

So how can TechWyse Help?



What We Offer



Social Strategy



Community Engagement



Content Calendar



Community Management

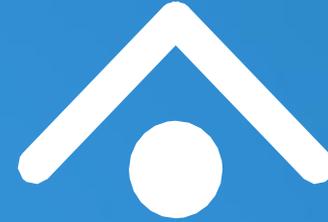


Visual Creation



... And More!

Take Your Business To The Top



What We Offer



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Content Calendar



Visual Creation



Reporting



... And More!



How We Do It

1. Determine which kind of content you need.
2. Set the tone, style, and delivery of your message.
3. Help you target the topics you should be posting about.
4. Reach the audience you want to reach increasing the likelihood they respond and move down the sales funnel.

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How We Do It

1. Reaching out to potential customers
2. Sharing messages that make sense for your brand.
3. Communicating directly with your fans and followers, answering questions and criticisms.
4. Listening to feedback and turning that feedback into actionable insights.

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How We Do It

1. Create a marketing calendar with the flexibility to change things if we need to.
2. Plan for sales seasons, key dates and other social postings (Motivation Mondays).
3. Develop and approve your posts before they go live.

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How We Do It

1. Work with our team of designers to create interesting and relevant images for your social posts.
2. Ensure that links and other posts pulls the visuals, adding to their appeal and shareability.
3. Content with relevant images are viewed 94% more often.

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How We Do It

1. How many followers do you have.
2. How many people are you reaching with your posts and messages?
3. How many leads are you generating through social.
4. Reporting allows not only for you to see how social is working, but it also gives us insight into how we can better reach your audiences.

Case Studies



Social Media - Content Calendar



< December > Month Day Filters Select date range Share Create Post

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|---|---|---|---|---|
| 1 | 2 f 02 The velour jumpsuit retur... 1:30P i 02 The velour jumpsuit retur... 1:30P | 3 f 05 We've put together a list... 10:00A i 05 We've put together a list... 10:00A | 4 Cookie Day f For National Cookie Day, ... 12:00P i For National Cookie Day, ... 12:00P | 5 Liewood f They'll always want to ke... 11:30A i They'll always want to ke... 11:30A | 6 Green Fridays f Each Friday this month, w... 9:30A i Each Friday this month, w... 9:30A | 7 Letter Writing Day Stocking Stuffer Saturday f #StockingStuffer Mudpu... 11:5P i Mudpuppy playing cards ... 11:5P |
| 8 | 9 f Always jingle all the way... 12:00P i Always jingle all the way... 12:00P | 10 | 11 Petit Vilains f A bouquet of flowers...in ... 10:30A i A bouquet of flowers...in ... 10:30A | 12 | 13 Green Fridays f A way to keep your holid... 2:00P i A way to keep your holid... 2:00P | 14 Stocking Stuffer Saturday f Celebrate Hanukkah with ... 10:30A i Celebrate Hanukkah with ... 10:30A |
| 15 | 16 f Is there anything better th... 11:00A i Is there anything better th... 11:00A | 17 | 18 f Winter isn't so frightful in ... 2:30P i Winter isn't so frightful in ... 2:30P | 19 f The holidays are almost ... 10:30A i The holidays are almost ... 10:30A | 20 Green Fridays f The holidays are nearly u... 2:30P i The holidays are nearly u... 2:30P | 21 Winter Stocking Stuffer Saturday f #StockingStuffer Shake, r... 10:30A i #StockingStuffer Shake, r... 10:30A |
| 22 Hanukkah begins f In need of some activities... 11:00A i In need of some activities... 11:00A | 23 | 24 Christmas Day f Wishing you all a Merry C... 11:00A i Wishing you all a Merry C... 11:00A | 25 f Our end of year sale start... 9:00A i Our end of year sale start... 9:00A | 26 Green Fridays f If you are having a party t... 4:00P i If you are having a party t... 4:00P | 27 | 28 |



Social Fuel Packages



Social Media Setup

| Services | Starter | Pro | Elite | Custom |
|---|--------------------------|--------------------------|------------------------|------------------------|
| <p>Social Strategy</p> <p>We'll help build your social strategy with you based on your business goals and values. Whether your in-house marketing team needs additional strategizing, or if you need us to help build your strategy from the ground up, TechWyse will rise your business to the top!</p> | <p>✓</p> <p>Template</p> | <p>✓</p> <p>Template</p> | <p>✓</p> <p>Custom</p> | <p>✓</p> <p>Custom</p> |
| <p>Complete Setup and Maintenance</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Community Engagement</p> <p>Our team will help you build a passionate fan base that is active and regularly sharing your content across their circle of friends.</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Monthly Meeting/Check-In w/client</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> | <p>✓</p> |
| <p>Guaranteed <24-hour Response & Intimate relationship with Social Team</p> | | | <p>✓</p> | <p>✓</p> |



Social Media Content

| | | | | |
|--|---------------|---------------|-------------|-------------|
| Monthly Social Content Calendar We'll create a monthly content calendar to plan content posts across your social channels. | ✓ Template | ✓ Template | ✓ Custom | ✓ Custom |
| Ongoing Content Optimization When we plan your content, we gather insights from what has worked and not worked before. This way, we deliver the best and most engaging content for you and your followers. | ✓ | ✓ | ✓ | ✓ |
| Service Posts/Month (Posts that lead to your website/ landing page) | 2 | 4 | 10 | 12 |
| Shared Posts/Month (3rd party content) | 6 | 8 | 10 | 14 |



Social Media Management

| | | | | |
|---|------|---------|----------|---------|
| <p>Online Community Management</p> <p>We'll rake the social networks making sure that you know who your audience is, what they're talking about, and whether it's positive. This ensures that you are staying relevant and reputable in your local online community.</p> | | ✓ | ✓ | ✓ |
| <p>Visual Asset Development</p> | | ✓ | ✓ | ✓ |
| <p>Branded Graphics (Used as a service post)</p> | | 2/Month | 3/Month | 4/Month |
| <p>Updated Cover Photo</p> | | 2 /Year | 4 /Year | 4 /Year |
| <p>Monthly Analytics & Strategy Reporting</p> <p>We love data and our social media reporting will help identify trends and guide future activity throughout your social circles.</p> | Lite | Regular | In Depth | Custom |
| <p>Hours per month</p> | 4 | 8 | 16 | Custom |



Social Media Costing

| Service Level | Starter | Pro | Elite | Custom |
|--|--------------|----------------|----------------|---------|
| Cost / Set-up | \$1,995 | \$1,995 | \$1,995 | Custom |
| Discounted OCA Mgmt Monthly | \$750 /Month | \$1,000 /Month | \$1,750 /Month | \$2500+ |
| Optional Add-Ons | | | | |
| Add a Platform Facebook & Twitter come standard. LinkedIn, Google +, and Instagram are optional upgrades. | ✓ | ✓ | ✓ | ✓ |
| Geo-targeted Posts | | | ✓ | ✓ |

