



Kenya Website

Web Design | Web Hosting | Graphic Design | Online Marketing
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Kenya Website Social Media Marketing Services

What I will do

I will strategize and execute social marketing campaigns and gather and analyze the data results from those campaigns.

How I will do it

I will use pay-per-click (PPC) advertising, a model of social media marketing in which you pay a fee each time one of your advertisements is clicked.

You will be primarily buying visits and engagements to your social media account(s), rather than attempting to get those visits organically.

You will make payments directly to the social media platforms and I will manage all aspects of the advertisements to ensure that you get engagements and leads from the PPC advertisements.

I will additionally conduct PPC keyword research before, during and after creating any PPC advertisements. A keyword in this regard means a relevant subject term, subject heading or descriptor, that captures the essence of the topic of your social media advertisement.

Based on the keyword research, I will come up with a PPC keyword list.

The PPC keyword list will have the following ingredients.

Relevant

This will be done to ensure you are not paying for social media traffic that has nothing to do with your business. I want to find targeted keywords that will lead to a higher PPC click-through rate, effective cost per click and increased profits. That means the keywords I put on your social media advertisements should be closely related to the products you sell.

Exhaustive

I will ensure that your keywords include not only the most popular and frequently searched terms in your niche, but also to the long tail keyword of the search term. Long-tail keywords are more specific and less common, but they add up to account for the majority of search-driven traffic. In addition, they are less competitive and usually less expensive to pay for in paid advertising.



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Expansive

I will be adding and readjusting your list of key words used for your social media advertisement campaigns at the end of each month.

This will be done to constantly refine and expand your social media advertisement campaigns, and create an environment in which your keyword list is constantly growing and adapting.

Where I Will Do It

I will strategically select the most appropriate social media platforms to target your audience. Based on your specific goals and target demographic, I will recommend a combination of the following platforms:

Facebook: Ideal for reaching a broad audience, building brand awareness, and engaging with customers.

Twitter: Great for real-time marketing, sharing news and updates, and interacting with a specific niche audience.

Instagram: Perfect for visually-oriented brands, showcasing products, and building a strong brand image.

By carefully selecting and utilizing these platforms, we can maximize your social media marketing efforts and achieve your desired outcomes.

What is expected

The social media marketing strategies mentioned above will be done to achieve the following goals:

1. Increase brand awareness

This will be done by analysing:

- Follower's count – "How many people can you potentially reach?"
- Reach of your social media posts – "How many people have do reach each day / week / month?"
- Mentions, shares, and retweets – "How many people are talking about your brand or sharing your social media posts?"



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2. Drive traffic to your website

This will be done by analysing:

- Traffic from social media – “How many visitors are coming from your social media channels?”.
- Share of overall traffic – “How much of your overall traffic does social media account for?”.
- Bounce rate of social media traffic – “What is the quality of the traffic from social media?”.
- Clicks on your social media posts – “How well is the messaging of your social media posts?”.

3. Generate new leads

This will be done by analysing:

- Personal information (usually email addresses) collected through social media – “How many leads have you collected through social media?”.
- Downloads of your gated content – “How many people visited from social media and downloaded your gated content?”.
- Participation – “How many people participated in your social media contest or events and shared their information with you?”.
- Clicks on your lead-generation social media posts – “How well is your messaging on those posts?”.
- Conversions of leads from social media – “How good are the leads from social media?”.

Cost

A monthly renewable service fee starting from KSh. 20,000.

Delivery timelines

The social media marketing service shall run on a monthly renewable basis.