

# SOCIAL MEDIA

Social media marketing is one of the best opportunities available for businesses to connect with prospective customers. It gives brands the chance to connect to their customers on a deeper, more personal level - fostering brand loyalty and repeat purchases. Here are some of the reasons why 'social' needs to be a key part of your marketing plan.

## BOOSTS YOUR SEO

Google rewards you with a higher search results ranking when more traffic comes to your site, and then stays there. Using popular social media platforms to post content encourages more people to visit your website, improving your SEO.

## NETWORKING

As the name suggests, social media offers the perfect way to connect and learn from your customers, key opinion leaders, and even other businesses. It's a great strategy to build genuine relationships, keep your business in the know and interact with the right people.

## YOUR AUDIENCE IS RECEPTIVE

People who use Facebook and Instagram etc don't see them as marketing tools - they see them as social networks. As a result, your audience is far more open to your message.

## SOCIAL MEDIA & DIGITAL MARKETING

Social media works well with digital marketing techniques such as demographic targeting and retargeting. By facilitating customisable adverts, your business can target customers with filters such as location, likes, interests and so much more.

## YOU'RE ALWAYS THERE

Regular posts on social media keep you top of mind with your target audience, whether you're just posting information or giving incentives to buy (as long as it's relevant), your customers and prospects will love it!

## IMMEDIACY

Social media creates a direct and immediate communication path between your business and your customer. Social media allows you to be the first to know and you can respond directly - something that customers really value.

## INCREASING BRAND LOYALTY

Businesses and brands that post quality content through social media marketing regularly tend to have a strong follower base. Social media platforms become a breeding ground for brand loyalty as followers begin to discover the real you!

## BEING FOUND THROUGH KEYWORDS

Social media platforms use the hashtag (#) symbol to highlight and index relevant keywords in your posts, which means that potential customers who are looking for your products are able to find you, even if they've never heard of your business before.

## TRACKING ROI

As social media platforms retain a lot of relevant demographic information from their users, paid adverts (in particular) can drive strong ROI results, and enable success to be clearly measured.

## CONTACT US

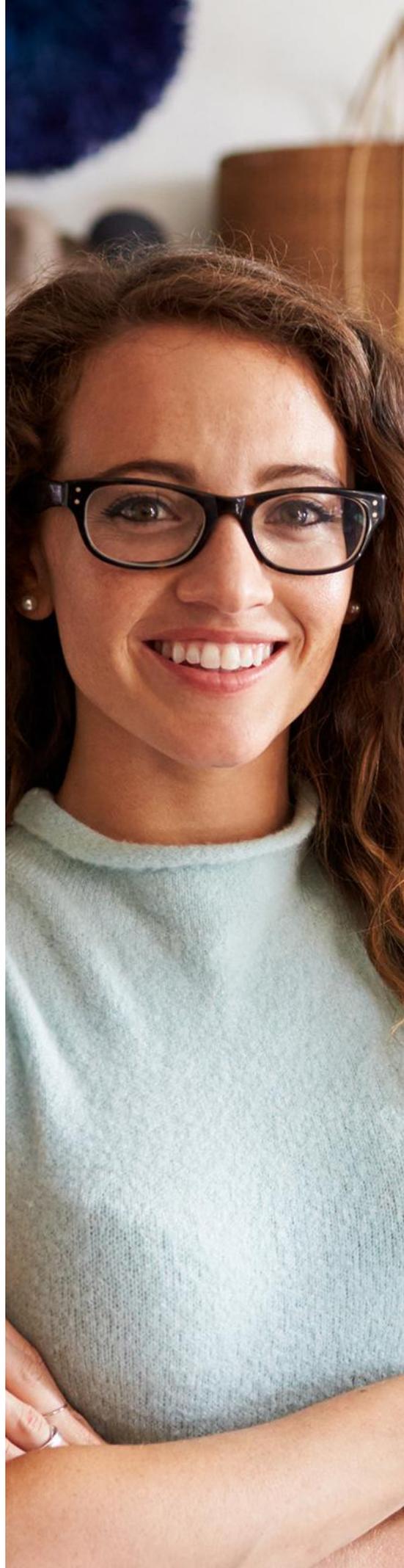
Social media is a great way to boost your brand. Content is king, and every strategy the team at GDR Group create has content at its core.

Speak to one of our experienced local area marketing experts today:

**1800 657 797**

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**[gdrgroup.com.au/socialmedia](https://gdrgroup.com.au/socialmedia)**



# SOCIAL MEDIA PACKAGES

Kick-Start	Starter	Premium	Pro
Audit of all platforms	Develop a brief social media strategy	Develop your social media strategy	Develop your social media strategy
1hr consultation session with social media manager	Monthly ad campaign (set up, management and optimisation)	Monthly ad campaign (set up, management and optimisation)	Monthly ad campaign (set up, management and optimisation)
Report with platform recommendations	3 posts per week across platforms	5 posts per week across platforms	5 posts per week across platforms
<b>Kick-start is compulsory for all new clients and is a one-off fee</b>	Content production and distribution	Content production and distribution	Content production and distribution
	Monthly reporting	Monthly reporting	Weekly reporting
	Paid media spend - \$150 included	Paid media spend - \$250 included	Paid media spend - \$400 included
		Monitoring and responding to activity within 3hrs	Documentation of brand style
		Account manager	Real-time monitoring and responding to activity
			Account manager