

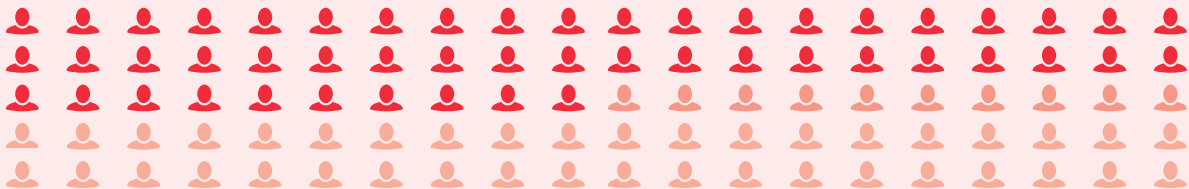


Cyber PR Army

**MONTHLY SOCIAL
MEDIA PACKAGE**

THE PACKAGE

Our monthly social media package is one of our most popular ongoing services and is a sure-fire way to increase engagement and visibility for your brand. We will analyze your business and come up with the best course of action for you, because no two businesses are the same.



Nearly **50%** of the world's population uses social media. That's over **3 billion users worldwide.** (Statista)

WHAT WE DO

We will create and post unique content alongside posts to boost your authority in a seamless flow. Our in-house graphic designer will create assets that speak to your customers and reflect who your brand truly is. Our copywriter will then craft wording that will either cast a spotlight on a product or service or will show the personality of your brand, endearing you to your audience and building your authority.

Your posts will be scheduled to go out at appropriate intervals across the channels you choose – Twitter, Instagram, Facebook etc. featuring a combination of authority-building, humanizing and sales posts. The frequency and ratio of your posts will be specific to your brand.



Cyber PR Army

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In 2019, **90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers** were active social media users. (Emarketer)

HOW IT HELPS YOU

Every business is looking to increase their brand's visibility and increase their reach. When social media is managed correctly, you can get your products or services in front of a much larger audience, many of whom will already be in your target market.

You may think you have a great existing social media channel, but "80% of companies online are under the impression that they deliver exceptional social media customer service, while only 8% of their customers say they agree" (Smart Insights). Social media management for a business is often time-consuming and energy-intensive but our services put it all in our expert hands while putting your business firmly in the 8%.

Social media management cannot be a one and done job. In order to keep engagement on the grow, you'll need fresh and varied content that follows development in your brand. We monitor the success of your posts and tweak the strategy as needed to avoid stagnation.

"71% of consumers who've had a good social media service experience with a brand are likely to recommend it to others" (Ambassador). We ensure your target market is tailored to and as a result your reach and referrals will expand over time.



SOME STATS FROM OUR CLIENTS' RECENT REPORTS:

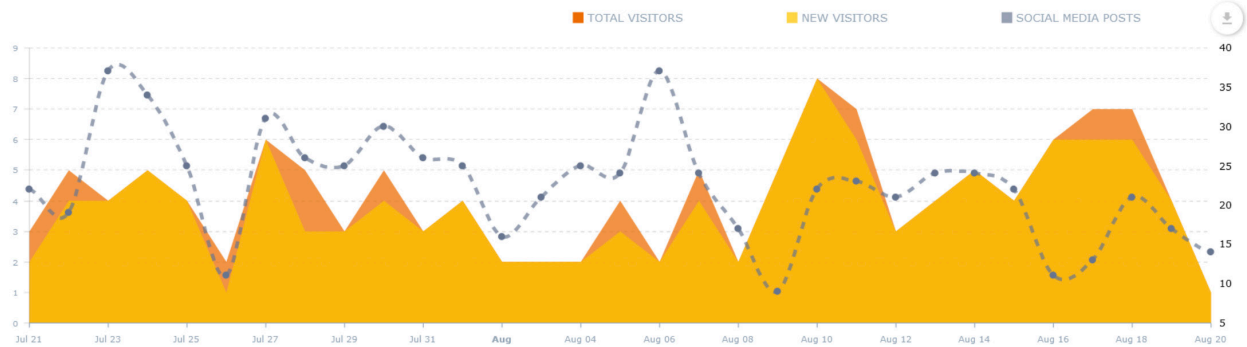
Traffic from social media increased by

550%

since previous period

Website traffic -

VISITOR GROWTH



Facebook Activity Overview - Last 28 Days



IMPRESSIONS
22,978



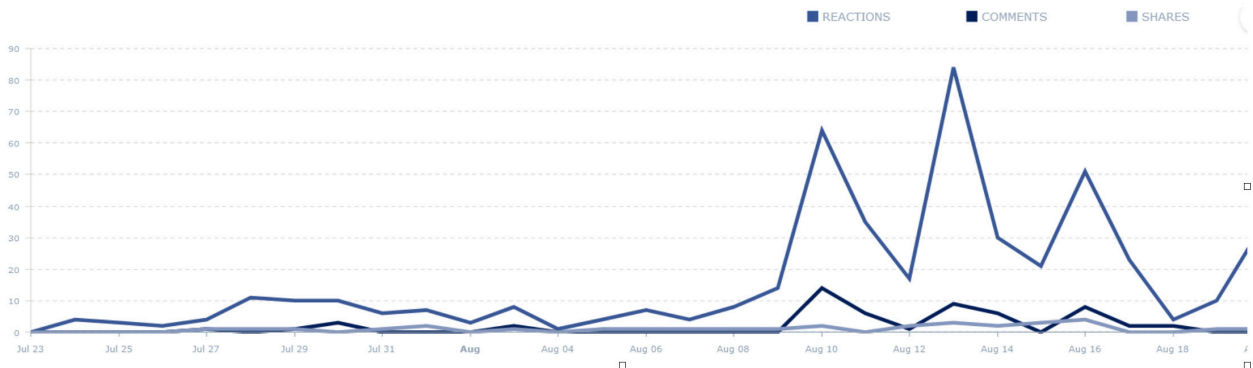
TOTAL REACH
4,196



POST ENGAGEMENTS
1,068



PAGE CONSUMPTIONS
1,000



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54% of social browsers use social media to research products.
(GlobalWebIndex)

Social networks are the biggest source of inspiration for consumer purchases with **37% of consumers** finding purchase inspiration through the channel. (PWC)

Our Social Media Marketing services are very popular for those looking to accelerate their growth and expand their reach. Get in touch with us today to find out how we can help you.



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