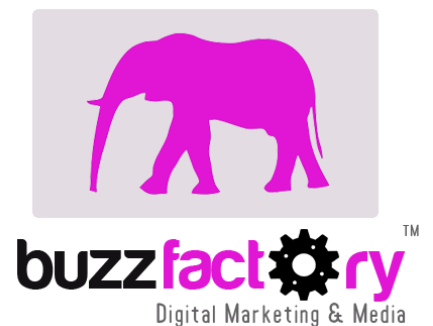




BuzzFactory

People, Work-flow & Process



People & Roles

Who Can You Expect To Find At BuzzFactory?



Strategy & Campaign Manager

These are the select few within BuzzFactory that create the strategic plan for every client account, layout the road-map for daily, weekly & monthly activities to be carried out and lead the overall campaign.

A Strategy & Campaign Manager is assigned to every client account to work closely with the team especially during the initial stages as the efforts are ramped up. A week begins with the team or people working on a particular customer sitting with the Campaign Manager and plotting out what needs to be done & achieved each week.

Our Strategy & Campaign Managers come from people that have made their mark in the field of social media & digital marketing considered by the community as experts or thought leaders. They are the brains behind the operations & steer BuzzFactory.



Client Account Manager

Larger client accounts with dedicated teams of 2 or more often need a dedicated leader to co-ordinate and head the daily activities for that campaign or engagement. In these cases Client Account Manager becomes the point-of-contact or the go-to person linking the client to the team.

The Client Account Manager will be a multi functional role leading the efforts of the exclusive sub team for a customer as well as working hands on with the campaign and will be selected

based on industry experience and qualifications that fit in perfectly with the requirements of the specific client & project.

Social Media Analyst / Project Lead



Behind every conversation or online voice for a brand or organization lies a person (or people) that actively engages others on the web and that is the Social Media Analyst / Project Lead.

At BuzzFactory, Social Media Analyst is the one behind the social web engagements actively working away posting updates to Facebook, Twitter, participating on Linked In, posting to communities, commenting on blogs or busy representing the client on the web.

They can double up as a Project Lead responsible for the daily management of the client account / project & form the frontline of all we do.

Social Media Analysts are selected from amongst extremely enthusiastic social media buffs that have been visibly active on social sites, have a great online personality & communication skills which draw people to gravitate towards them on the web.

Marketing Communications Analyst / Content Writer / Pro Blogger



Building a web presence without original, engaging & share-worthy content is like trying to build a building without bricks & concrete. Needless to say our pro bloggers and content writers are what help set us apart.

Whether its coming up with witty blog posts, writing articles, press releases, reviews or a plethora of other content, they deliver the fuel which keeps the online marketing engine going.

Our pro bloggers & writers are picked based on their experience and flair in written communication and their expertise around technical, business and non technical subject areas. Coming from backgrounds such as journalism, magazine editors, ace bloggers, marketing communications, business / finance writers and more, we ensure the very best content experts are selected for each account.

SEO / Link Building / Inbound Traffic Analyst



The Inbound Traffic Analyst is an expert in understanding search engines, referral traffic, website promotion, link building, social bookmarking and how to seed or share viral content.

They are responsible for promoting the content published by the pro bloggers & other team members and you will find them bookmarking content to social sites, developing a promotion network on social sites, sharing web pages, analyzing keywords and more.

Our Inbound Traffic Analysts come from an SEO / site promotion background and work across multiple accounts distributing content & doing what needs to be done, to increase outreach.



Graphic Designer

Creating engaging online content is often more than just words. For developing info-graphics, documents, online magazine layouts, PDFs, picture based posts, comics and more visual content, we assign a graphic designer to contribute to a campaign or project.

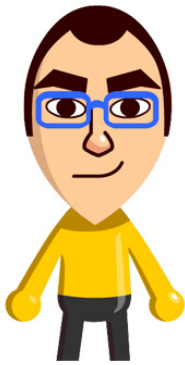


Technical Lead

Setting up blogs, managing databases, backups, creating accounts, customizing websites, landing pages, creating forms, managing plugins, working on the servers there is plenty of technology involved with the daily running of social media and digital marketing campaigns. The Technical Lead is assigned to support the technology requirements of client accounts and projects based on what needs to be done.

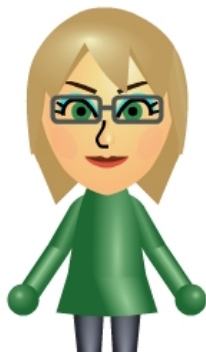
Allocation Based On Engagement

Social Media Starter Plan



**Strategy &
Campaign Manager**

(Campaign Management)



**Pro Blogger /
Content Writer**

(32 Service Hours
Monthly)



**Inbound Traffic
Analyst**

(12 Service Hours
Monthly)

Social Media Pro Plan



**Strategy &
Campaign Manager**
(Campaign Management)



**Social Media
Analyst / Project
Lead**
(120 Service Hours
Monthly)



**Pro Blogger /
Content Writer**
(32 Service Hours
Monthly)



**Inbound Traffic
Analyst**
(20 Service Hours
Monthly)



Graphic Designer
(Support)



Technical Lead
(Support)

Captive Online Marketing Team

(Custom Team)



**Strategy &
Campaign Manager**

(Strategic Inputs &
Direction)



**Client Account
Manager**

(Campaign Manager 120
Service Hours Monthly)



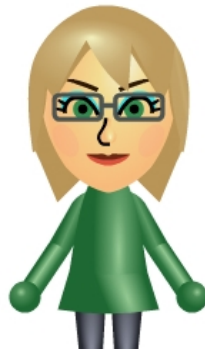
**Pro Blogger /
Content Writer**

(120 Service Hours
Monthly)



**Inbound Traffic
Analyst**

(60 Service Hours
Monthly)



**Pro Blogger /
Content Writer**

(120 Service Hours
Monthly)



**Social Media
Analyst**

(120 Service Hours
Monthly)

Sample Work-flow On A Campaign



Strategy & Campaign Manager makes the key decisions, sits meets with the team & plans out the weeks tasks & objectives at the start of the week.



Social Media Analyst & Project Lead takes over the responsibility of daily activities & delivery. Works as a dedicated resource only on one account & co-ordinates with others besides managing Facebook pages, communications, Linked In activity, Twitter & social media presence.



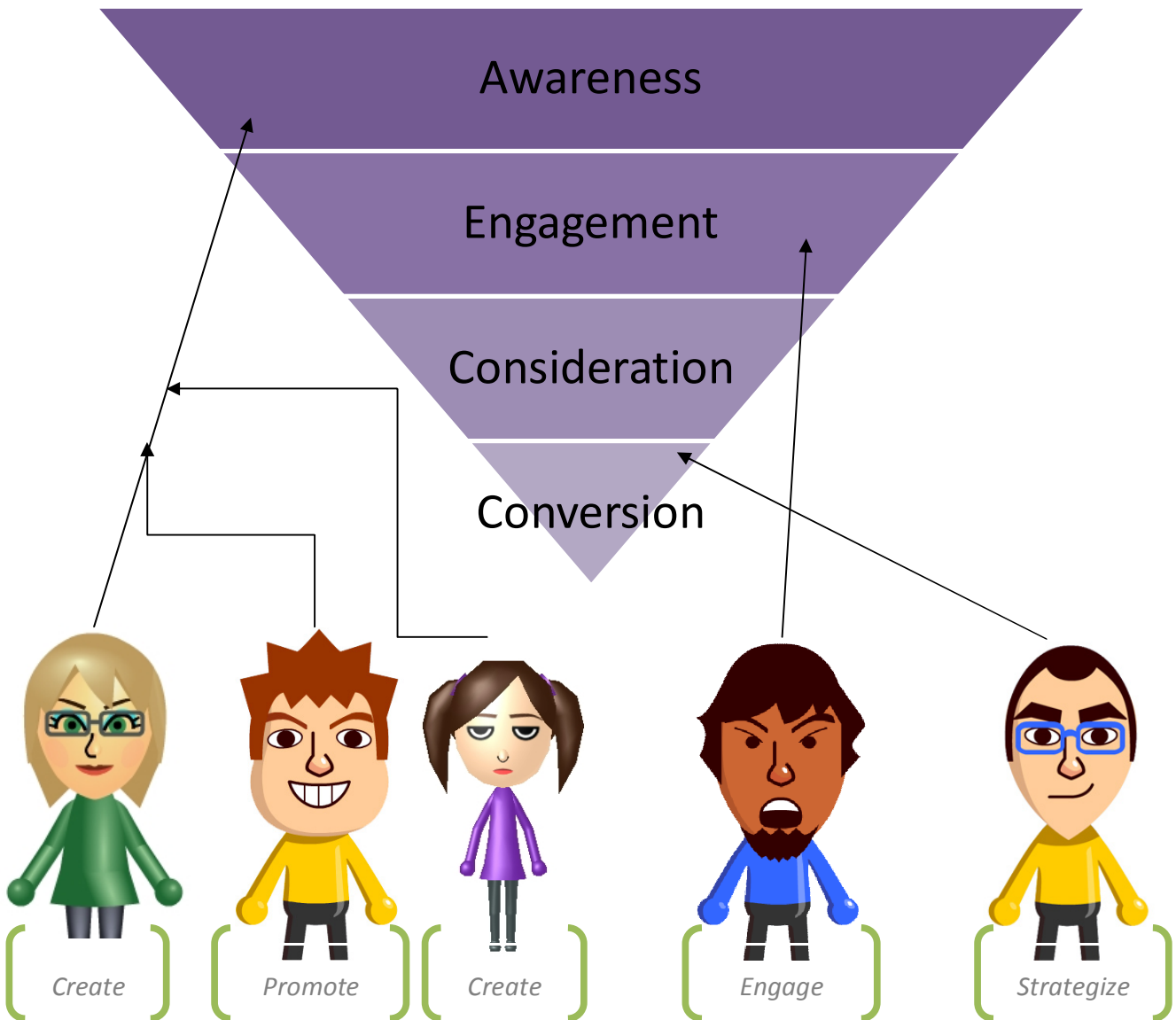
Pro Blogger / Content Writer plans the content & topics along with the Campaign Manager, drafts content, gets it edited, proof read & approved before publishing & intimates the Inbound Traffic Analyst to take over promotion of the content.



Inbound Traffic Analyst posts the articles or content to the social accounts, groups & pages. Submits the links to social bookmarking sites like Digg, StumbleUpon, Mixx, Reddit and several others. Explores other channels to promote the content, build links and drive more traffic.

The team sit together & take stock at the end of the week, analyze what has been achieved, re-align & plan for the next week.

Engagement Process Overview



www.BuzzFactory.net