

Social Posts 2x/week

Fully Managed Solution

A monthly calendar of two written posts/week on Facebook, Twitter, and LinkedIn.

What to Expect Next:



Order Form

When you purchase the Social Post 2x/week service, our Marketing Strategists will receive the **Order Form**, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client, to gather additional information needed to complete the setup.

- A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their business.
- We will work to claim the social sites included in this service if the business doesn't already have them claimed..
- We must also verify the responsible individual from your clients business who will be responsible for both approving the monthly calendar, and participating in a monthly content call.

Important: Please note that our team will not be able to begin drafting social content until we complete the initial onboard call.



5 Business Days

*after the Initial Onboarding Call is Completed

Content Calendar: Our writers create engaging content based on the guidelines set by your business. Once the posts are drafted, a copy of the content, links, and images from each post will be emailed to your business for approval.

Please note: If Custom Images are ordered with this service, the content along with the custom created images will be sent for approval within **10 business days**.



Edits & Revisions

One set of revisions included

The number of post replacements/edits is strictly limited to 4 per calendar. If a post does not satisfy your client, we will gladly replace the wording, the image, or the entire post for your business as requested. Your client is also more than welcome to make the edits as they see fit, and we will post it accordingly.

Important: Please note that our team will publish the written content if we receive no response from your client within 5 business days of sending it for approval.



Publishing

Once the revisions have been done, the Marketing Services team will schedule the posts using the Social Marketing product. You or your client can always login to view/edit/delete these scheduled posts.



Monthly Content Call

One of our marketing strategists will contact your business every month to discuss content direction.

- If your client would prefer not to participate in a monthly call, let us know! Our marketing strategists will continue to create social posts based on previous direction. Similarly, if we are unable to reach your client, we will continue to create posts based on guidelines established previously.
- Your client can be involved as much or as little as they want in the creation of their social content.
- Your client can change the direction of their social posts at any time during these monthly calls.

Important: Please note that our team cannot advertise your promotions and sales if you do not share them with us.



Add-Ons | Additional Social Posts

Should your client wish to have more than 2 posts per week created and published for them, we are happy to accommodate! Simply activate the Additional Social Posts: 2x Week Add-on for the account in Partner Center. Similarly, if your client would like an impromptu post created at any given time (say, for a special event or holiday) there's an Add-on for that too! This impromptu post will be drafted and published within 1 business day of activating the Add-on.

Impromptu posts: If you'd like for your clients to request impromptu posts directly to our team, please let us know. In this case, we'd receive a request from your client, and activate the add-on on your behalf.

Social Posts 2x/week

Add-On | Facebook Post Boosting 25 & 100

Allocate either \$25 or \$100 of ad spend to go towards boosting social posts for your clients to increase post engagement and reach a wider audience.

What to Expect Next:



Add-On Information

The Facebook Post Boosting Add-ons (both the \$25 and the \$100) can be activated in multiples.
100% of the Add-on cost is allocated to boosting social posts.
The Add-on is monthly recurring, Marketing Services will boost posts each month.



Order Form

When you purchase the Facebook Post Boosting Add-On along with Social Posts 2x/Week, our Marketing Strategists will receive the **Order Form**, and will setup a Facebook audience for the business using the information provided. If this Add-On has been activated at the same time as Social Posts 2x/week, we'll setup the Facebook audience once we have access to the businesses page.



Onboarding

Onboarding Call: An onboarding call may not be needed if this Add-on was activated after the Social Posts 2x/week onboard was completed. As long as the order form was fully filled out, we should have all we need to build the target audience for your client.

The Facebook target audience will be setup as soon as we have access to the businesses Facebook page.



Budget Allocation

Process:

- Marketing Services will allocate a portion of the budget to each post that is created by our team that is eligible for boosting. Not all posts are eligible for boosting.
- Boosting doesn't always occur at the time the post was published, rather, our team boosts posts twice per month, usually around the 15th and the 30th.
- Usually a post is boosted for a duration of one week.
- If you'd like for Marketing Services to boost specific posts, or set individual post spends, please let us know.



Reporting, Facebook Analytics

The monthly task report will show all of the posts our team has created for your client in that particular month, however, it does not include post engagement, likes, or shares. For this insight, you or your client can view the Recent Posts tab in Social Marketing. For further analytics specifically regarding post boosting, you can view stats in the Analytics section of the Facebook Business page.

FAQs

What are boosted posts?

Boosted posts are like regular posts, but are able to reach a wider audience and, therefore, get more engagement. Boosted posts require a minimum budget of \$1 a day.

What are the benefits of boosting posts?

According to Facebook, boosted posts are a way to get more people to like, share, and comment your client's posts. Your client can also reach new people who are likely interested in their content but don't currently follow their Facebook page.

What are the targeting options available?

Facebook offers a wide variety of targeting options. Your client can select audiences by demographics, location, interests, behavior, and much more!

Can I target people who don't currently like or follow my Facebook page?

Yes, and it's an excellent way to help your client reach new audiences!

Social Posts 2x/week

Add-On | Pinterest 2x/week

Two crafted social posts per week for your clients business that are specifically created for Pinterest.

What to Expect Next:



Order Form

When you purchase the Pinterest 2x/week Add-On along with Social Posts 2x/Week, our Marketing Strategists will receive the **Order Form**, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client, to gather additional information needed to start crafting awesome posts specifically for Pinterest.

- A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their business.
- We will work with the business to create a Pinterest account if they don't already have one.
- The posts created for your clients Pinterest account are unique to the Pinterest platform are separate from the posts created for Facebook, Twitter, and LinkedIn.
- We must also verify the responsible individual from your clients business who will be available for both approving the monthly calendar, and participating in a monthly content call.



Special Requirements & Expectations

- Pinterest is a visual social platform which requires the use of quality images. We do not recommend using stock images
- Sharing things like listicles, infographics, and how to articles receive the best engagement on Pinterest.
- Posts are not date specific, E.g.: 1 day only sales



Reporting, Pinterest Analytics

Posts are not scheduled through Social Marketing or Concierge, therefore, reporting on posts are not available. The Monthly Task Report will have a note from the Strategist who posted the content indicating the posts were in fact posted. Your client can always view their Pinterest Analytics by logging into the Pinterest account, and clicking on the Analytics button in the top left corner of the page.



Monthly Content Call

*One of our marketing strategists will contact your business **every month** to discuss content direction.*

- If your client would prefer not to participate in a monthly call, let us know! Our marketing strategists will continue to create social posts based on previous direction. Similarly, if we are unable to reach your client, we will continue to create posts based on guidelines established previously.
- Your client can be involved as much or as little as they want in the creation of their social content.
- Your client can change the direction of their social posts at any time during these monthly calls.

FAQs

How often will you post to my client's Pinterest account?

Twice per week.

Will my client need to provide you with anything for this service?

Please ensure your client is prepared to have a monthly discussion with our Marketing Strategists to ensure we can better succeed at building their brand. Also, we have seen far greater success with this service if they send custom images to use.

What if my client does not have a Pinterest account?

We will work with them to create or claim a Pinterest account.

How long does it take to create or claim a Pinterest account?

This should be completed during the onboarding call; however, there may be a longer delay if we experience issues while trying to claim the account.

Social Posts 2x/week

Add-On | Houzz 2x/week

Two crafted social posts per week for your clients business that are specifically created for Houzz.

What to Expect Next:



Order Form

When you purchase the Houzz 2x/week Add-On along with Social Posts 2x/Week, our Marketing Strategists will receive the **Order Form**, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client, to gather additional information needed to start crafting awesome posts specifically for Houzz.

- A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their business.
- We will work with the business to create a Houzz account if they don't already have one.
- The posts created for your clients Houzz account are unique to the Houzz platform are separate from the posts created for Facebook, Twitter, and LinkedIn.
- We must also verify the responsible individual from your clients business who will be available for both approving the monthly calendar, and participating in a monthly content call.
- Houzz is designed to highlight your clients business' projects, so custom images are required, stock images will not work.
- It is best if the client provides us with images of their projects from start to finish, as they are displayed on the platform as albums.
- Posts are not date specific, E.g.: 1 day only sales



Special Requirements & Expectations



Reporting, Houzz Analytics

Posts are not scheduled through Social Marketing or Concierge, therefore, reporting on posts are not available. The Monthly Task Report will have a note from the Strategist who posted the content indicating the posts were in fact posted. Your client can always check to see how many ideabooks the images from our posts have generated by logging into the Houzz account.



Monthly Content Call

*One of our marketing strategists will contact your business **every month** to discuss content direction.*

- For Houzz, specifically, it is imperative that your client be highly involved in this service. We need regular updates as to the projects your client is working on as well as new images for each of the projects.

FAQs

How often will you post to my client's Houzz account?

Twice per week.

Will my client need to provide you with anything for this service?

Please ensure your clients are prepared to have a monthly discussion with our agents to ensure that we have as much information about their business as possible. Also, it is required that the client sends custom images of their projects to use.

What if my client does not have a Houzz account?

We will work with them to create or claim a Houzz account.

How long does it take to create or claim a Houzz account?

This should be completed during the onboarding call; however, there may be a longer delay if we experience issues while trying to claim the account.

Social Posts 2x/week

Add-On | Instagram 2x/week

Two crafted social posts per week for your clients business that are specifically created for Houzz.

What to Expect Next:



Order Form

When you purchase the Instagram 2x/week Add-On along with Social Posts 2x/Week, our Marketing Strategists will receive the **Order Form**, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client, to gather additional information needed to start crafting awesome posts specifically for Instagram.

- A marketing strategist will work with your client to create the strategic direction they'd like for social posts published for their business.
- We will work with the business to create an Instagram account if they don't already have one.
- The posts created for your clients Instagram account are unique to the Instagram platform are separate from the posts created for Facebook, Twitter, and LinkedIn.
- We must also verify the responsible individual from your clients business who will be available for both approving the monthly calendar, and participating in a monthly content call.



Special Requirements & Expectations

- Instagram is more of a visual platform where posts are more successful with high quality custom images. The posts themselves cannot contain links.
- It is best if the client provides us with custom images of the products they carry, or results of the services they fulfill.
- Posts are not date specific, E.g.: 1 day only sales



Reporting, Houzz Analytics

The monthly task report will show all of the posts our team has created for your client in that particular month, however, it does not include post engagement, likes, or shares. For this insight, you or your client can view the Recent Posts tab in Social Marketing.



Monthly Content Call

*One of our marketing strategists will contact your business **every month** to discuss content direction.*

- For Instagram, specifically, it is imperative that your client be highly involved in this service. For optimal results, it's best that your client send us custom images to use on a regular basis.

FAQs

How often will you post to my client's Instagram account?

Twice per week.

Will my client need to provide you with anything for this service?

Please ensure your clients are prepared to have a monthly discussion with our marketing strategists to ensure we can more accurately help build their brand. Also, we have seen far greater success with this service if the client sends custom images to use.

What if my client does not have a Instagram account?

We will work with them to create or claim a Instagram account.

How long does it take to create or claim an Instagram account?

This should be completed during the onboarding call; however, there may be a longer delay if we experience issues while trying to claim the account.

Social Posts 2x/week

Add-On | Custom Images 2x/week & One Time

Our team will create beautiful custom designed images to enhance every social post in your clients monthly calendar. Or, if your client needs a one-off image created, we can do that too!

What to Expect Next:



Order Form - paired with Social Posts 2x/week

When you purchase the Custom Images 2x/week add-on for Social Post 2x/week service, our Marketing Strategists will receive the **Order Form**, and will reach out to your client within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client, to gather additional information needed to complete the setup. (See page 1 for complete Onboarding details.)

We will discuss the graphic guidelines our team is to follow when creating custom images. This includes:

- **Types of images the client is looking for**
- **Logo**
- **Color overlays**
- **Font preferences**



10 Business Days

*after the Initial Onboarding Call is Completed

Content Calendar: Our team will work to complete both the social posts and custom images to complete the calendar. We'll send the entire completed calendar for approval within 10 business days of having received content.



Edits & Revisions

One set of revisions included

- The number of post (content) replacements/edits is strictly limited to 4 per calendar. (See page 1 for details on Post Edits & Revisions.)
- The number of image replacements/edits is strictly limited to 4 per calendar. Any edits or replacements above the limit will incur a One Time Custom Image charge per image.
- If we do not receive edit requests within 5 business days of sending the Calendar and Images for approval, our team will proceed with scheduling the content.
- When edit requests are received, our team will complete the edits and proceed with scheduling the content.

If your client is not satisfied with the images created, a discovery call with the client can be scheduled to realign expectations.



Monthly Content Call

*One of our marketing strategists will contact your client **every month** to discuss content direction and image preferences.*



Single Custom Image

When the Single Custom Image order is received, a Marketing Strategist will create the image based on the information in the order form.

- We may need to reach out to your client for specifications.
- Single Custom Images will be created within 2 business days of receiving the order, or speaking with your client.
- The image will then be sent to the client for approval.
- Once approved, the Marketing Strategist will publish the image with a post either provided by the client, or a post that has been crafted in the clients monthly Content Calendar.

FAQs

What kind of customization is being offered?

We can add your client's brand logo, insert text overlay, and apply filters to make sure your client's images won't be anything less than exceptional!

Why images are so important for social media?

Great content is definitely important for social media, and that includes text and images. The thing is, images are noticed first by your client's audience, so they have potential to drive engagement.

What's the best image size?

The best image size varies for each social network. Our dedicated team will always follow the best practices for social media images.

Should I provide you with my client's images?

If you have your client's images, feel free to send them to us. Ideally, they should be good quality and high resolution. Customized stock images are also available.

Social Posts 2x/week

FAQs

Client Expectations:

- Complete a Initial Onboarding Call with our Marketing Strategists
- Provide promotions, sales, featured items, images, and content suggestions as requested.
- Communicate efficiently with us to keep the project on track in order to meet the set deadlines.

How can I see what posts you did for my client?

Our team will send monthly reports to you and your client that will outline the previous month's posts. Posts can also be viewed in the Social Marketing dashboard.

Where can I preview the posts?

The posts are emailed for approval to the client. Their salesperson is copied on the communication, as well. Once approved, all posts will be visible in the "Scheduled Posts" tab in Social Marketing.

What's the expected timeline for my clients?

The client should be prepared to hear from our team within the first few days of the current month to discuss their posts for the following month. This conversation needs to happen by the 15th of the month. The posts will then be prepared by our team, and sent out to the client for approval within 10 business days. After that, we will email the client to seek their approval on the posts.

Can we post links only to the client's website?

Our team typically recommends a mixture of posts that link to both their website and to relevant industry-related articles in order to keep their page relevant.

Which social sites can we post on?

This service includes posting to Twitter, Facebook, and LinkedIn. Add-on services include Pinterest, Houzz, and Instagram. If your client doesn't have these sources claimed, our team will work with them to create/claim them.

My client has great reviews online. Can we highlight it in their social posts?

Absolutely! Our team loves to spread the good word.

Are we able to send the client more than one month worth of posts for approval?

No, We only send one month worth of posts at a time to ensure the content is relevant.

When you have admin access to my client's Facebook page, will you be able to access their personal page?

No. Your client's personal page is completely separate and we will only be able to access the business page.

If my client does not like one of their posts, are they able to delete it?

Yes, they are free to log in to their social media accounts and remove the posts they wish.