

# Social Page Builds

## Fully Managed Solution

A professional social media profile on Facebook, Instagram, or LinkedIn (Other channels available as long as they're free to access).

### What to Expect Next:



#### Order Form

When you purchase a Social Page Build, our Marketing Strategists will receive the **Order Form**, and will reach out to you 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 Social Page Build.

- We will verify the exact business name and full address to ensure the page has accurate information.
- **Access to a Gmail account is required in some cases.** This address is used to create the social profile and as a login method.
- Verifying the social site may require an automated phone call or email to be sent to the business, it is best that your client is at the business during the Onboard call.
- The Onboard call will take approximately 15 - 30 minutes to complete.
- Most often, pages are claimable during the onboard call, however, there are extenuating circumstances where follow up is required. The Marketing Strategist will stay in communication via phone or email throughout this process.
- Once the page is accessible, we will ensure it's updated with applicable information. Details below.



#### Facebook

Marketing Services uses Facebook Business Manager to create Business Pages. The page build will include:

- Accurate business data - Name, address, phone, website, hours
- Business description
- Business handle (@businessname)
- Logo (provided by you or your client)
- Header image



#### Instagram

Marketing Services uses Facebook Business Manager to create and connect Instagram to Facebook. The page build will include:

- Accurate business data - Name, address, phone, website, hours
- Business description
- Add a profile picture
- Convert the account to a business account (business.instagram.com)
- Walkthrough of how to get the iPhone or Android app
- Walkthrough how to manage Instagram account going forward



#### LinkedIn

Creating a LinkedIn Business page requires access to a personal LinkedIn account

- We will need the login credentials to a personal LinkedIn profile in order to connect a business page.
- A business page will be created
- The company logo, header image, description and NAP data will be included
- The business email address will be verified for the business page



#### Other Social Channels

If there is a social channel that a business is interested in having built out, we can accommodate the request. Other pages could be Pinterest, Houzz, and Foursquare. As long as the page is free to create or claim we will ensure the following criteria is met with every page build:

- The business will have access to the account as the owner
- Correct NAP data and Business Name
- Business description
- Logo and header photo
- 5 photo's and/or 5 videos (depending on source requirements)
- Verification of the business page (Similar to claiming/verifying listing sites)



#### Follow Up

After the Onboard call, the Marketing Strategist will follow up with an email that outlined the call, and confirm when the social site has been completed. You, the partner, will be kept in the loop with this as well.

The Marketing Services team is available to answer questions relating to this product via phone call or email.