

'Cause it's all about the ,
'bout the ,
no twitter.
It's all about the  • I mean it, NO twitter!

Building communities on Facebook can be rewarding in today's business environment, adding to your personal credibility and the trust-factor you share with referral partners and clients alike. But ultimately, generating leads is the goal!

As you get started, you need a strategy for interesting content that engages and brings people back to your page time and again. And you need a compelling call-to-action that moves people to reach out to you. Oh, and a follow-up process that is uber-responsive and loses no time incubating warm leads into solid deals... and that brings us back to: you need a strategy.

Social Media Maxima IS your strategy:

- Building audience by finding more relevant pages and strategic partners
- Sending alerts when contact occurs on your page and requires immediate attention
- Sharing/liking content from business pages you follow, to strengthen connections and demonstrate community involvement
- Posting content 3x per week, varying days, times, and content to capture audience
- Posting your company and personal events and news, from seminars for prospective home buyers, to awards and recognition
- Managing your Facebook ads and promotions (costs are at your discretion, in addition to monthly SMM fee)
- Building pay-per-click campaigns and SEO boost programs (additional cost per set-up)

I've been working with businesses in the application of social media platforms since 2010, helping them grow and realize new business opportunities. Social media management, inbound marketing strategy, consulting, business writing, and public speaking are just some of the skills I bring to the table for you -- call or email me and let's talk about *your* strategy!



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