

Social Media Marketing

“AACRO” Model by Seven Boats

Details*

1. Activation: Grabbing the attention

Tactics for reaching the maximum people

- Competitive Research & Benchmark.
- Defining Social Media Marketing Mix
- Social Media Page Revamp / Design
- Brand materials / Graphics creation
- Content creation / Social Calendar creation
- Defining Target Audience & Awareness ads
- Marketing communication design for social media

2. Acquisition: Getting the traffic

Techniques for engaging your target audience.

- Social Media Marketing by post scheduling, hashtags, mentions etc
- Content Marketing
- Facebook/Linkedin Ads (Page like, Boost Post, Website click, Lead Generation)**
- Lead magnet / Lead funnel design
- Paid PR / Social Influencer Marketing**

3. Conversion: Making the transaction

Tricks to turn your potential leads into paying customers.

- Reviews
- Query/Response management
- Insights from social dashboards

4. Retention: Keeping the business

Methods to engage your customers and keep them coming back.

- Remarketing**
- Content writing as notes or pulse
- Time to time Contest/offers/promo ideas & implementation
- Viral video** sharing/ graphics design
- Strategic consultation

5. Optimization: Improving the experience

Tools to measure the results and improve the performance

- Facebook insights & recommendations
- Time to time keywords & Search optimization
- Content & Page optimization with stories, cover pic & more
- Advanced SEO techniques & other technical fixes
- Monitoring & Management report

* This is an estimated proposal. Time to time strategy/platforms may vary depending on various parameters.

** This may incur additional cost that can be discussed mutually further as per your requirement.