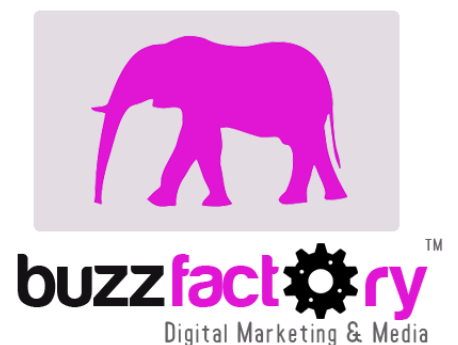




# Managed Social Media & Online Presence

Why It May Make Sense With  
Your Business



# What Is Your Online Presence?

In the physical world, businesses go through great lengths to establish their brands, reputations, engagements with stakeholders including customers, investors and others. There's marketing to spread awareness and outreach, PR to communicate specific messages and values trying to shape perception, customer service people listening to customers, sales people that meet up with potential customers, engage and have conversations getting a part of them to convert. It's all about projecting a brand's personality to the outside world, creating awareness, building relationships, building a following / loyalty and establishing a presence.

This translates directly to the online world where people are increasingly spending more of their time, carrying out more of their interactions, doing more of their research and making more of their decisions. While in the first few years since it started gaining momentum, many organizations and brands choose to stand on the sidelines to see if this "social media" madness went away. Now consensus has been reached and it's clear...

Having an online presence is an **indisputable must**

**You can't afford *NOT* to have an online presence**

Quite simply put:-

- You need to be where your customers are
- You need to communicate with them where they having their discussions
- You need to give them the information they need where they are looking for it
- You need to be accessible and reachable where they wish to engage with you

# Where?

- Google / Yahoo / Bing
- Facebook
- Linked In
- YouTube
- Twitter
- SlideShare
- Digg
- Mixx
- Google +
- Blogs
- Digital Magazines
- Online Communities
- Document Sharing Sites
- Yelp & Social Review Sites
- Web based events
- All over the web ...where your customers may be looking for you



## The Bottom Line

Establishing a strong social media engagement or online presence requires a lot of daily hours, a lot of different skills, a lot of different activities, dedication & consistency.

To really reap the long term benefits that is! Writing 6 blog posts over one month won't yield results. Updating a company Facebook page once in a while, is not going to get people talking about the company. Having a Twitter account 50 followers and sharing an update daily for 1 month won't have people flocking to the website.

It needs a **consistent, daily** process of **outreach, awareness** creation, **content** marketing, **promotion, conversation** & constant **engagement** to really **create a buzz** that leads to conversion and results.

## Can't We Do That In House?

Absolutely! People within the organization are often the best placed to represent the organization online and there are some elements to creating an online presence that have to come from the organization itself. In fact, that's where the personality of a brand or organization really shines through on the web.

However, getting a social media outreach campaign rolling and yielding results will only really work if you can ensure that the in house team or people within the organization can execute on the activities daily, put in a couple of hours every day, not lose momentum or focus and of course, have the requisite passion to do a good job of it.

The biggest stumbling block most organizations face while working towards creating an online presence is simply not having the time to dedicate to the several activities that **need to be done religiously** and as a result lose momentum and ultimately give up. The two main realities that emerge are:

- 1. There are a lot of activities that need to be done to make it work**
- 2. It takes a hell of a lot time.**

# Introducing Managed Social Media & Online Presence

Here at BuzzFactory we prefer not to use the word outsourced digital marketing or social media marketing because like a few other core activities of any business, any organizations online persona has to be a reflection of the organization & needs their involvement at the core of the online outreach effort.

However, we can work with you so your organization can leverage our team of skilled web marketing & social media pro's to manage your social media and online presence by executing on all the different fronts and help achieve your strategic online marketing goals.

This allows for businesses to overlook the key strategic areas of their marketing without eating into their time too much and relying on a purpose built team manage the execution areas.

We're saying....let us help you...

- Manage your content marketing
- Manage your online publishing
- Manage your search marketing /SEO / Outreach
- Manage your social media channels
- Manage your online customer engagements
- Manage your web PR
- Manage your online reputation

## Pro's of Having Your Social Media & Online Presence Managed by BuzzFactory :

- Don't have enough bandwidth to be consistent? Use ours!
- You get a highly capable online marketing team working on your online presence for the cost (or less than) the total cost of hiring a single in house full time employee.
- Pay for dedicated hours put in and work done.
- No overheads in terms of management, learning curves, technical resources etc.
- Get the same level of involvement, passion, effort to understand your organization, it's values and culture as you would with your own employees. As an agency, we see it as must to see things the way you do.
- We work in small, agile teams with quick turnaround times when it comes to implementing changes or absorbing new directions.
- We're flexible and constantly connected to the dynamic work of digital marketing and social media so we learn, adapt and re-align as quickly as this space does.
- We don't offer or promise any "get millions of visitors in weeks" schemes or instant miracle solutions. We know from experience that quick traffic can also be irrelevant traffic and you get what you pay for with short-cuts. We work towards long term results by putting in the hours, working smart and executing on tested techniques while constantly updating our approach with new avenues & emerging trends.
- We offer a range of solutions, engagement models which can accommodate different budget levels ensuring maximum value delivered for every dollar spent.

Explore Our Solutions In More Detail At

[www.BuzzFactory.net](http://www.BuzzFactory.net)

## Get In Touch

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