

New Service Announcement: Social Media Management and Content Marketing

SheffieldMediaGroup.com is proud to announce its newest integrated marketing services – social media management and content marketing – designed to help clients in New York, New Jersey, Connecticut and abroad achieve more focused marketing goals. This new menu of services will help clients take a more well-rounded approach to [content marketing](#) and social media management.



In this new phase, Sheffield's team of application developers, web designers, web developers, usability experts, and marketing experts will collaboratively plan how to reposition a client's website and blog with content that attracts more Internet consumers. The creative team will also incorporate social media posts on different websites to create more inbound traffic to a client's website. Increased traffic will result from effective social media management, [content marketing](#), and search engine optimization. Through an effective optimization campaign, a client's web content will be indexed by search engines and achieve a higher ranking on results pages.

Through Sheffield Media's optimization of website content and management of social media posts, a business client can ensure that its web presence will grow. Under the leadership of Josette Millar, this group is going to provide written content for each client's social media profiles, including their profiles on LinkedIn, Twitter, Pinterest, Google+, and Facebook. The company's writers will create everything from short tweets and Facebook posts to long blog posts and articles for informational and advertorial purposes. All content will be integrated in support of a client's overall marketing goals.

It's important for businesses to consider what can be achieved through Sheffield's new services. All content that Sheffield experts produce through content marketing efforts include traceable URLs, which enable users to track social analytics. For example, users can see which posts on their Facebook page generate the most traffic back to their firm's home page. Social media services are also customizable for customers who want more control over their campaign because Sheffield's experts can add a seat for a client in one of its [social media management](#) systems.

Customers will be encouraged to choose from various tiers of [search engine optimization services](#) in conjunction with any social media marketing plan. The company uses on-page and off-page white hat [SEO plans](#). "Many firms are still utilizing old SEO practices and haven't adjusted to the new Panda and Penguin

algorithms. We are proud to say that our people stay on top of the latest best practices and methodologies for Google- and Bing-friendly optimization” Ms. Millar explains. Working with the team, clients learn that having a social media plan is not just affordable. It is traceable and easy to maintain when managed with a comprehensive system.

The Sheffield Media Group was founded in 2002 by Josette Millar. Over the past ten years, the company has evolved creatively, introducing more services in web design, web development, custom content management systems, usability, and online marketing. The company’s diverse employees proudly work in a team environment to engineer better websites for clients, ensuring that every website will effectively reach consumers through various online marketing channels.