

ausoma

Your Chief Social Media Officer
Social Media Marketing Services for Authors

Social Media Marketing Services for Authors

Our processes are proven to help you build an online audience for your content, promote your content, and increase website traffic. We share your message and content with your target audience on Facebook, Twitter, and LinkedIn. If you're struggling with social media, we can help by professionally managing your online presence!



- All your social marketing needs handled by an expert social media account manager.
- We manage content promotion on Twitter, Facebook, and LinkedIn so you have time to do what you do best.
- We help build your online community by cross-promoting and actively seeking new connections interested in your book and/or business.
- Specializing in helping business authors build their social media platform.
- Our in-house graphic designer will create a consistent look and descriptions across all your social networks.
- Consistent, daily messages are sent out across all social networks.
- Assist you in finding the best #hashtags to use.
- Create photo quotes and manage blog content, including search engine optimization (SEO).
- Our services increase your network engagement.
- A 30-minute phone strategy session is included each month.
- A monthly analytics report tracking the increase in your connections across all networks.
- Rate \$697/month with a 90-day commitment plus one-time set up fee of the same amount.

Techniques We Use for Growing Networks and Increasing Engagement

Using Twitter to grow networks

- Follow others in appropriate industries, areas, with similar interests, etc.
- When following, make sure the account is active (has posted within the past 30 days), has a professional looking profile photo (a headshot or company logo, not a flower, etc.). We do NOT follow if there is no image, if they tweet only in another language, or have not posted in the past 30 days.
- Create filters using these parameters and follow weekly in these lists as appropriate.
 - Create a filter to follow the followers of client's list of 'influencers'.
 - Create another filter to follow people 'influencers' are following.
 - Create another filter to follow those who have Client's keywords/hashtags in their bio and follow these.
 - Create another filter to follow those who tweet about Client's industry.
- Work to keep the ratio of followers to following at 1.2 and higher.
- Each week Unfollow any who do not have a profile image, do not tweet in English, are inactive, or who are not following back after a couple of weeks.
- Post weekly messages inviting followers to connect on each of your other networks as well. (i.e. "Come like my Facebook business page for more great tips!" [include link to the Facebook page])

Using Twitter / Hootsuite to monitor and increase engagement

- Monitor Twitter mentions, retweets, inbox messages.
- As appropriate, let Client know of any mentions or inbox messages they might want to respond to personally.
- As appropriate, reply to @mentions with a thank you or other appropriate message.
- Weekly choose at least 3-4 retweets to thank. ("Thank you for the retweet! [Include here a bit of that retweet so they know which one you are thanking them for])
- As there is room, include at the end of some tweets "Please share" or the hashtags #RT or #retweet to encourage others to share and retweet Client's posts.
- Weekly mark 5-7 relevant tweets by others as "Favorites." This promotes goodwill with your fellow tweeters!

Growing Facebook Business Page Likes and Increasing Engagement

- Ask Client if we can invite all their personal Facebook friends to 'like' their business page as well or ask them to do it.
- Ask Client to post monthly on their personal Facebook page a status update inviting friends to like their business page.
- Cross-promote weekly on all other networks, including inviting Twitter followers to join the Facebook page.
- As the Facebook business page, like other relevant Facebook business pages.
- Monitor Facebook business page for any comments, messages, and notifications and notify Client of anything they should respond to.