

SOCIAL MEDIA SERVICES

People don't just turn to social media to connect with friends and family. They also rely on social media to find products and services, solicit reviews and ask questions. If your company isn't engaging, current and potential customers will leave disappointed. Your attention is focused on your business – and it should be! Let us build you an exciting and engaged audience.

Executed well, social media can reach beyond paid audiences, driving further reach and developing more organic audiences than any paid media available. Driving this engagement and getting results is our focus and we'll develop exactly the right content mix and budget so that your next post just might go viral.

SOCIAL MEDIA AUDIT

Ever wanted to know how well your business is performing on social media and how social media could help your business grow?

Concerned that your current social media isn't performing as well as it should? A.D. will review your existing strategy, content mix and analytics to determine where you can improve, including:

- Grading existing performance
- Identifying opportunities for growth
- Developing and specify your target audience
- Determining opportunities and ideal content
- Creating a recommended budget and voice

After the audit, you'll know exactly where your business needs to go with social media. Then, we'll help you get there!



FULL SERVICE PAGE MANAGEMENT

If you know you need to be active on social media but don't want the daily responsibility, this is the perfect choice for you! A.D. will build a guiding strategy and develop and distribute all the content your brand needs to exceed.

- Social Media Strategy
- Content Development
- Graphic Design Services
- Reporting Services
- Post Creation, Scheduling and Optimization
- Channel Monitoring for opportunities to engage your community
- Community Growth through paid and organic campaigns, event promotion, PPC and Media Amplification
- PR and Crisis Management

CAMPAIGN MANAGEMENT

If you prefer to handle the daily needs of your social media channels, but would like assistance promoting specific events, A.D. can help. Social media campaigns can drive website and foot traffic and can be used for any number of needs including:

- Seasonal, Sales and Other Promotions
- General Social Advertising (PPC/Retargeting)
- Media Amplification/PR
- Product Launches
- Event Marketing
- Crisis Management



CO-PAGE MANAGEMENT

If your business already has someone handling social media full time, our social media experts can work with your internal team to help your business identify and execute the best in online strategies. Our strategy development, content development, analytics and monitoring are an excellent complement to your internal team efforts and together we'll help you find major success online.

CONTENT DEVELOPMENT

Want to handle the daily needs of managing your social media accounts, but need some help coming up with post ideas? The amount of content your business needs to stand out online can be daunting to create. Just a week of content may include 7 Facebook posts, 7 Instagram posts, 35 tweets/retweets, a blog post, and 5 LinkedIn posts. And, what if your business needs to be on Pinterest, Snapchat and Imgur too? That amount of weekly content can get overwhelming in a hurry.

That's why A.D. offers content development services. A.D. will research and identify what content is going to generate the most buzz for your brand and help you build that into a calendar to implement. We can help you create a variety of content including:

- Organic Posts
- Boosted Posts
- Social Ads
- Social Video
- Infographics
- Blog Posts
- Social Images
- Interactive Online Quizzes, Games and More
- Custom Landing Page(s)



INFLUENCER MARKETING

Have you considered how influencer marketing could benefit your brand? Influencer marketing allows you to take advantage of social media mavens' large followings in niches that directly reach your customers. A.D. can identify the online influencers whose social media presence best align with your objectives, negotiate contracts and build a strategy to leverage the influencers' online following.



MEASUREMENT AND MONITORING

Understanding how well your business is performing online can be the difference between a positive and negative return on investment. Measuring and monitoring social media traffic and engagement is critical to building and growing a successful footprint. A.D. can monitor the analytics your company needs to build a successful and engaging social media presence.

SOCIAL LISTENING

Social Listening is one of the most important pieces of a solid social media plan. This includes monitoring social media channels for mentions of your brand, reviews, website content shared and use of branded hashtags. As well, social listening can monitor the use of specific phrases or keywords to identify users interested in your business or services. The goal of social listening is not just to collect all of this information but to identify trends and analyze how best to respond and use the information. In many cases, users may not tag your company online, but still expect feedback. Social listening can allow your company to excel at customer service, identify influencers for your brand, and track relevant phrases or hashtags.

SOCIAL MEDIA CONSULTING

If you have an in-house team managing your social media, A.D. can help your team get the most out of social media. Whether you need help developing an overall strategy or diving into the finer details, we can help you create the social strategy you need for success. A.D. offers social media training to help your team take advantage of new and ever expanding channels. Even if we are managing your channels for you, we can teach you the basics of social media so you understand how to engage, review performance and understand how to get the most out of social media.

READY TO GET STARTED?

Contact us today.

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