

SOCIAL MEDIA MANAGEMENT



THE WORLD MARKETPLACE

Social Media puts the world marketplace at your fingertips, letting you engage with your 'peeps' where they hang out most, 24-7.

WHY SOCIAL MEDIA

Like many entrepreneurs, you may be wondering if social media really makes a difference in your business success.

The answer is a resounding, "Yes!"

Without question, no matter the industry or profession, social media is a powerful marketing tool. From the corner bistro to the multi-million dollar real estate professional, business owners can benefit from the ease of keeping customers and clients involved and informed via the variety of social media platforms.

THE OBJECTIVE

Consider your target audience, then choose the right platform or platforms that will help you reach that audience.

You may find that yours is a business that meets the needs of more than one specific audience. If so, remember it's more effective to focus your efforts where your 'peeps' actually hang out, rather than placing your message on every available social media platform.

- Analyze and assess where to target
- Understand how your audience interacts
- Be consistent with social media posting
- Be authentic with your message

THE OPPORTUNITIES

- Facebook
- LinkedIn
- Twitter

- Instagram
- Pinterest
- Snapchat

The list above represents the more popular platforms used among our clients – though new social media gathering places continue to come into play.

Every social media interaction should be viewed as an opportunity to:

- Reinforce a positive brand impression
- Build trust
- Compel your audience to take a specific action
- And [grow your business](#)

THE SOLUTION

Social media, well executed, can be time consuming. Properly managing your social media efforts is important for getting your message to the right audience, at the right time, and in the right place.

The Key: Fewer platforms, targeted correctly, with more consistency.

The solution for most entrepreneurs is to [Work with an Experienced Social Media Manager.](#)

THE NEXT STEP

If you've been frustrated in your social media efforts, your next step should be to consider the help of a qualified social media manager.

CMBS offers the following affordable social media services for business owners:

- Setup of new account
- Visual and Informational refresh/updating of an existing account
- Basic informational posting to chosen platforms
- Creation and management of targeted ads
- Moderation of responses
- Reputation management
- Promotion management

Whether you have a large budget to work with - or a modest one - social media marketing allows you the opportunity to get the most out of every dollar invested, and the most effective

relationship-building with each interaction.

We'll assist you with managing what you have, help you get started, or help you accomplish what you haven't been able to accomplish.

We work with you to personalize a plan that fits your social media needs, as well as your budget.

Take the next step and [Contact CMBS Today](#) for better social media tomorrow.