

Service Descriptions

The team of social media marketers and interactive designers at Social Media COO provide complete social media solutions.

STRATEGIC PLANNING

Establish your Social Media Presence

It all starts here. We take care of setting up your presence on the social networks that will benefit your business the most. Options include Facebook, Twitter, LinkedIn, FourSquare and many others.

Develop an Engagement Strategy

Put our expertise to work for you. We have years of experience in growing internet audiences by entertaining and educating customers. We plan a strategy that will not just bring in fans, but will also generate real leads and build brand loyalty.

CONTENT PUBLICATION

Publish Fresh Engaging Content

Making the most of social media requires regular activity. We do that for you so you can focus on running your business.

Develop Custom Campaigns

Take your Facebook page to another level of professionalism. Our Facebook applications greatly enhance the look of your site and add another level of interactivity for your customers. Run polls, add coupons, and embed your web content directly into your Facebook page for easy access. Our developers can make it happen.

COMMUNITY MODERATION

Engage Customers

Social networking isn't just about talking. It's about listening. We will monitor social networks for user-generated content that needs attention and respond or forward it to the appropriate person at your company for resolution. Our tracking software allows us to track issue resolution and response time.

Monitor Content

We will also filter for any inappropriate or damaging content and remove it in a timely fashion.

ANALYTICS

Track Success and Customer Data

Gather business intelligence by tracking the effectiveness of individual campaign elements. Track what customers like, share, and retweet. Sort results by demographic information.

Custom Reporting

Results are tabulated and analyzed by our team and sent to you on a monthly basis.

