



TARGETED, MEASURABLE SOCIAL MEDIA MARKETING



NOISE. That's how we'd describe most of what we hear about social media. It can get pretty tiresome. Worst yet, if you get drawn in without a good plan, social media can be a huge black hole that sucks away your precious time. We think folks need to step back and evaluate social media from a return-on-investment perspective. "Hey, everyone's on Facebook" ... but that's not reason enough to join the masses.

HMG'S APPROACH TO SOCIAL MEDIA MARKETING:

We take a different approach – an approach we call Targeted and Measurable Social Media Marketing.

- 1**
It starts with education:
As part of our work with each client, we don't assume you know it all. We take the time to educate at a high-level business perspective to help you quiet the noise and better inform your decision making.
- 2**
It's not about being on every site:
Social media marketing simply works better for some businesses than it does for others. We'll work with you to understand your business. Then we will offer specific recommendations for the 1-2 best platforms and the best approach.
- 3**
It's a process, not a project:
To see results, it takes the correct approach, effort, and time. We'll help you define the best social media approach for your business, help to establish your presence, install analytics tracking, and make you aware of some free tools that will streamline the process.
- 4**
Measure and refine:
It's important to take a hard look at the data to see how effective your social media channels are at driving website traffic and sales. We'll help with this analysis and give you a clear picture of ROI, and identify areas for further improvement.

FEE

The work outlined in Steps 1-3 requires 25 hours over a 2-3 week timeframe. The associated fee is \$3,750. Performing Step 4 successfully is heavily dependent on accurately tracking lead source and sales data over at least a three-month period. Fees for this step typically fall in the \$1,800-\$3,500 range.