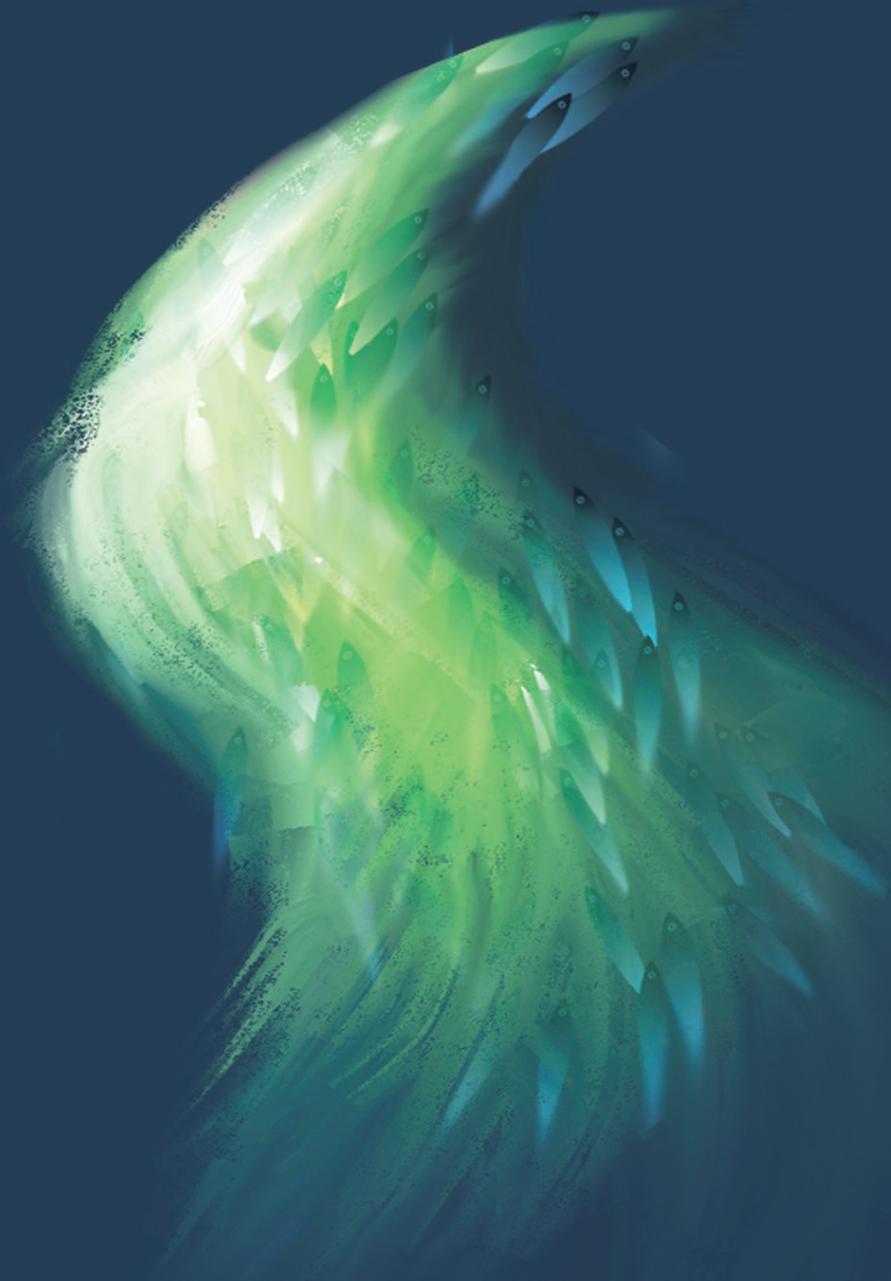


## Social Media Starter Pack for SME's



Social media has changed the way we communicate, how we buy and sell. Social Media is not a fad; it's here to stay. Our Social Media starter pack is a cost effective way to get your organisation and staff up to speed online and start the process of developing a social media strategy.

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## The Social Media Starter Pack.

### Step 1: Audit - £800.00\*

We will provide and manage a staff audit on their current Social Media habits and activities to discover where your strengths and weaknesses lie as an organisation. Social Media works better when there are more 'touch points' generating more material and a greater chance of making contact with individuals, that's why we're keen to get everyone involve in this initial stage. This also gives us an opportunity to find your Social Media advocates; staff who have particular skills and/or interests that can be put to use.

### Step 2: Interviews - £800.00

After we have analysed the data from your questionnaires we will arrange to spend a day at your offices interviewing a subset of your staff. These interviews should last no longer than 20 minutes each and give us an opportunity to understand in more detail where Social Media is, or could be, used within your organisation. Based on information gleaned from the questionnaire we will spend time looking at particular areas where your staff feel they need more knowledge and training. We will use this time gain a strong understanding of your organisation and its processes.

### Step 3: Data analysis, presentation, and training - £800.00

We will analyse the data from the interviews to build a bespoke presentation and training sessions responding to your organisational needs in the areas that your staff indicate. Through the presentation and training sessions we will equip you to roll out good Social Media practices adding value to your staff and organisation.

### Step 4: Social media strategy document - £800.00

Social Media allows organisations to cost effectively promote your business in a way that has never before been possible. The final instalment of our Social Media starter pack is your own strategy document that will help you make use of the available opportunities.

We at the Flexible Marketing Company would like to show how you can use Social Media to listen to what people are saying about your organisation, find potential customers, add value to your products and services, respond to clients, and discover new markets.

We will use our knowledge of your organisation and staff to create a strategy that will help move you towards achieving your business plan using Social Media networks that are best positioned for you.

## Our Flexible Kit.

We also offer a Flexible Kit tailored to your Social Media needs. If you would like to know more about what the Flexible Kit offers and how it can help your business don't hesitate to get in touch.

The Flexible Marketing Company also manages Social Media projects. Feel free to talk to us about how we can find a solution for you.

## Why Social Media is important for your organisation.

Social Media is often given little more than a suspicious and dismissive sideways glance. We often hear that it's an unproven can of worms that once opened requires time, resources, and maintenance for little or no gain. This is only (partly) true if you're unprepared, unwilling, and unaware.

The internet is increasing its stake in the business and social worlds as it pulls them closer together. 1.7 billion people (1/4 of the world's total population) are now online and experts agree that by 2020 we could see 4 quadrillion websites (4,000,000,000,000,000). The world is going online and Social Media is the native language. You're already involved, email is the world's most extensive Social Media network, but it is not the most advanced. New Social Media networks are like email on steroids, they have taken the same principles that have ensured the continual success of email and stretch the possibilities. Social networks are all about communicating with one another; they're about sharing thoughts, pictures and files, experiences, videos, news, links, events, music, friends, work and play; in real time.

Social Media is increasingly less a niche and more a necessity. The world is interacting; if you're not in the networks you're out of mind and unable to respond to disgruntled or potential customers.

We at The Flexible Marketing Company want to equip your business and staff to maximize the opportunities that social media offers and would love to talk to you more about what we can do to help.

## The Flexible Marketing Company.

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