

## **Social Media Audit Package**

*January, 2009*

Businesses are under fire.

Brand reputation is no longer the domain of the company. With the advent of interactive media, the ubiquity of inexpensive production tools, and the influence of consumer reviews on purchasing behavior, the concept of brand protection has grown beyond trademarks and advertising. Whether it's on Yelp or craigslist, ripoffreports.com, or someone's personal blog, the reputation of your company is in the hands of the consumer.

And that's a good thing.

Consumer influence on reputation opens huge opportunities to engage potential customers, co-opt messages, and enhance word-of-mouth and front-of-mind transmission within days and weeks rather than over the course of months or years. Of course, you need to know what's being said about your brand, and have solid strategies and messaging in place.

The Social Media Audit Package is the perfect first step as your company delves into the realm of conversational media — blogs and forums, social networks like Facebook and LinkedIn. Find out what's already being written about you and your competitors, and learn what you can do about it.

### **Basic Package Contents**

#### **Baseline Conversational Media Sweep**

What is your online reputation? What is being written about you on blogs and forums? Who is Twittering about your brand? A Conversational Media Sweep is a narrative about your online presence—sentiments, sources, and impact.

#### **Competition Conversational Media Sweep**

We'll also look at what's being said about your competition. Are there opportunities to fill a niche other companies aren't filling? Where are they failing to meet expectations, where are they succeeding? (maximum 3 -5 competitors)

#### **Social Media Strategy Recommendations**

After learning about your brand, your goals, and your current status in social media, we'll recommend strategies and creative social media campaigns to increase your visibility with your target audiences, whether it's establishing your organization as a thought leader, repairing your online reputation, mobilizing consumers, or improving your online outreach, we'll provide you with a menu of strategies (some that you can do right away and some that may require additional guidance), along with a budget for each aspect of your campaign.

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Recommended strategies may include:

- Setting up or re-launching a corporate blog with a clear editorial calendar
- Leveraging unique Twitter streams
- Engaging with social networks like Facebook and LinkedIn
- Influencer outreach in conversational media
- Creating a walled garden social network
- Content propagation campaigns
- Social media content seeding

**Additional Resources**

We'll also provide you with a comprehensive list of resources to get you started.

Pricing: \$2,500

### Optional Package Components

**Social Media Targets Document**

**\$1,875**

A set of recommended blogs, forums, social networks, and/or online groups where your company should be engaging your customer segments.

**Social Media Basics Training**

**1-Hour Session: \$350; 2-Hour Session: \$500 (travel not included in price)**

A one- or two-hour overview of social media outreach, from corporate blogs to Twitter to Facebook.

**Corporate Blogging Training**

**2-Hour Session: \$550; 3-Hour Session: \$700 (travel not included in price)**

Learn how to organize your corporate blog for maximum effectiveness. Learn how to set up a viable editorial calendar for your blog authors, how to engage in conversation with your community, and how to use tools like Twitter, Facebook, and social bookmarking to build visibility.

**Super Social Media Package**

Includes the basic audit package, Social Media Targets document, and combined Social Media Basics and Corporate Blogging training (4 hours).

**\$5,125 (\$300 savings)**