

# Social Engagement Group



**This document** reflects what will be deemed a successful social media strategy if all proponents of strategy are implemented successfully. Client pages should grow on their given platform of choice. The strategy will be broken down per platform and will discuss social & digital marketing. In addition, we will be discussing Lead generation funnels and follow ups to convert platform audiences to page followers. Overall ensuring audiences converting into long term followers & loyal customers.

**These strategies** represent the best way to grow both organically and paid on social media. Having all of these different methods active, executed and continuously implemented on these social platforms can ensure significant organic growth.

## Social Media Growth Strategy





# Instagram

Instagram will be broken down into three different sections. Organic engagement, Influencer marketing and content creation.

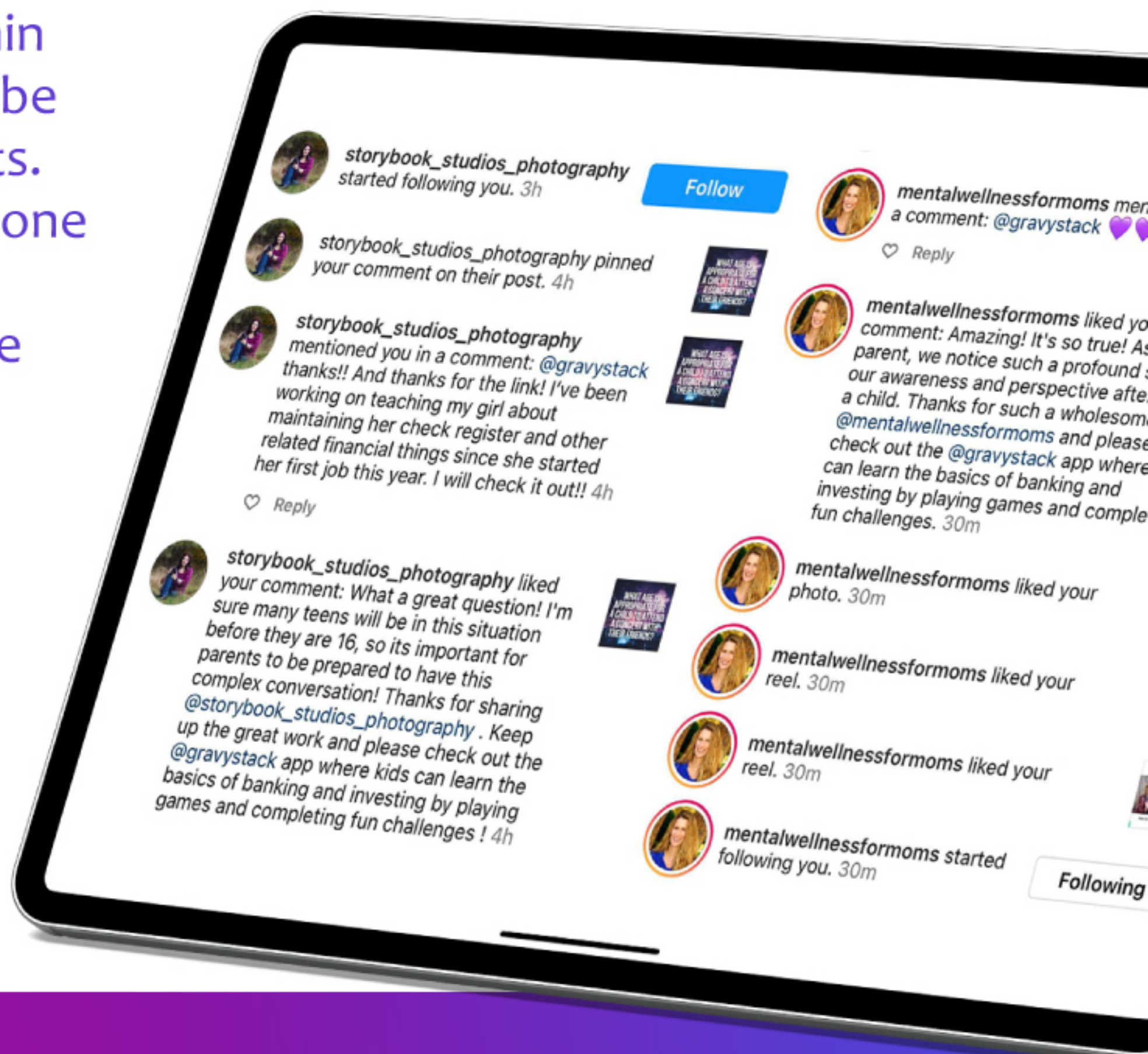
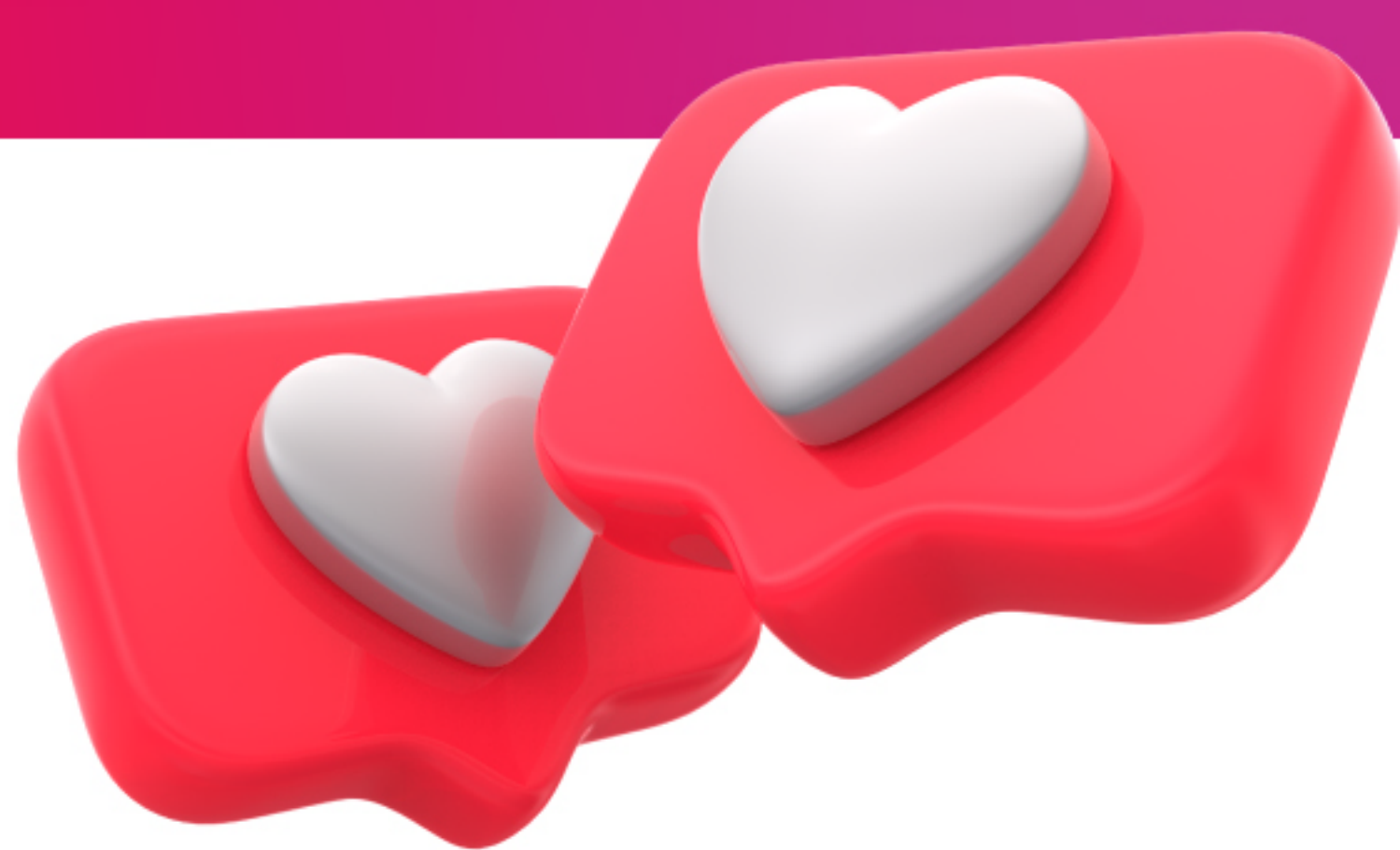


## IG - Organic engagement

Within organic engagement we need to engage in a client's most important hashtags. We do this by going into the search bar and talking to individuals who recently just posted. Our Engagement Team leaves deep, paragraph length comments to help draw back that creator of the post and anyone else who comments as well.

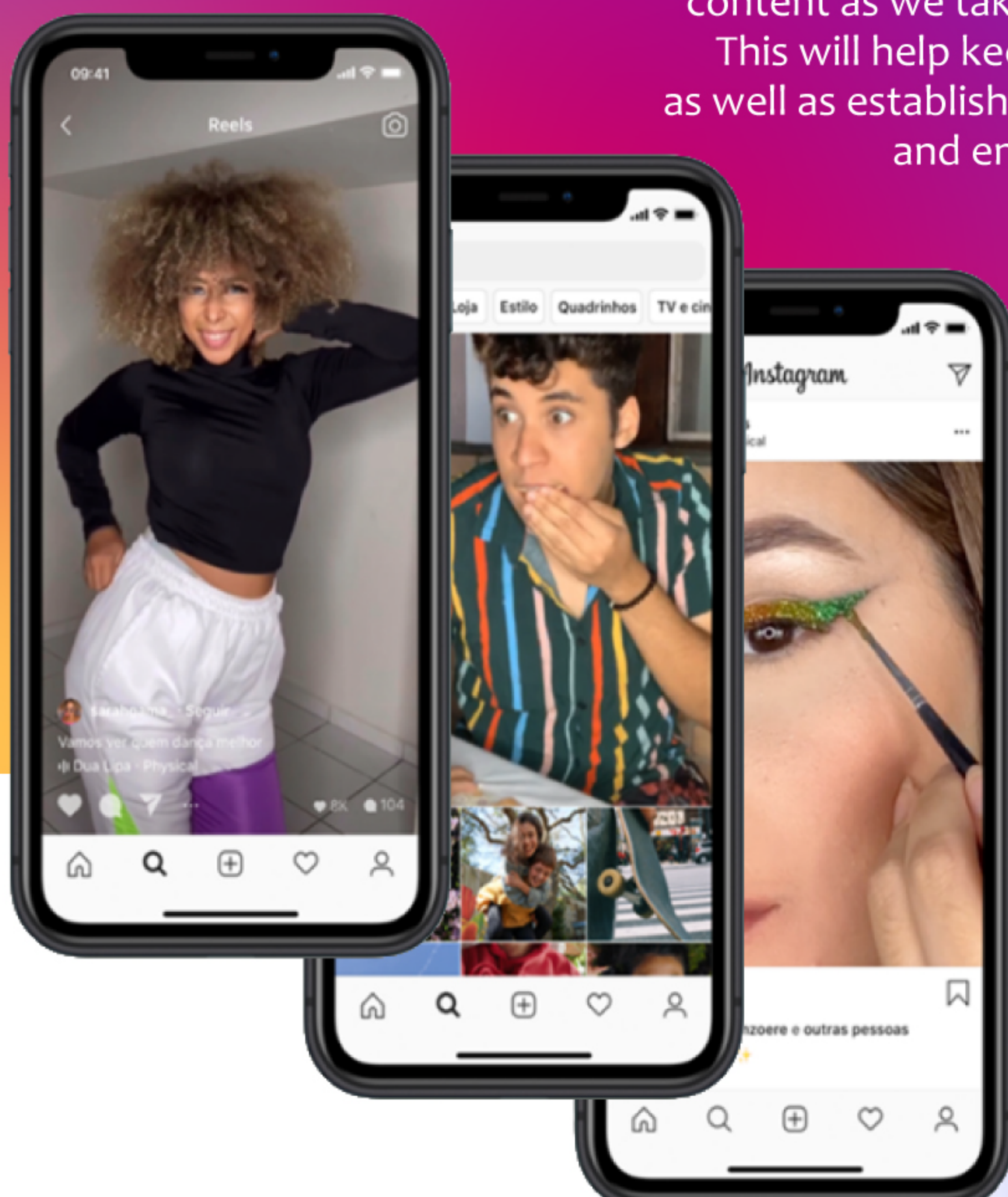
## IG - Organic Engagement

We need to be consistently commenting on thought leaders within a client's space. We will create a list of influencers within their space and set up notifications to be alerted every time that influencer posts. When that influencer posts we will be one of the first commenters on their piece of content. This will help increase visibility and could potentially lead to a comment getting pinned which can also drive engagement.



## IG - Reels Engagement

Whenever we create a reel for any individual who likes the reel, we need to send a DM to that user thanking them for liking our piece of content as we take time to create the content. This will help keep our Instagram page active as well as establish a relationship with our niche and encourage people who see our content to follow us.



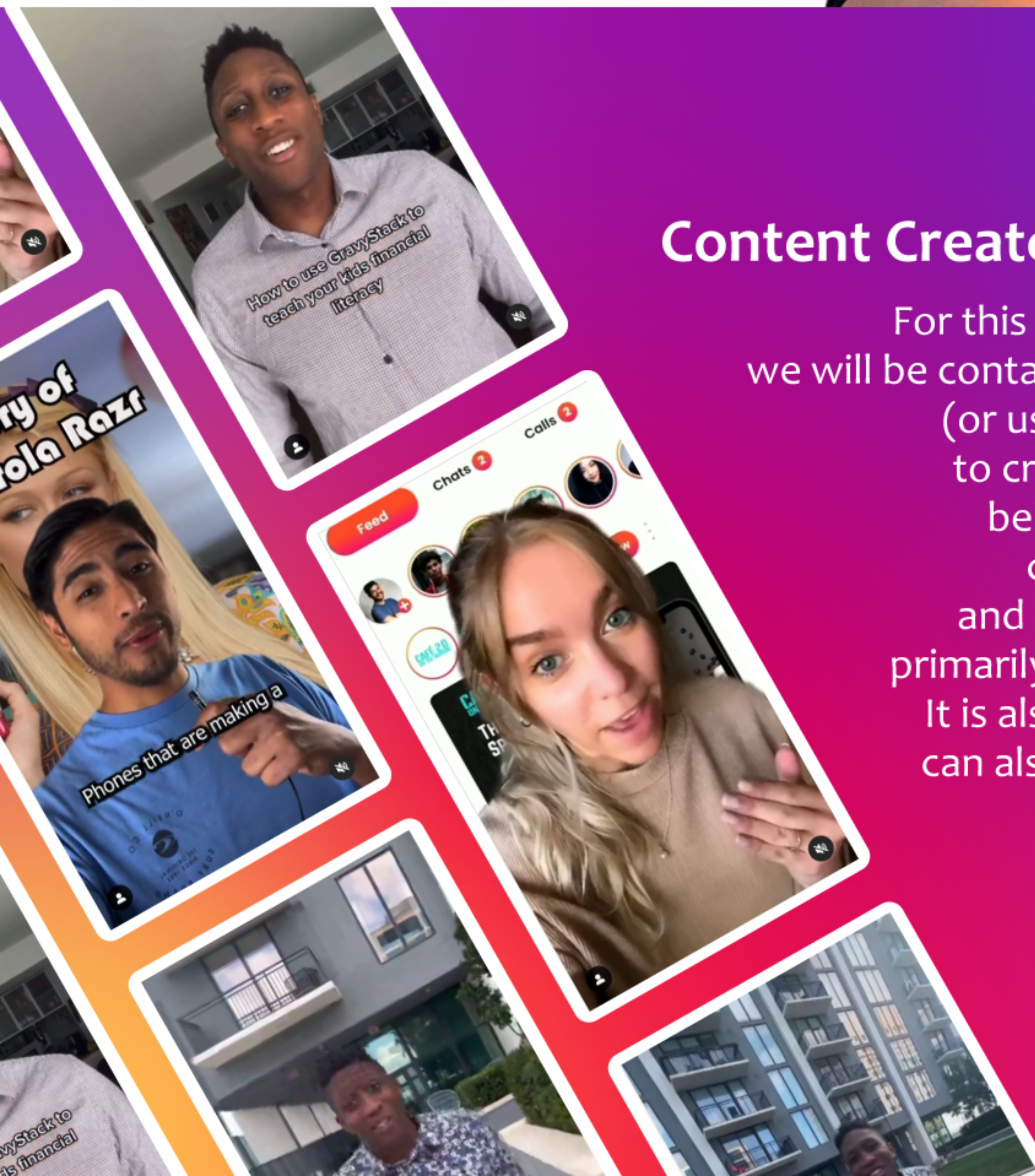
## IG Influencer Marketing

For influencer marketing we have several different sections. Brand endorsements, Content creator spokesman videos and Page collabs. For brand endorsements we will be contacting individuals that have a micro to large following within a clients niche. This following can be anywhere from 5K- 100K. With the ideal following size to be 5k- 50K. We will contact creators to do brand endorsements on the client's behalf and make videos/posts/stories on their personal profiles. This will help drive traffic from their following over to our social media pages.



## Content Creator Spokesman Videos

For this aspect of influencer marketing we will be contacting creators within the niche (or using creators already with SEG) to create spokesperson videos on behalf of the brand. These videos can be utilized for both organic and paid content. These videos will primarily be used for IG Reels content. It is also worthwhile to note that this can also be utilized for TikTok videos.



## Instagram account analyst

We will identify successful and popular brands, pages etc within the clients niche. We will then take these pages as inspiration and mimic these pages in terms of how we make our graphic content.



## Instagram Synopsis

An ideal Instagram campaign involves from start to finish. First, we are engaging within niche community hashtags as well as engaging with top creators in the space. Next we maintain a consistent cycle of endorsements from both large instagram creators and niche pages. Additionally, we are Creating graphic content imitating successful similar pages within the niche, as well as creating IG Reels videos with niche content creators to help increase reach. All of these efforts combined will create and maintain a successful instagram page that is consistently active as well as garnering consistent traffic.



# Facebook



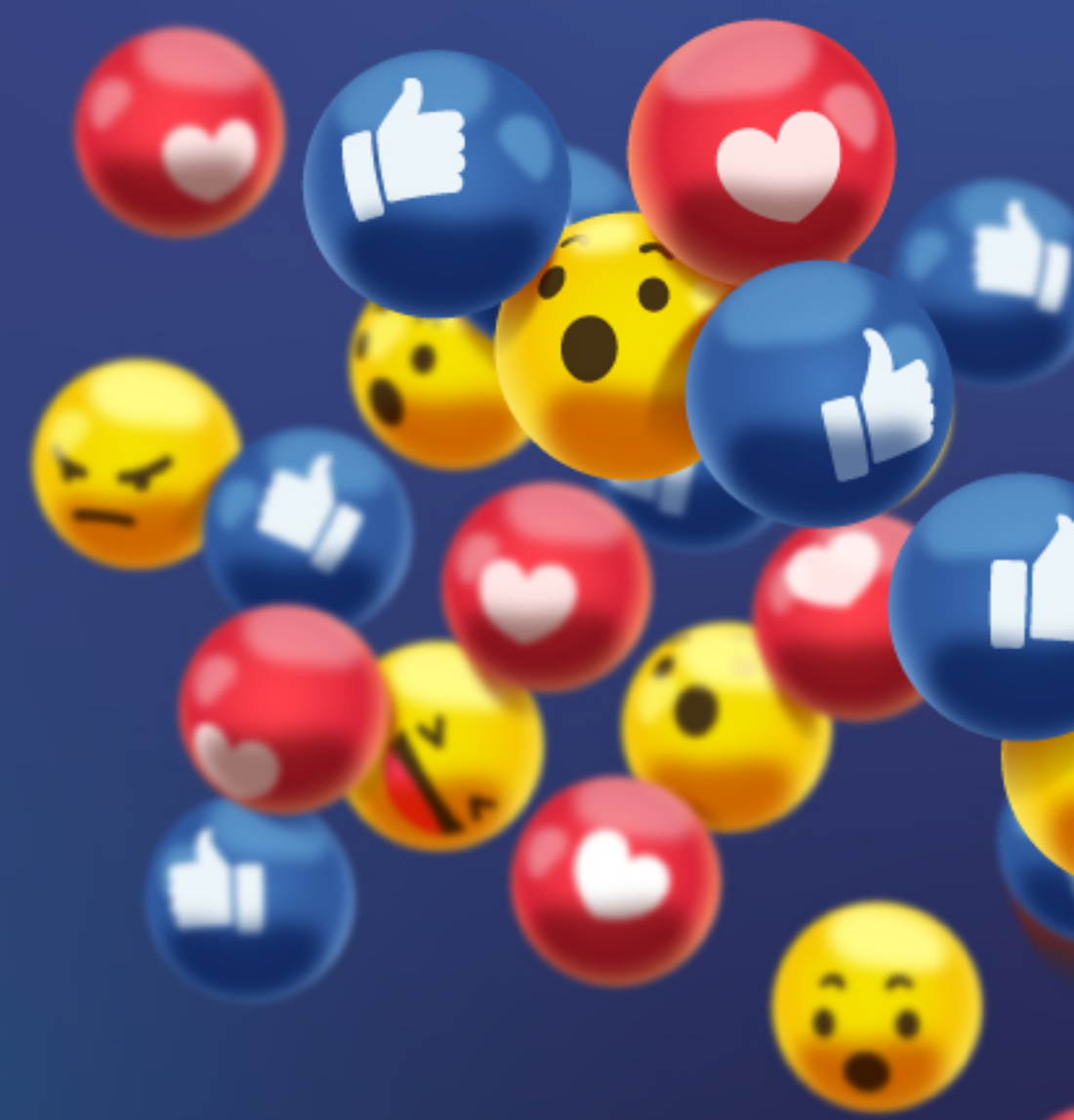
Within Facebook we will be executing a multitude of strategies mainly dependent on paid ads. With a small amount of organic Facebook group engagement in addition to Facebook paid ads.

## Facebook Group Engagement

Within Facebook we will identify groups that have to do with the brand niche and engage with different users within these groups to help drive traffic to the brand company Facebook page.

## Facebook Ads

Similar to Instagram ads we will create video and graphic content that we can use to run paid campaigns. We will also A/B test campaigns to convert unconverted traffic.





# TikTok

The way we will grow a brand's TikTok page is in a few ways:  
**TikTok Viral content,**  
**TikTok Content Creator spokespersonship,**  
**TikTok brand endorsements,**  
**TikTok Organic Engagement.**



## TikTok Viral Content

We will be hopping on trends within the brands niche as well as doing general trends on TikTok. This will help us go viral and have a lot of brand exposure fast.



## TikTok Content Creator Spokesmanship

We will have a team of content creators make videos on behalf of the brand, both in terms of spokespersonship and trending content. These videos can also be used for paid ads.

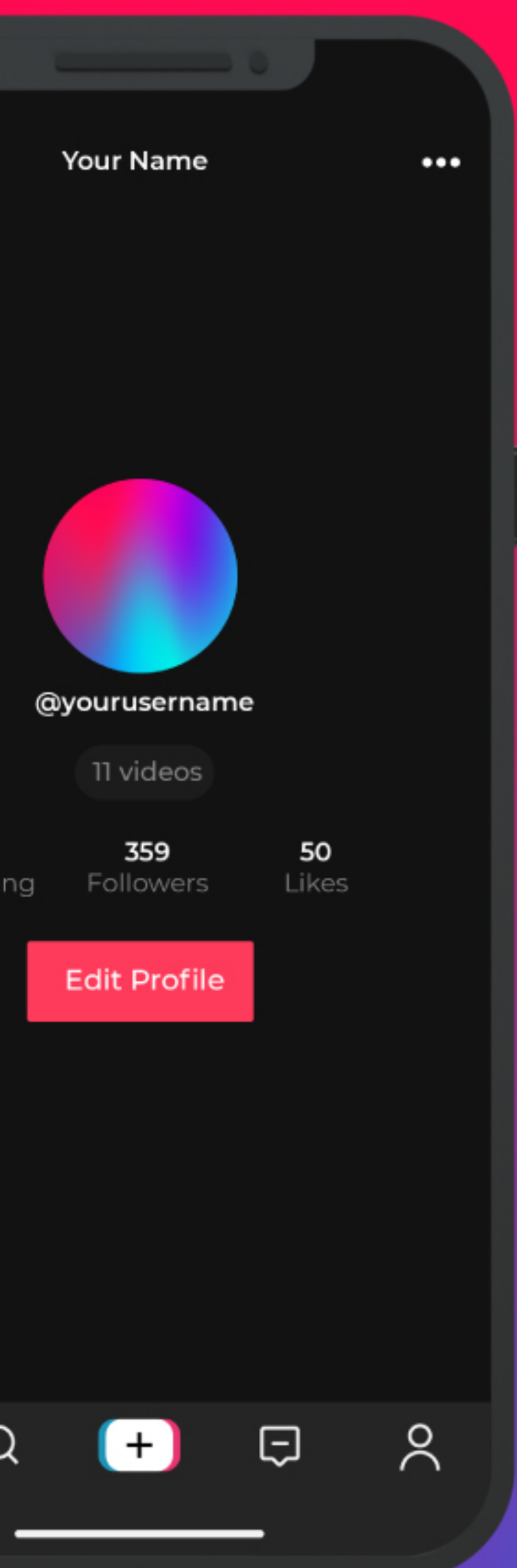
## TikTok Brand Endorsements

We will reach out to large content creators within the brands niche and have them create content endorsing the brand that they will include within their personal profiles.



## TikTok Influencer Marketing

For influencer marketing we have several different sections. Brand endorsements, Content creator spokesman videos and Page collabs. For brand endorsements we will be contacting individuals that have a micro to large following within a clients niche. This following can be anywhere from 5K- 100K. With the ideal following size to be 5k- 50K. We will contact creators to do brand endorsements on the clients behalf and make videos/posts/stories on their personal profiles. This will help drive traffic from their following over to our social media pages.



# LinkedIn



in

Within LinkedIn we will be building the company page organically with engagement we can also collaborate with LinkedIn influencers to create posts/ videos on their personal LinkedIn pages for brand endorsements. The biggest way we will grow LinkedIn is through organic engagement

## Lead generation & Conversion funnels

We create lead generation funnels using customized landing pages, unique content on various social media platforms :



We successfully generated leads for various types of businesses based on their objectives and goals. Additionally, our proprietary 4 point target method not only ensures maximum reach but also converts visitors to loyal users/customers.

Moreover, we help businesses create an audience list and follow up with the potential customers via email and text marketing until they become loyal followers for your brand. The process is iterative, adaptive to any change in the market and transparent. SEG ensures end to end visibility to our daily operations by providing customized reports, graphs & charts to show day to day progress.

# Tools we use

4 point target method to run Digital Ads,  
Created audience list,  
Bypassing IOS restrictions by implementing conversion API,  
Google Pixel tracing,  
Google Analytics,  
Email & text marketing

# Technologies used

Graphic Design,  
Animation and  
UI Design



## Other tools we use

