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the Internet

Social media best practices, templates,
checklists, tools and resources

WSI Social Media Strategy Kit v1.1



*A Beginner's Guide to Launching a
Social Media Strategy for Your Company*



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Why Does Your Company Need a Social Presence?

In today's world full of new media and digital communication technologies, companies of all sizes and industries have a huge opportunity to expand the reach of their messages using social media.

Social media has the potential to attract and hold the attention of a vast demographic of people, especially those who have grown numb to traditional media. Below are some other benefits your company will experience by utilizing social media:

- **Affordable Marketing** – There's no need for a large budget to conduct social media marketing
- **Viral Nature** – Users can easily share your messages with their friends with a click of a button
- **Enhances Brand** – Through social media you can build and enhance your online reputation
- **Builds Credibility** – User generated endorsements are more credibility than traditional advertising
- **Increases Traffic** – A well-planned social media strategy will drive more traffic to your website
- **Engages Customers** – Connect with your customers and respond to their feedback in real-time



What You Will Learn from this Social Media Strategy Kit

Though the majority of companies are aware of the benefits associated with social media, many have not established a social media strategy. Why? It could be due to limited resources or simply because they do not know where to begin.

To help your company get started with social media, WSI has created this Social Media Strategy Kit, which contains best practices, checklists, templates, tools and resources so your company can:

- Educate yourself and your staff on social media
- Ensure social media policies and guidelines are established
- Ensure your brand is protected and consistent
- Create a social presence and community
- Utilize social media in your PR endeavours
- Measure your social activities
- Monitor your online brand reputation
- Establish a digital crisis management strategy for social damage control

It's vital that your company stay up-to-speed with today's evolving digital media technologies. This way, you can monitor what customers are saying about your brand online, but more importantly, leverage these new media tools to create and foster positive conversations around your brand.

TOP 5 SOCIAL PORTALS

Introduction

Emerging platforms for online collaboration are fundamentally changing the way companies operate, offering new ways to engage with customers, colleagues and the world at large. It's a new model for interaction and offers you the opportunity to build stronger, more successful business relationships, showcase your products and services and help you increase brand exposure. It is also a way for you to take part in global conversations related to your industry.

This section will cover the 5 most popular social media platforms:



You will learn an overview of each platform, as well as:

- Best practices on use
- Important considerations
- Examples of how the portals can be used to raise your company's online profile
- Tools and resources available
- How you can get started

Whether you are just getting started in social media or have been using it for months or even years, this section will provide you with some great foundational information on how to effectively leverage social media in your everyday business activities.



Locate an Internet Marketing Consultant

Though it's evident that social media offers a wide range of benefits for companies of all sizes and industries, not all companies have the time, resources or know-how to successfully implement a social media strategy. If your company is one of them, then it is recommended you put your social media strategy in the hands of a certified professional.

WSI Internet Marketing Consultants are trained and certified by industry leaders, such as Google, to plan, strategize and implement proven Internet marketing solutions. Our solutions include a wide range of services from traditional Internet marketing (such as paid search advertising and search engine optimization) to landing page design to social media marketing. All Internet marketing solutions are custom-tailored to suit the needs and goals of each individual business.

Contact a WSI Internet Marketing Consultant today to discuss how your company can benefit from a proven digital marketing solution. Contact details are located on the next page.



CASE STUDIES SHOWCASE

*To view WSI's portfolio of outstanding Internet marketing and social media case studies, please visit:
<http://bit.ly/aGJzI5>*

ABOUT WSI

WSI leads the global Internet industry offering best of breed digital marketing solutions to suit the needs of multiple industries. The company has the world's largest Internet Consultants' network operating in more than 80 countries and a 100-person strong head office in Toronto, Canada. WSI Internet Marketing Consultants have helped thousands of small and medium-sized businesses realize their online marketing potential. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Internet Marketing System tailored to their individual needs to elevate their Internet presence and profitability to new levels. The company has held the Number 1 spot in Entrepreneur Magazine's Franchise 500 listing under the Technology category for 10 years in a row under the technology category. With the support and cooperation of its customers, franchise network, employees, suppliers and charitable organizations, WSI aims to help make child poverty history through its global outreach program (www.makechildpovertyhistory.org). For more information about WSI's offerings and business opportunities, please visit our website at www.wsicorporate.com.

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