

Get It Done!

Social Media Marketing



from UpwardAction®

We focus on attracting your ideal clients, so you can focus on serving them.

LinkedIn Personal Profiles: Engagement + Maintenance

1. **Initial Assessment:** We will conduct a 60-minute intake assessment to understand your business goals and get clear about your social media activity. For professionals and executives located in New York City or the northern cities/towns of New Jersey, we will travel to your office. You are also invited to meet with us in our Wall Street (NYC) offices or near West Caldwell, NJ. For business and professionals outside of this area, we will conduct your initial assessment via telephone or Skype.
2. **LinkedIn Strategic Plan of Action:** Based on the results of your intake assessment, we will develop a strategic plan of action your social media marketing activity on LinkedIn.
3. **Bi-Monthly Strategy Calls:** You will have a 30-minute strategy call with a member of Team UpwardAction every 2 weeks to answer questions and make any necessary adjustments to your LinkedIn social media plan.
4. **Search Engine Optimization:** We will search engine optimize your personal profile with strategically selected keyword phrases.
5. **Custom Invitations:** We will invite from 5 to 10 strategically selected people to become connected with you each week.
6. **Private Messages:** We will send from 5 to 10 private messages each week to your contacts in accordance with your social media marketing plan.
7. **LinkedIn Updates:** We will provide daily LinkedIn updates.
8. **LinkedIn Application:** We will establish your Slideshare and Scribd accounts, plus connect them with your LinkedIn account.
9. **Application Management:** We will upload and search engine optimize (SEO) one document per week (via Scribd or Slideshare).
10. **Notification of Opportunities for Visibility:** We will monitor LinkedIn Answers and Groups and notify you twice per week of opportunities to comment – thus, increasing your visibility and building credibility.
11. **Company Profile:** If you are a business owner, we will establish and optimize your LinkedIn company profile.
12. **Private Client Center.** We will aggregate all aspects of your social media-marketing program within your private client site.

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LinkedIn Groups: Engagement + Maintenance

1. **Initial Assessment:** We will conduct a 60-minute intake assessment to understand your business goals and get clear about your social media activity. For professionals, firms and companies located in New York City or the northern cities/towns of New Jersey, we will travel to your offices. You are also invited to meet with us in our Wall Street (NYC) offices or near West Caldwell, NJ. For business and professionals outside of this area, we will conduct your initial assessment via telephone or Skype.
2. **Editorial Calendar:** Based on the results of your initial assessment, we will work with you to establish a monthly editorial calendar for your social media marketing that is aligned with your company's business objectives.
3. **Search Engine Optimization:** We will search engine optimize your group profile with strategically selected keyword phrases.
4. **Bi-Monthly Strategy Calls:** You will have a 30-minute strategy call with a member of Team UpwardAction every two weeks to answer questions and make any necessary adjustments to your LinkedIn social media plan.
5. **Custom Invitations:** We will invite 15 to 20 strategically selected people to join your group each week.
6. **Private Messages to Group Members:** We will send from 5 to 10 private messages each week to your group regarding in accordance with your social media plan.
7. **LinkedIn News Update:** We will monitor your industry and provide daily news updates to your group.
8. **LinkedIn Social Engagement:** We will post a discussion topic three times per week, monitor responses and comment as appropriate.
9. **Notification of Opportunities for Visibility:** We will monitor LinkedIn Answers and Groups and notify you twice per week of opportunities to comment – thus, increasing your visibility and building credibility.
10. **LinkedIn Company Profile:** We will establish and optimize your LinkedIn company profile.
11. **24/7 email access to Team UpwardAction.** We will respond to all emails within 12 business hours by telephone or email, as appropriate.
12. **Private Client Center.** We will aggregate all aspects of your social media-marketing program within your private client site.