



# Intelligent social management with impact...



# INTRODUCING SOCIAL NRG



## Social NRG

Your social plan for success...

Social NRG is designed to allow social digital marketing experts to manage your social media strategy. From hero, hub and hygiene content management, driving engagement, increasing leads through owned and earned social media, Social NRG also runs your paid social HERO campaigns using the latest smart AI technology to deliver increased Return on your Ad spend.

The Social NRG team consists of social strategists, experienced copywriters producing the highest quality content, graphic designers, video editors and data analysts who work as a team on your behalf to deliver outstanding results via the fastest growing social media platforms.

The CMO Survey states that the marketing budget spent by companies on social media is expected to double (from 11% to 24%) in the next five years. Drive more leads into your business whilst engaging with your current customer base with Social NRG.

WHAT IS SOCIAL NRG

## 8 STAGE PLAN FOR YOUR SOCIAL SUCCESS



Presence  
Analysis



Design  
Consultation



Content  
Strategy



UGC  
User Content



Lead  
Generating



Paid  
Social



Social  
Management



Report  
Management

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Your Social NRG

# Presence Analysis



## Planning & Analysis

No marketing campaign can start until a full audit, competitor analysis, potential customer profiling is undertaken and marketplace analysis is complete.

The success our clients enjoy comes from the detail in the planning and the creation of the strategy.

- Existing Social Review
- Competitor Analysis
- Benchmarking
- Social Opportunity Report Produced
- Channel Suitability Report
- Industry Insights for Social

## Action & Implementation

At this stage your Account Manager will work with the content creation team, design team and social strategist to design and implement your perfect social strategy.

### PRESENCE ANALYSIS

- ✓ Identify Key business objectives
- ✓ Key Themes
- ✓ Main Events / Dates agreed
- ✓ Target Audience Agreed
- ✓ Agree KPI's
- ✓ Plan the Social Calendar
- ✓ Engage the key stakeholders
- ✓ Content & Design Testing

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Your Social NRG

# Design Consultation

## Planning & Analysis

You will work with a designer to ensure your online social presence is uniformed and the brand identity is clear. Establishing this will ensure the messages to market are on point and recognizable to your growing social following.

- Target Audience
- Competitor Analysis
- Seasons Considered
- DLP Recommendations
- Image Bank & House Style Created

## Action & Implementation

Every **three months** we will create the new **creatives, videos, adverts** and **posts** to work with over the coming quarter with you involved every step of the way to approve but without you having to worry about the concepts or the need to allocate time to produce the quality designs to represent your brand.

Image Bank Teamwork / Google Drive Created

Favicon And Social Icons Created

Cover Photo / Profile Pages Designed - Aligned

Set Of Four Visual Carousel Adverts

4 Static Adverts Created

For Re-Marketing & Lead App Campaigns

2 Social Sting Videos Created

DESIGN CONSULTATION



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Your Social NRG

# Content Strategy



## Planning & Analysis

You will be allocated a dedicated [copywriter](#). They will design the hub and hygiene posts and content. Our approach is designed to deliver both engaging posts about your business and the brand from seasonal messages, offers, promotions and community posts as well as rich engaging content to answer questions from potential customers, drive engagement and ultimately new leads to your business.

- Branding & Values
- Tone Of Voice
- Content Themes
- Seasonal Planning
- Segment Target Audiences
- Channels Agreed by Service of Product

## CONTENT STRATEGY

## Action & Implementation

Always on content, planned posts, promotional messages to community management you never need to worry about scheduling a post again. If you run [Paid Search \(PPC\)](#) and [SEO](#) With [Digital NRG](#) we will even schedule the activity to coincide to deliver a complete digital marketing solution.

- EGC (Employee)
- Tag 2 Friends
- Facebook Live Q&A (Youtube)
- Quizzes
- Competitions
- How to/Guide Series

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Your Social NRG

# Content Strategy



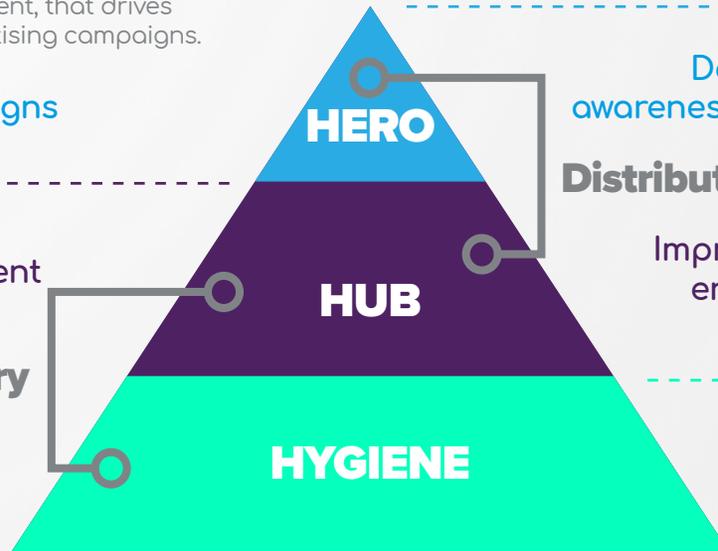
## Types Social Content Marketing

Each piece of social content has a different objective. A well planned social strategy will plan for "Always On" content, regular engaging content, that drives interaction and targeted advertising campaigns.

'Go Big' content campaigns

Regular engaging content

Content people search for



Delivers authority, awareness & engagement

**Distribution**

Improves awareness, engagement & UX

Boosts content depth & site relevancy



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# User Generated UGC Content Strategy



## Planning & Analysis

Imagine a social world where your customers, clients and potential customers are talking about you in a positive way that drives interaction, positive brand noise and new or repeat business without you lifting a finger. We get people talking about you without you doing a thing.

- ✓ Strategy
- ✓ Events
- ✓ Reviews & Videos
- ✓ Channels
- ✓ Influencers
- ✓ Competitions

## Action & Implementation

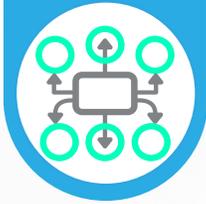
**User Generated Content** is defined as any type of content that has been created and put out there by unpaid contributors or, using a better term, fans. It can refer to pictures, videos, testimonials, tweets, blog posts, and everything in between and is the act of users promoting a brand rather than the brand itself

GENERATING STRATEGY

- EGC (Employee)
- Tag 2 Friends
- Facebook Live Q&A (Youtube)
- Quizzes
- Competitions
- How to/Guide Series

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# Your Social NRG Paid Social

## Planning & Analysis

Paid social uses sponsored content or advertising to boost your website presence in third party feeds and pages.

Paid placements are available on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [Snapchat](#) and others and allow you to target visitors that have engaged with you already, upload your customer email database to market to, select specific demographics to target, specific audiences and much more.

- Heroes Campaigns
- Paid Support
- Marketing Funnel
- Objectives & KPI's
- Seasonal Campaigns



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## Action & Implementation

Our Paid Social Account managers will build out re-marketing campaigns, lead application campaigns and product or service carousel campaigns as standard. We will even create hero campaigns and dedicated marketing funnels dependent on the products and services you offer.

### Paid Social Brief

Awareness / Brand

Persona specific

Remarketing

Placements & Medium

Audiences

Facetube

PAID SOCIAL

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# Lead Generating



## Planning & Analysis

A carefully planned campaign, be it for **HUB** or **HERO** campaigns the day of the week, time of day and audience that we target can have a huge impact on results. Who you plan to engage with, associate with and what to promote when can also see results grow quickly when executed well. Your strategist will plan for this and execute with your approval every step of the way.

- Social Calendar (Monthly)
- Outreach Strategy
- Channels & Schedules
- Social Media Analytics
- Results & Reporting

## Action & Implementation

When most marketers think of social media they immediately associate it with brand building, and not sales, Right or Wrong?

WRONG. We have years of experience and social marketing is no longer the cherry on the top, social marketing drives unrivalled cost per lead and acquisition results versus some other traditional platforms. It is the perfect medium at every stage of the marketing funnel.

LEAD GENERATING

- Media Creatives
- Customer Targets Content
- Social, Environment, Brand
- Planned, Reactive Campaign
- Hub & Hygiene
- Hero

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Your Social NRG

# Social Management



## Planning & Analysis

To run an effective social campaign one needs time, the ability to monitor activity, be alerted to relevant industry noise and competitors behaviour, run current new stories, promotions and community posts. The key is the constant contribution to social, filtering and measuring what is successful.

- Google Alerts
- Email Notifications set up
- Monthly Profile analysed
- Alerts to Negative Interactions
- 

## Action & Implementation

Time runs everything and it is certainly no different with social and now Google even rewards social media managers that respond and react in a timely fashion. Using machines we can interact with your customers whilst you focus on what you do best.

- Chatbots set up
- Automated Scheduling Set Up
- Email notifications
- Automated reporting

DESIGN CONSULTATION



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Your Social NRG

# Reporting & Analysis



## Planning & Analysis

Our sophisticated suite of tools, reporting platforms are market leaders and allow us to fine tune and optimise your campaigns using expert social executives and machine learning technology. As well as ensuring we deliver results the platforms allow you to receive daily, weekly or monthly reports or all of the above.

- Google Analytics
- Platform Analytics
- Tools (Likealyzer etc.)
- AdEspresso
- Google Data Studio

## REPORTING & ANALYSIS

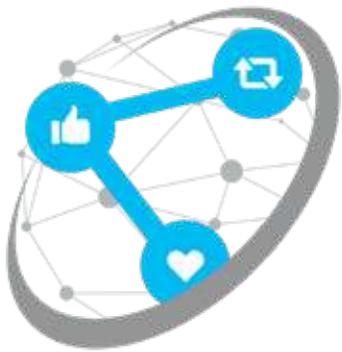
## Action & Implementation

As one of the UK's leading digital marketing agencies specialising in driving more leads and sales we know a thing or two when it comes to setting up goals, tracking leads, phone calls and sales and being able to identify each lead or sale as a paid or organic social media lead and by campaign. Proven ROI is important to any marketing strategy and **Social NRG** will deliver this.

- Google Data Studio Templates
- Exec. Summary
- Monthly
- Split paid/Organic
- Achieved Vs Goals
- Phone Calls

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# Connect better with your customer and engage the new ones.

**Social NRG** is designed to allow social digital marketing experts to manage your social media strategy. From hero, hub and hygiene content management, driving engagement, increasing leads through owned and earned social media, **Social NRG** also runs your paid social HERO campaigns using the latest smart AI technology to deliver increased Return on your Ad spend.

**LET'S TALK**

From  
as little as

**£799**

per month\*

and find out how **Social NRG**  
can help you: **0333 7000787**

## Get a 8 stage plan for your success

- ✔ Presence Analysis
- ✔ Design Consultation
- ✔ Content Strategy
- ✔ UGC User Content
- ✔ Lead Generating
- ✔ Paid Social
- ✔ Social Management
- ✔ Report Management



Digital NRG Unit 7, Apex Court, Woodlands, Bristol BS32 4JT Call: 0333 7000787 | Mon - Fri from 8am - 6pm

**Find out more:** [www.digitalnrg.co.uk/socialnrg](http://www.digitalnrg.co.uk/socialnrg)