



Social Media Services



Social Networking is at the forefront of communication

The choice of digital tools available to promote your business is constantly changing and expanding.

The problem is that if you have a business to run, it can be hard to find the time to learn about, never mind implement new digital strategies.

As well as being a marketing tool in its own right, Social Media is an important tool to drive business to your website, and can positively influence your search engine ranking.

The Web-Clubs Social Media Service is designed to help you take full advantage of this latest marketing tool guiding you on how to get started and to manage it successfully.

Social Media is not an item, it is an umbrella term describing a diverse range of interactive products

Why use Social Media?

With 31 million people in the UK on Facebook 15 million on Twitter and LinkedIn, it's becoming more and more important for companies to be active online. Used well Social Media can raise awareness of your business, feed business to your website and thereby generate sales interest.

Social Media is the online "word of mouth"

A simple definition, a good start but it sells it short! With "word of mouth" there is a limit to how many people you can recommend a tradesman to over a pint at the pub, whereas with Social Media, you can recommend hundreds, thousands or even more with just one click! And importantly, Social Media is two way, you can respond to comments (posts) improving communication with your audience.

Social Media is a potentially powerful but not easy to harness new marketing tool.



Using Social Media

The Web-Clubs Social Media Service can be configured to meet your needs, it ranges from setting you up and advising you on how to get the best from Social Media, to a fully managed program, where we will manage, posts and monitor activity on your behalf.

Launching Social Networks

Typically a 4 week program to get you established and familiar with what you need to do.

- Establish presence on the relevant Social Network platforms
- Tailoring an online voice for the business “What and When”
- Monitoring page analytics and changing content accordingly
- Consistency in image size, types of post etc.
- How to optimize your reach
- How to manage a campaign using content diaries and engagement sheets

Managed Program

Based on a monthly contract

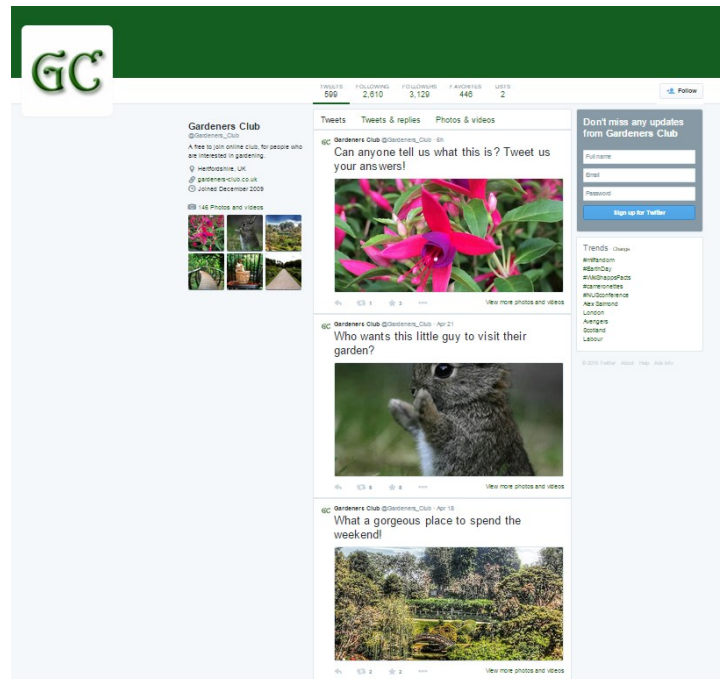
After the initial launching and agreement on the online voice and aesthetic. We'll use weekly content diaries to keep you in the know about what's being posted and when.

Weekly engagement sheets will show what your customers have been engaging with and how this is affecting the growth of your pages.

Along the way, we can look into Customer Outreach Strategies and Reactive Content ideas which put a much bigger focus on finding new customers and clients

Social Media can be compared to newspapers in that activity is short term “seen today, gone tomorrow”

To be effective, regular activity is needed.



About Us

Web-Clubs Ltd, is an independent company launched in 2000. We offer a comprehensive service to both direct clients and to media agencies. Our services include:

Consumer Clubs, our 4 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

B2B Club, using our database of over 350,000 business decision makers we can generate new prospects for your company.

Website Design, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.

Social Media, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.

Complementing Services, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT advice.



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