



Phenomenal media



#BePhenomenal

Phenomenal media

What is it?

An effective use of Social Media platforms to advertise a business online.

A business can utilise a variety of platforms such as Facebook, Twitter, Instagram, LinkedIn to achieve a number of goals including...

**BRAND EXPOSURE
EDUCATION
LEAD GENERATION**





**“In Q1 of 2018 Facebook
Ad’s were up 50% to
\$11.8bn (£9.2bn) and 90%
of those Ads are mobile.”**

**Phenomenal *media* is part of
The Phenomenal *group*, a multi service
marketing company that works with
businesses in order to help them create a
greater brand presence.**



Our Mission

Our mission is to help businesses unleash the true potential of their brand by providing services that increase exposure, awareness and generate leads.

Our Vision

Our vision is to become one of the leading national brands and agencies that helps businesses with all aspects of their business whether start ups, SME or Global.



Phenomenal *media* Marketing Package

The Process

We take a measured approach to your Social Media platforms and have outlined those very steps in the next 5 pages.



WEBSITE & SOCIAL PLATFORMS

**WE WILL LOOK AT YOUR WEBSITE &
SOCIAL PLATFORMS TO
UNDERSTAND YOUR BUSINESS
AND THE SERVICES YOU OFFER.**

INDUSTRY BASED RESEARCH

**WE TAKE THE TIME TO RESEARCH
YOUR INDUSTRY AND HIGHLIGHT
KEYWORDS, CURRENT TRENDS AND
ANY LATEST NEWS THAT WILL AID
GROWTH.**

Research

**The first part of our process
is to gather information
regarding your business and
industry.**

CONSULTATION

**THE INITIAL CONVERSATIONS TAKING
PLACE VIA EMAIL OR PHONE. WE WILL
LOOK AT WHAT YOUR BUSINESS IS
HOPING TO ACHIEVE.**

**YOU WILL ALSO BE ASKED TO
COMPLETE A QUESTIONNAIRE
REGARDING YOUR BUSINESS.**

SOCIAL AUDITS

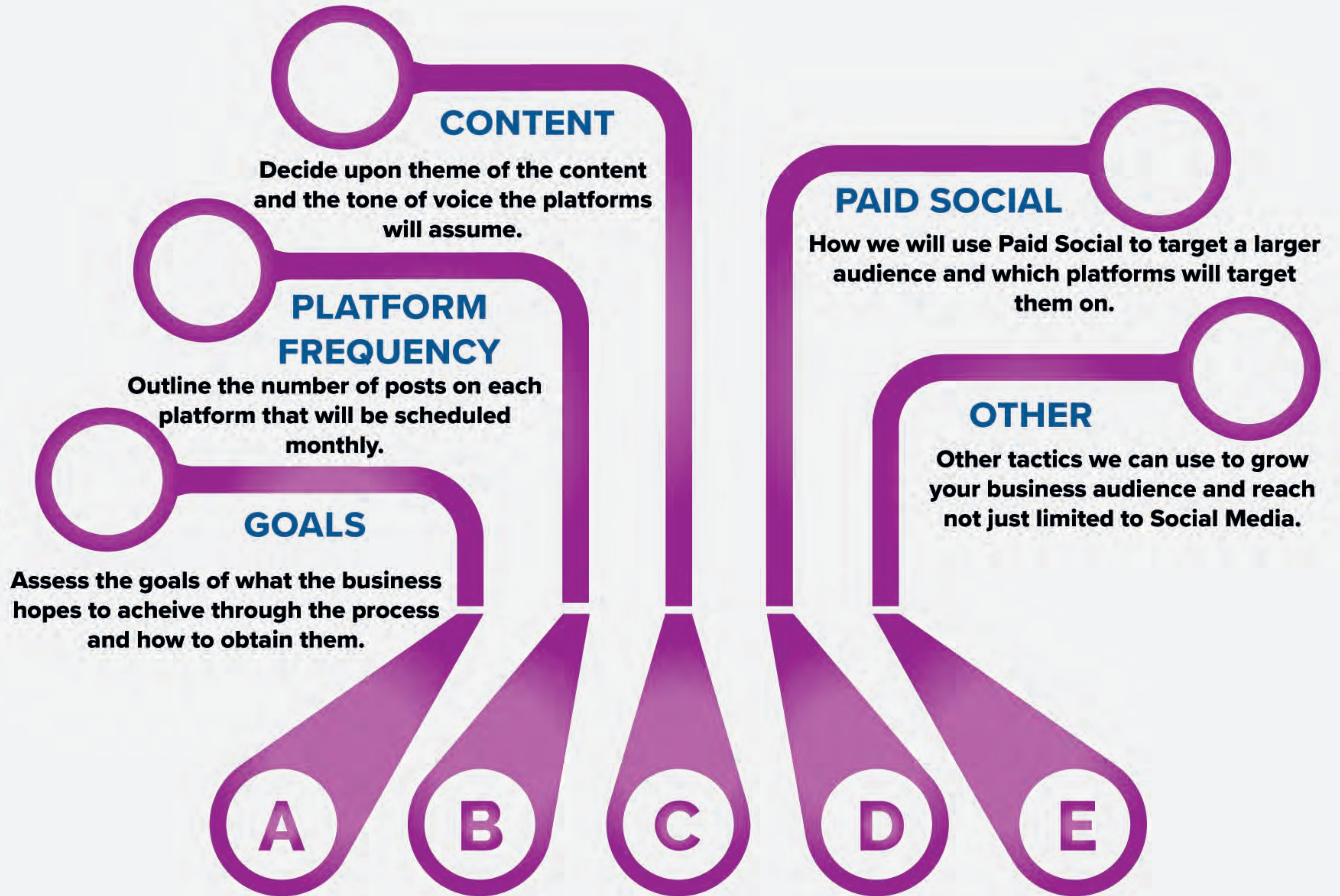
**AT THIS STAGE WE WILL
AUDIT YOUR EXISTING
SOCIAL MEDIA PLATFORMS
TO ASSESS HOW THEY ARE
PERFORMING AND TO
OUTLINE ANY POSITIVES OR
AREAS FOR IMPROVEMENT.**

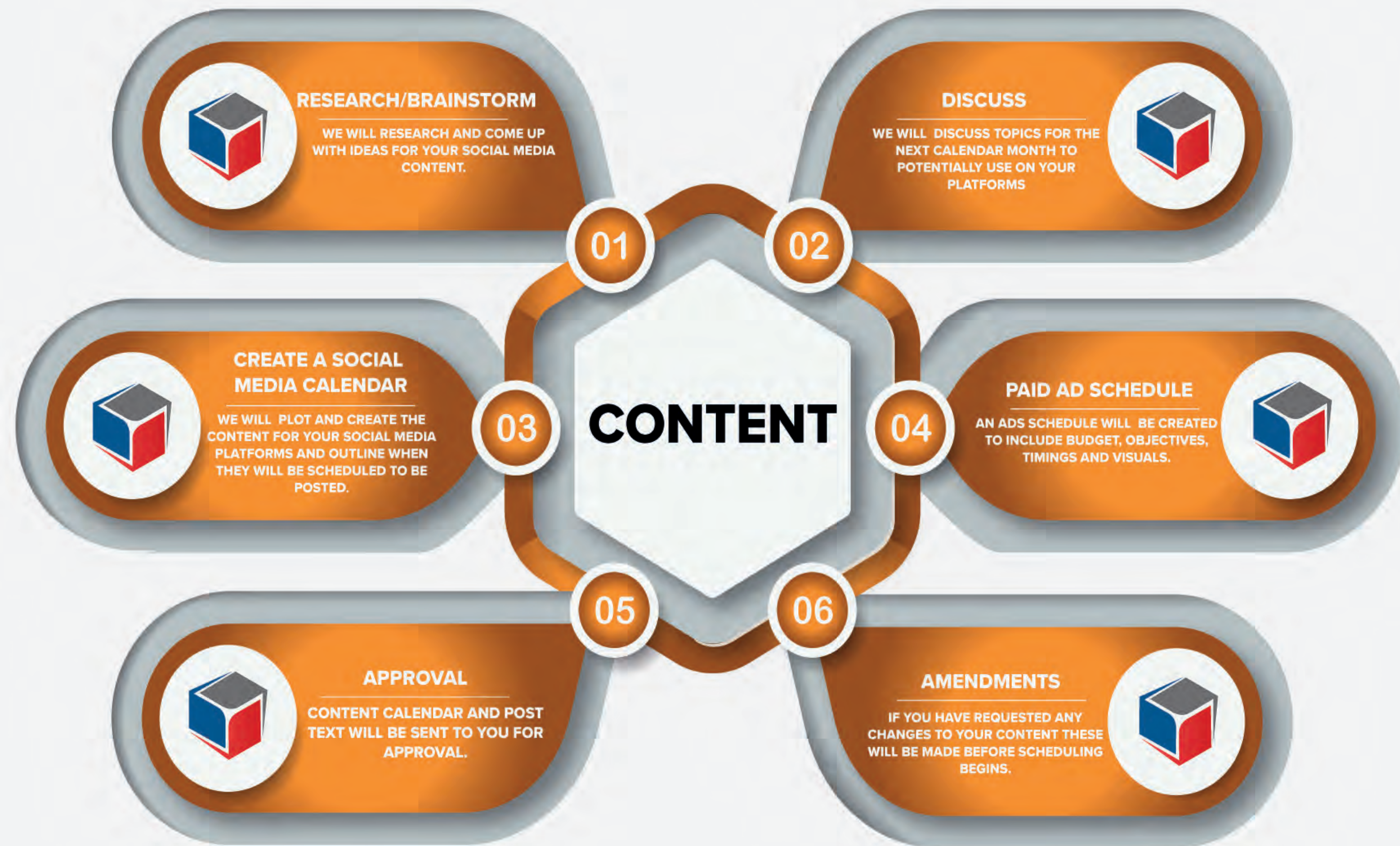
COMPETITORS

**WE ASSESS YOUR COMPETITORS
SOCIAL MEDIA PLATFORMS SO
THAT WE CAN SEE WHERE YOUR
BUSINESS IS PERFORMING.**

Strategy

After gathering all the information re your business we will then put together then plan for your platforms.





Content

The process for planning and creating the content and Paid Ad's on your platforms.

Publishing

Lets get publishing your content and engage with your audience at this point.

1

Scheduled Content

Once you have approved the content they will be scheduled in advance.

2

Interact with Audience

We will reply to queries and comments on the content posted.

3

Inbox Responses

We will respond to all the messages that come into your inbox.

4

New Business Opportunities

We will research your industry further to try to keep ahead of the curve.

01

Monthly Reports

A monthly report will be sent to you for all active Social Media Platforms from the previous month.

02

Key Metrics

The report will show how your platforms are performing against your objectives.

03

Quarterly Reports

At the end of three months you'll receive a quarterly report.

Reporting

After publishing your content we then look at the results that were generated.



Content Approval

At the start of each month you will receive a content calendar outlining the upcoming posts.

This is your opportunity to discuss any changes you wish to make before content is posted.

Please note no content will be posted without your approval

The Proposal

Once you have requested information and completed our questionnaire you will be sent a bespoke proposal outlining the platforms that can benefit you business.

This will include

- The solution we propose**
- Monthly cost**
- A Non Disclosure Agreement**
- A Contract**



In order to accept the proposal we would require a copy of the NDA and contract via email

Contract Length

We operate on a minimum 4 month contract for existing platforms, if the proposal includes creating new platforms that the length would be minimum 8 months.



It is important to remember with Social Media Marketing that is a long term fix not a short term solution.

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