KNOW BEFORE STARTING OUT USING SOCIAL
MEDIA FOR MARKETING*

By Merrin Robinson & Hana Deavoll ©2011 Social Media Sorted

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INTRODUCTION

Firstly, thank you for downloading this eBook. We have put a lot of work into it, in the hope that it will serve to educate and guide our clients, friends and fans. For many, the content will be familiar. There is a lot of information out there and it is changing every day. We wanted to summarise what we know and what we think is important, so that others can benefit and learn. It's intended for anyone, but will be most useful to businesses considering implementing social media into their marketing mix.

Things move fast in this world, so this eBook will be updated every now and again. Subscribe to our [RSS feed](#) to be notified when there is a new update available.

For any business to succeed these days, they must have an online presence. To succeed online, you need a good website, a Social Media presence and strategy, and a bag of Search Engine Optimisation (SEO) tricks. You don't have to be a big corporation to afford Social Media Marketing services or utilise the Social Media networks. With the emergence of sites like Facebook, Twitter and LinkedIn, the playing field is levelled and now every business owner has the opportunity to promote their brand and products online.

According to the latest [statistics](#), New Zealand has over 1,892,940 Facebook users. That's a 44.93% penetration of population! Now is the time for you to get on board the Social Media boat because that is where your customers are. This eBook and our services can be your guide to navigate the unknown. With our Social Media Marketing and Search Engine Optimisation tips, trick and strategies, you will be sure to see success in your targeted market!

Let's get started!

"You can't buy attention anymore. Having a huge budget doesn't mean anything in social media...The old paradigm was pay to play. Now you get back what you authentically put in. You've got to be willing to play to play." ~ Alex Bogusky

Disclaimer: To any punctuality experts out there, we know it is probably wrong to capitalise the 'S' and 'M' in Social Media throughout our book, but we think Social Media is so important that it deserves this heightened status, at least in this eBook anyway. Enjoy 😊

CHAPTER 1: SOCIAL MEDIA

WHAT IS SOCIAL MEDIA?

‘Social Media’ is the social act of talking, interacting and engaging with people online using Social Media platforms such as Facebook, Twitter and YouTube. Social Media is a dynamic form of communication, where users are both receiving and giving their message, opinion and point of view.

These days, no matter how great your product, service, or business is, if people can’t find you on the web, it’s like you don’t exist. Social Media has helped level the playing field for smaller businesses and you can now access low or no cost tools to market your business online.

When done well, Social Media allows businesses to develop trust and build relationships with current and potential customers, keeping them updated and listening and responding to customer feedback.

It is important to note that there is no exact ‘right’ and ‘wrong’ way to use Social Media for marketing. For every ‘right’ way you will find somebody else telling you it is the ‘wrong’ way. Every business is different and will use Social Media in different ways, just use your manners and common sense and most importantly have fun.

“Social Media is about the people! Not about your business. Provide for the people and the people will provide for you.” ~ Matt Goulart

HOW CAN SOCIAL MEDIA BENEFIT MY BUSINESS?

Social Media marketing is no longer a fad, it’s a fact. Right now, businesses are faced with either jumping on the bandwagon or being left at the wayside.

The Top Benefits Of Using Social Media Include:

- ➔ Generating exposure for the business and brand.
- ➔ Retaining customers and increasing brand loyalty.
- ➔ Increased traffic to your website

- ➔ Improved search engine optimisation (SEO)
- ➔ Generating new business, and exposure to a wider audience
- ➔ Cost-effectiveness. For the price of one newspaper ad campaign you can be set up and interacting directly with your target market with unlimited access.
- ➔ Free research. You get to know your customer and what they want.

Such benefits do take patience and time to achieve; they will not happen overnight. But they will happen. It takes time, effort, and, in turn, money, spent on the people who manage the brand online. The more time and effort spent on Social Media marketing, the greater the reward.

SOCIAL MEDIA IS NOT A QUICK FIX. IT'S A PROCESS AND A TOOL. IT TAKES TIME.

Social Media is not just for businesses looking to generate traffic and income; Social Media sites can benefit all kinds of organizations: schools could have a Facebook page or group where the community can interact on (take out on) and important news, notices and reminders can be reliably delivered to parents, churches can reach out to their varied audiences via Social Media, and community organisations can use Social Media as a hub to update their supporters, followers and friends on news and upcoming events. The possibilities are easy to achieve.

So, you know how important Social Media is for your business's future growth, but where to from here? The process can be extremely overwhelming if you don't even know where to begin or how to keep it all updated and organised. Our hope is that this eBook can at least in part answer your questions about the new world of Social Media Marketing.

In the words of Erik Qualman, a leading commentator on social media:

"We don't have a choice on whether we DO Social Media, the question is how well we DO it" ~

Eric Qualman

CHAPTER 2: FACEBOOK

THE BASICS

[Facebook](#) is the largest social networking website. With over 600 million active users, Facebook has become a powerful tool for businesses to spread the word about their services and products. Facebook is a great way to build loyalty among your customers and get them spreading the word about your services. ***There are millions of businesses already using Facebook, are you?***



A page is the most suitable platform for businesses to interact from, as we will explain in the next section. Once a fan 'likes' a page, they will then receive updates from that business direct to their personal newsfeed. They can also post on your business page's 'wall' and respond to comments.

Using Facebook is like 'preaching to the converted'. The people who are listening, already like you – as fans. And in order to keep it that way you have to learn to balance your interactions so that you provide value to your friends – providing engaging content, competitions, incentives and more. You will also have to be careful with getting your post frequency just right; too little and you will be missing opportunities, too much and you will be 'spamming' your fan's newsfeed and risk being 'unliked'.

WHY HAVE A FACEBOOK BUSINESS PAGE? 15 TOP REASONS

1. Facebook pages are public to anyone, and anyone can join your fan base by 'liking' your page.
2. Facebook pages are searchable and indexed by outside search engines, e.g. Google. Facebook personal profiles are not.
3. Once you get 25 fans, you can apply for a vanity URL which can act like a website and has huge SEO benefits, e.g. www.facebook.com/socialmediasorted.

4. Via your Facebook page, you can instantly communicate with all your current customers and fans: finding out what they like, alerting them of special offers, events and discounts, getting feedback, engaging in conversation and general relationship building.
5. Facebook pages have great advertising 'real estate'. A custom landing tab can be set as the new fan landing page, inviting the user to 'like' your page, link to your external website, fill in a competition or database form and more. There is a custom tab application for everything these days – Twitter, YouTube, LinkedIn, blogs, PDF, slideshow, galleries, ecommerce opportunities and much more.
6. You can send a bulk message to all your fans or import an outside blog or RSS feed in place of an email newsletter.
7. With millions of users on Facebook, you can drive new traffic to your website through your page.
8. A Facebook page allows you to have UNLIMITED People who LIKE you! (Unlike a personal profile or group, which has 5000 max).
9. Facebook pages have a traffic/visitor stats ("insights") feature to monitor the effectiveness of your Facebook interactions.
10. You can have as many administrators as you want to help carry the load of maintaining updates and interaction with your customers. These administrators can be made private to the page users (unlike a group).
11. Facebook Pages are better for long-lasting relationships with clients and creating an interactive community with them.
12. You can switch to using Facebook as your page name, liking other businesses, commenting on pages, and expanding your network.
13. Facebook pages give a professional image for your company, especially if you have customised it with well-branded and space optimised custom banners and tabs.
14. Using a Facebook personal profile for a business is against Facebook's terms of service and you run the risk of getting your page taken down.
15. Import your external blog RSS feed to your wall to reach a wider range of readers.

If Facebook were a country, it would be the third largest in the world

In Summary:

Facebook groups and personal profiles are great for organising on a personal or private level and for smaller scale interaction around a cause, e.g. community groups, schools, and individuals. Facebook pages are better for brands, businesses, bands or celebrities who want to interact with their fans or customers without having them connected to a personal account, and may want to exceed the Facebook 5,000 friend cap.

“It has never been easier to be as influential as you can be today. Information is cheap. Information is easier to produce. And if you have a quality message, it’s never been cheaper to get out.” ~ Jordan Raynor

CHAPTER 3: TWITTER

THE BASICS

If you're finding yourself confused with Twitter, you're not alone. It's easily the most polarised social platform. Some love it and others hate it. Some describe it as confusing and others say it's simple. There's no denying the popularity of the site. [Twitter](#) is currently the fifth highest rated website in the United States by [Quantcast.com](#). Google, Facebook, YouTube, Yahoo and Amazon top that list.

*"The **Power of Twitter** is out there, everybody is listening- take advantage of it." ~ Laith Zreikat*

Although Twitter doesn't release statistics like Facebook does, it is confirmed that there are well over 200 million registered users on the platform and 500,000 new accounts are created every day. Twitter users generate a massive 140 million Tweets *each day*.

[Twitter](#) is a social network site where users 'tweet' an answer to the question, "What's Happening?" in under 140 characters – similar to a status update on Facebook. Twitter has become an amazing tool for companies who previously couldn't afford exposure to thousands of people. Twitter is not just used by businesses for promotion and broadcasting, more importantly it is a great listening tool. By listening to other people and interacting with them — rather than simply broadcasting tweets — is what makes Twitter a valuable tool to spread your businesses message and connect with a wider audience.



How does Twitter work?

Instead of 'fans' your business will have 'followers', and in turn you will also follow many other business and individuals. Anyone can follow anyone as there is no privacy involved on Twitter, unless you specifically check the 'Protect my Tweets' box in your settings page. And anyone can Unfollow just as easily – many people will automatically stop following people that are inactive users or if they do not follow back within x amount of days, as the aim of Twitter is to build up a quality, active network.

When someone is following you, your ‘tweets’ will show up in their newsfeed. However, due to the sheer volume of tweets, if you only ‘tweet’ a few times a week, it is unlikely that many people will read your message here. It will likely get quickly lost in the constantly changing newsfeed. However if someone clicks on your profile, they will be able to see a history of all your tweets

The other method people can read your Tweets is through Twitter’s search engine <http://search.twitter.com>. This function clearly distinguishes Twitter from Facebook, in that people can search keyword tweets for not only your followers and the people you follow, but *the whole Twitter community!!* For example, a tourist who arrives in Queenstown may search the term ‘Queenstown’ and ‘coffee’ for research on anyone having tweeted about a good place to go. Similarly, they may tweet “I’m in Queenstown, where is a good place for coffee?”. If your business is monitoring Twitter through daily searches, you could respond to that person directly and recommend somewhere (perhaps your own business).

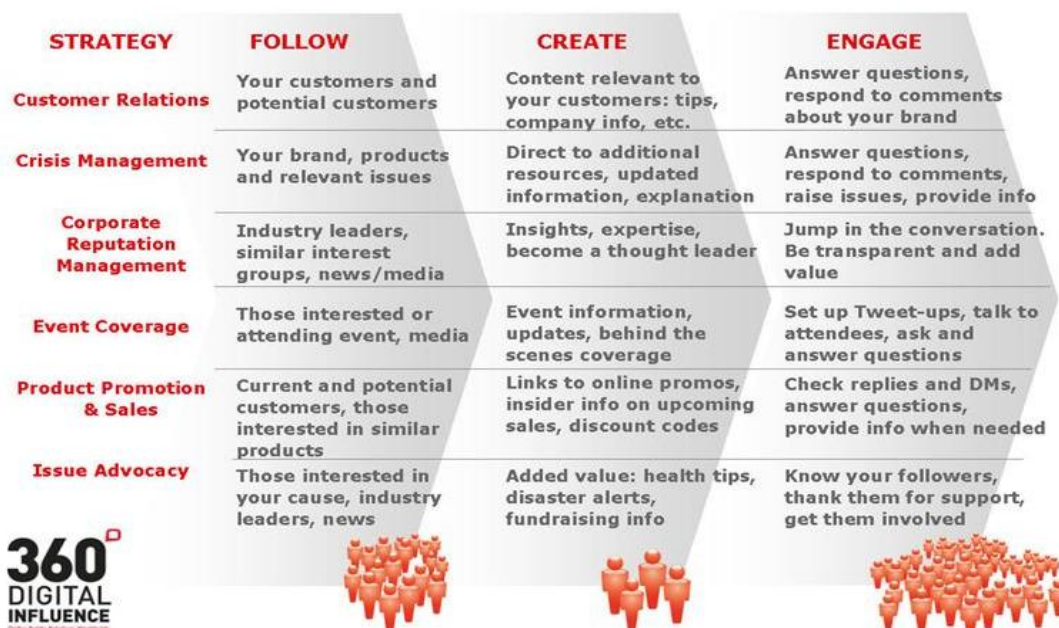
So each tweet you send is a keyword targeted message to not only your network, but also the 200 million Twitter community.

[Twitter hashtags](#) (#) are another feature unique to Twitter. They are a way of classifying the subject of your tweet. In a way, hash tags allow you to create communities of people interested in the same topic by making it easier for them to find and share info related to it.

HOW CAN TWITTER BENEFIT MY BUSINESS?

This diagram shows the opportunities abound by using Twitter.

A Strategic Approach to Using Twitter



In summary, Twitter can benefit your business by....

- ➔ Networking with current customers
- ➔ Networking with other businesses
- ➔ Reaching out to potential customers who are in your area via keyword searches
- ➔ Monitoring online word-of-mouth about your business
- ➔ Listening to your customers and competition

*“You are the tool for social media,
Twitter is just an app for you to
grow and influence your society.” ~*

Razan Khatib

CHAPTER 4: LINKEDIN

THE BASICS

[LinkedIn](#) is by far the biggest professional network in the world and a great place to forge B2B connections (business to business), conduct business, connect with clients, cultivate prospects and build professional relationships. It is also a well known platform to network for job recruitment opportunities and if used correctly and consistently, it is a great way to drive qualified readers to your website or blog.

Some businesses and professional individuals will be more at home on a network such as LinkedIn and are often seen actively participating in LinkedIn groups with their peers. They may choose to use Facebook just for personal use and perhaps not quite worked out Twitter yet!

Do's and Don'ts of LinkedIn

There are plenty of Do's and Don'ts when networking on LinkedIn, the main seven deadly sins are as follows:

- ➔ No job description/experience – Looks like you can't be bothered
- ➔ Syncing all your tweets to LinkedIn - (use #li instead!)
- ➔ Inappropriate profile photo – a nice tidy headshot is perfect, no logo's or cartoon characters.
- ➔ No recommendations – Give recommendations and you shall receive in return.
- ➔ Neglecting LinkedIn's Groups – Keeping up with all the different groups you join can be time consuming, choose a couple of high profile groups and focus on them only.
- ➔ The Over-Exaggerator – Tone down the paragraph long Rocket Scientist job titles.
- ➔ The Shameless Self-Promoter in LinkedIn's Groups and Q&A session. Not cool.

If you are not committing any of the above, chances are you are on the right track!

"Build it, and they will come only works in the movies. Social Media is a 'build it, nurture it, engage them, and they may come and stay.'" ~ Seth Godin

CHAPTER 5: SEO – SEARCH ENGINE OPTIMISATION

This chapter has been written by our SEO team member Dustin Salmons from [Brand Personalization](#). Social Media Sorted has teamed up with Dustin to provide advanced SEO, SEM & Local SEO services to our New Zealand clients.

WHAT IS SEO – SEARCH ENGINE OPTIMISATION?

Search engine optimisation, aka SEO, is the term that refers to the things you can do to improve your website's visibility in the search engines. Search engine optimisation techniques focus on increasing the organic, or natural, traffic that you receive based on your ranking within the search engines.

Search engine optimisation is achieved through a wide variety of methods. Many webmasters or SEO professionals will focus on proper keyword research, clarity in the setup of your website's headers, tags, file names and descriptions, external back linking, internal cross linking, and quality content creation.

SEO TERMINOLOGY – 5 TERMS YOU SHOULD KNOW

One of the reasons Search Engine Optimisation seems so complex is that there are so many foreign terms used. In this short summary, we will list some of the most common terms and will try our best to give you "geek free" definitions.

SEO

SEO stands for "Search Engine Optimisation." This is a set of techniques and processes used by an SEO specialist to improve your website's rankings in the search engines for a particular set of keywords, or keyword phrases. Of course, the real goal is to increase targeted website traffic in hopes of generating new business. It's just that this is achieved through better search engine rankings. Studies have proven that the top 1-4 listings get far more traffic than the others found on the page.

SEM

SEM stands for "Search Engine Marketing." Defining SEM is a bit tricky as many authorities have varying ideas as to what the term means. However, as a general rule, SEM specialists use three distinct practices to promote their clients' websites:

- ➔ Traditional SEO techniques including both on-page and off-page search engine optimisation strategies.
- ➔ Buying paid ads from the search engines that offer this type of service... primarily Google, Yahoo and Bing.

- ⇒ Buying paid "inclusions" from the search engines. This is paying a search engine company for a guarantee that the website will be included in the search.

SERPs

SERPs stands for "Search Engine Results Pages." Basically, it's the page that is returned to you whenever you use a search engine.

The goal of SEO is to improve your web page's ranking amongst the other "organic" listings in the SERPs.

Keyword Phrase

A keyword phrase is any set of words that is searched upon by internet 'surfers'. It is the goal of the SEO Consultant to determine which keyword phrases are most relevant to your website/business and are likely to bring you targeted website traffic. These keyword phrases are then used in the optimisation process with the intent of getting your web page's strong rankings for the chosen terms (aka keyword phrases).

Backlinks (how come this is one word but text links etc are two words?)

Defining backlinks is a challenge only because there are a variety of other terms that mean basically the same thing. You may also hear them referred to as text links, anchor text links, hypertext links, one-way links or contextual links. A backlink occurs whenever another site links to yours. The link could come from an image or banner-type graphic or it could be a linked piece of text. For SEO purposes, the text links are of primary importance with the goal being to get links that include the keyword phrases you are optimising for.

While there are hundreds of other SEO terms to learn, these will give you a good framework to build upon. Whether you are learning more so you can improve your own site or just want to be able to communicate better with your SEO specialist, we encourage you to keep studying as every day there are more and more new ways to use advanced SEO methods to your advantage. And if you think you need some professional SEO work done, [contact us!](#)

"If content is king, then conversion is queen." ~ John Munsell

CHAPTER 6: WEBSITES & BLOGS

WHY ARE WEBSITES IMPORTANT?

Many businesses already know the importance of having a website but some still don't have one. Some new businesses are even bypassing having a website because of the popularity of Social Media platforms. But websites, no matter how static, plain and under-utilised they are, are still imperative.

- ➔ Websites are the key listing for customers who are searching for you, your product or service.
- ➔ Websites are your key gateway to your Social Media platforms
- ➔ Websites help customers make pre-purchase decisions
- ➔ People believe *no website = no credibility*

Small businesses need a website, even if they're never going to use their website for blogging or selling or anything of the kind. The biggest myth we hear is that a website costs thousands of dollars and it is too much of an expense. A modern and dynamic [WordPress](#) site (like our site [socialmediasorted.com](#)) can be set up and customised for well under \$1000.



WHAT ARE BLOGS AND WHY ARE THEY IMPORTANT?

A blog is an abbreviated version of “weblog” which is a term used to describe web sites that maintain an ongoing chronicle of information. Such information, or “blog-posts”, feature diary-type commentary, articles, links to other websites and industry specific updates.

Your blog is where people will go to make sure you are current and credible and to get to know you a little.

Blogs are usually listed in reverse chronological order, are searchable by terms, and allow readers to leave a comment in response. Many individuals have blog websites solely for the function of blogging their point of view or niche expertise. However many businesses are realising the importance of blogging and are now adding a blog to their website, or setting up their website from blogging platforms such as WordPress.

So why is a blog important for your business?

A Company Blog has 5 Main Uses and Benefits:

- ➔ **Search Engine Optimisation (SEO)** – Posting industry related articles with keywords related to your niche helps to rank you higher in Google, which means more traffic to your site. Studies show that websites with a blog get 55% more traffic, because search engines like blogs so much.
- ➔ **Company News** – Easily post any recent news, developments, results that your company might have, to show people that you are current and credible.
- ➔ **Engagement** – A blog makes your website interactive. Readers of your blog can post comments and questions related to the particular post they have read. This is your chance to engage with your potential customers, always reply to their comments and questions, even a simple “Thank You for your comments” comment shows the visitor that there is a real person behind the blog.
- ➔ **RSS feeds** – An RSS (Really Simple Syndication) feed can be attached to all blogs to enable a fan of your blog to subscribe to new posts. So instead of having to visit your blog daily or weekly to check for new content, they can subscribe and automatically get new content sent to their email or feed reader like Google Reader. An RSS subscriber of your Blog feed is equivalent to a Facebook Fan. Your blog RSS feed can be automatically posted to your Facebook page and Twitter.
- ➔ **Distribution** – When you publish your own content on the web, and allow others to “share” it, you will increase your audience. If your content (and distribution) is good, a blog enables you to be seen as a thought leader or industry expert.

Wordpress Blog Sites

If you are a new business, and only require a simple website (or do not yet have a website) a self-hosted Wordpress blog is a perfect solution. If you already have a website, a blog page can be attached to your main website. Both options would involve purchasing a domain

name (yourcompanynameblog.co.nz for example) and a hosting account, which starts from around \$120/year. Your other option is to set up a free wordpress.com or blogger.com blog account but we personally do not like this as it does not look professional (your URL would be yourcomanyname.wordpress.com for example) and as you do not own the site, it can be taken down at any stage. For both these options, ensure that your main company website link is featured prominently to get the traffic headed over there.

The benefits of blogging are clear; however, these benefits are only achieved when the blog is updated regularly with great content. Unfortunately, this can be time consuming. For businesses that cannot find the time and effort needed to run a blog, it is better not to have a blog than to have a blog that hasn't been updated in months.

"In the end, the winner is content. Good content, sharable content, and consumer-driven content will allow us all to have a broader spectrum of information and, for the marketer, an easier way to connect with their base." ~

Aaron Kahlow

CHAPTER 6: YOUTUBE

THE BASICS

[YouTube](#) is an online platform on which users share videos publicly. With millions of users online every day, YouTube is a powerful Social Media tool. Business can set up a YouTube account where they can upload their own videos, view and save their favourite videos, and share these videos online via their other Social Media platforms. Like Twitter, YouTube accounts can also be personalised with a custom background.



A 'video' is simply a short video that is under 10 minutes long that can function as an advertisement, tutorial, interview, viewpoint (mini-documentary) or introduction to your business. In addition to creating content like blogs and status updates, businesses can create short videos that portray the same information graphically.

HOW CAN YOUTUBE BENEFIT MY BUSINESS?

People love watching videos. They are easy and entertaining. Every day over 100 million videos are watched on YouTube! YouTube can benefit your business by providing interesting content as a great substitute for a blog post, tutorial or advertisement. In addition, YouTube videos show up in online searches and can improve SEO outcomes.

"Marketing is no longer about the stuff that you make, but about the stories you tell." ~ Seth Godin

CHAPTER 7: SOCIAL MEDIA MANAGEMENT

HOW CAN A SOCIAL MEDIA MANAGER HELP?

“Help! Please ‘Sort’ my Social Media for me – I don’t know what I should be posting or where from, to or how! I know I should be using Social Media but there is too much information out there and I don’t even know where to begin....”

Does this sound like you?

There are lots of businesses and individuals who are struggling with all the hype over Social Media these days and it can all turn into a big mess very quickly if it is not set up and maintained professionally and efficiently.

Outsourcing to a Social Media marketing manager will take out all the headache and frustration that you may have been feeling about your Social Media marketing strategy. It is essential for businesses these days to have an online presence on the different Social Media sites such as Twitter, Facebook, LinkedIn and a blog. All of these platforms are linked to each other and help people to find your website.

But what is a Social Media Manager?

A Social Media Manager can be contracted to undertake any kind of Social Media task. For example, our most common requests are:

- ➔ Social Media audits – we thoroughly review your Social Media efforts so far and report our recommendations to you.
- ➔ Facebook, Twitter & LinkedIn account set-ups or sort-outs.
- ➔ Custom Facebook landing tabs and banner graphics.
- ➔ WordPress site creation and maintenance – adding/removing images & content.
- ➔ Daily management and maintenance of social network profiles, including status updates, engagement and content creation.
- ➔ Professional SEO services.
- ➔ One-on-One basic Social Media Marketing training.

A Social Media Manager can be contracted to manage your Social Media accounts, liaising with you regularly about content, while taking care of the daily chores online.

“Focus on how to be social, not on how to do social.” ~ Jay Baer

CHAPTER 8: OUR PACKAGES

SOCIAL MEDIA PACKAGES

We offer a number of different Social Media packages to suit individual clients.

The [Initial Consultation & Evaluation](#) is for clients who are just beginning, or may have started using Social Media and need some guidance on what to do next.

The [Technical Set-ups & Sort-outs](#) have 3 different levels of service to suit individual budgets. We undertake the technical side of setting up and optimising your Social Media profiles for you to begin using them.

The [Monthly Maintenance](#) packages also have 3 different levels of service and are for clients who want us to take care of all the Social Media ‘Chores’ online so they can concentrate on their business.

If you are not sure of where to start or what to do first, arrange a time to speak with one of us on the phone or in person. We offer a **free 30 minute consultation** to answer any questions you may have before committing to anything.

WORDPRESS INSTALLATION AND WEBSITE DESIGN & DEVELOPMENT

We build functional, Social Media optimised and user friendly [WordPress websites](#) for businesses and bloggers. Whether you are just starting out online or want to give your current site a makeover, you will be sure to get a great looking website at a great price.

PROFESSIONAL SEO SERVICES

Social Media Sorted has teamed up with [Brand Personalization](#) to provide all the advanced Local SEO for our clients’ online presence. Get your brand found on Google Search by using sophisticated SEO methods.

SOCIAL MEDIA COACHING

We offer customised one-on-one [Social Media Coaching](#) sessions to answer all your questions and show you exactly what to do to start getting real results and return on investment for your business using Social Media Marketing tools.

Coaching is done via webinar, or occasional workshops. In person coaching can also be arranged, however times are limited.

“Stop marketing. Start engaging.” ~

Scott Stratten

CHAPTER 10: ABOUT SOCIAL MEDIA SORTED

Social Media Marketing Help is Here for New Zealand Business Owners

Social Media Sorted is sisters Merrin Robinson and Hana Deavoll. Our business was formed in 2010 to help business owners and organisations navigate the growing and sometimes confusing world of Social Media marketing. We both completed an intensive Social Media course and while that got us started, we are learning every day by staying up-to-date with the ever-changing world of Social Media. So you don't have to!

We both work from home offices, ensuring low overheads that we do not have to pass on to clients. This results in a high quality, professional service at an affordable price. We plan to make Social Media Marketing manageable, simple, and effective for our clients.

In addition to our [blog](#), we regularly update our [Facebook](#) and [Twitter](#) accounts with lots of handy tips and Social Media news. Join us! We love Social Media!

MERRIN ROBINSON



I live in sunny Nelson with my husband and three daughters. I have a background in office management, tourism and anything computer related and since becoming a Mum I can now add Extreme Multi-Tasker and Professional Time-Manager to my skill resume. I love connecting individuals and businesses with online Social Media marketing tools and take great pleasure in watching my clients fan base and customer engagement increase. In this industry there is always something new to learn and I am always on the look out for a new tool or web trend that would help my clients with their

marketing strategy.

Contact me for all your Social Media needs, in Nelson/Tasman and nationwide
merrin@socialmediasorted.com

HANA DEAVOLL



I live in Queenstown, New Zealand with my husband and two children. Social Media marketing is just beginning to take off down here and I look forward to helping businesses get started. I have a Bachelor of Commerce degree in Marketing and am also a qualified ECE Teacher. Over the 11 years I have been based in Queenstown, I have worked in a variety of positions in the hospitality & tourism industry. I have also traveled extensively, following the winters as a professional

snowboarder. Social Media has always been a hobby of mine, and an essential tool to connect with friends and family worldwide.

I can be contacted directly on: hana@socialmediasorted.com Follow me on [Twitter](#) too!

For more information, free resources and our contact details, visit
<http://socialmediasorted.com>

“Thank you for taking the time to read this short intro into Social Media Marketing. Please do not hesitate to contact us with your questions and feedback.” ~

Merrin & Hana

*“I hear **YouTube**, **Twitter** and **Facebook** are merging to form a super-social media site – **YouTwitFace**.” ~ Conan O’Brien, The Tonight Show, June 2nd, 2009.*