

# Successful Social Media And Internet Marketing Campaigns For The Results Driven Entrepreneur

As a small businessperson, your goal is to get as many sales in the door as possible. Small businesses survive or perish according to their sales flow. You want to get your product or your message in front of potential customers so you can get them to your website and convince them to buy. Then you want make them loyal so they will continue to buy.

Unfortunately, it is no longer enough to put up a website, toss in some keywords and hope that people will find you. Instead, it takes a multi-platform online marketing campaign to get the word out and keep people engaged.

You need to know how to use Facebook, Twitter, YouTube, LinkedIn and more. You need to use search engine optimization (SEO) on your website and choose the right keywords so you will be found, you need to have a top-notch design that draws people in, loads quickly and clearly states your message. You need to have follow-up campaigns to turn one-time buyers in to regular customers and raving fans who tell all their friends how great you are.

How do you get all of this done while still trying to run your business? You don't have time to learn a whole new marketing method on top of trying to manage your sales force (which might just be you), produce your product or service, and still do the day-to-day stuff that running your business requires.

That's where CS Social Media comes in. We are a full service online marketing company designing custom campaigns. We can take care of all of your online and offline marketing needs, including:

- Social media strategies and profile maintenance
- Website design and maintenance
- Blogs
- Online video marketing
- Mobile marketing
- Capturing leads and building your mailing list
- Follow-up systems, including email, text and voicemail
- Corresponding print advertising to match your overall design and message

We are not your "average marketing firm." Social media and Internet marketing are our passions. We understand their importance in today's business world and we want to help your business profit from their power.

## What makes us different?

First: CS Social Media is located here in Las Vegas, Nevada. You can walk into our office and meet the people you are working with, instead of having an impersonal relationship through email or phone calls.

Second: We provide a strategic marketing campaign designed specifically for **your business** and geared to bring **you more customers**. We do not use cookie cutter templates, instead we look at where to find your **target market** and how to help you reach them to **drive more qualified traffic to your website**.

Third: We do all of this for you, at an affordable price and in incremental steps so you can grow your business and your online presence at your own pace. This leaves you free to sit back and take care of things while you watch your business grow exponentially.

Fourth: We provide extensive resources on learning how to use social media so you understand what we're doing and can add to the effort if you so choose.

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*They really, really know their craft. They know about social media, they've had years of experience...they're always looking for new things to help their clients...I can wholeheartedly recommend them as a team to help you get your name out there. – Kelly Graham, Southern Fidelity Mortgage*

## **What can CS Social Media do for me and my business?**

### **We start with a consultation**

We sit down with you to discuss your product, who you want to sell to and the best ways to reach your potential customers. We give you a thorough explanation of all of the different social media platforms and how we use them to drive traffic and sales to your business.

We take a look at your current business structure.

- How are you advertising right now?
- How are you retaining customers?
- What are you doing to stay in touch?

### **We give your business a full marketing evaluation**

We look at every aspect of your business in terms of customer contact.

- How do you answer the phone?
- What kind of follow up do you do after the initial sale?
- What are people saying about you online?

This isn't just a marketing evaluation; it's more like a marketing makeover.

## **We create your campaign**

We use a series of different tools and enact campaigns based specifically on your business and targeting your potential customers. That way, we're not wasting any effort or your money.

We build customized marketing strategies for every level of customer contact, from Pay Per Click (PPC) advertising to bring in new customers to autoresponder emails so you can keep in regular contact with the customers you already have

## **We build your relationship with your customers**

We help you create a steady stream of new contacts, building your email list and your "tribe" of followers, whom we convert to raving fans and convince them to tell their friends all about you.

We create videos, post regularly on your social media pages, get a conversation going with your fans so they get to know you and want to support you.

We help you stay in touch with all of your customers so they know about upcoming sales or special deals on certain products or services.

All of this works together to get your message out and get sales coming in.

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*We've been here 32 years. We have never advertised, we have relied on word of mouth. But with this downturn economy, I realized maybe we needed to get our name out there more. We brought on CS Social Media and I will stand behind them 100 percent. The avenues they have taken...I could have never thought of. – Dave Skrock, Dave's Body Works*

## **We build our relationship with you**

Because we are local, we can meet with you in person and get to know you and your business much better than companies that are remote. We also pride ourselves on excellent customer service and regular contact throughout our relationship with you.

After all, this is what we tell you to do. We practice what we preach.

Speaking of customer service, we are always here when something goes wrong or when you would like to change something about your website, your Facebook page or any other part of your campaign.

In fact, we maintain your marketing campaign regularly, checking to see that it is still working. If it isn't, we change it. Our goal is to make sure that everything we do increases your return on investment (ROI).

We provide regular reports so you can see your progress and look at the amount of traffic you are receiving, where it is coming from, how long people are staying and how many

become customers or potential leads. We look at your conversion rate and figure out new ways to improve it.

### **We work within your budget.**

Want to get started but don't have a huge advertising budget? We'll start with one piece and gradually add in more as you see more sales coming in. Eventually, you will have a full-fledged social media marketing program to bring in new customers and position you as the "go to" business in your market.

### **We don't hold you hostage**

There is no contract. If you are not satisfied with our services, stop using them. We want your business to be a success. If we can't do it for you, we're not going to hold you to a marketing campaign that doesn't work for your business. We're so sure that we can improve your business' bottom line that we don't lock you into anything.

Why are we so sure we can do this? Because we have done it for other small business owners just like you. We understand what you go through every day because we're a small business too. That's why we're here to serve you. To take some of the worry about bringing in the customers off your shoulders so you can do what you do best, run your business.

Don't believe us? Visit our testimonials page *{link to "raving fans"}* to hear more about us from our raving fans.

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*I have just improved my social media dramatically by using this wonderful resource, CS Social Media. If you have not had the opportunity to work with Chiabia and her team, I can promise you, she will share all of the latest information about social media and how you can use it to your best advantage to market yourself and leverage it in what you do. – Lee Milteer, Author, Speaker, Television Personality*

## **Put CS Social Media To Work For You**

We get you the qualified traffic you are looking for and we can leverage social media to get your current customers to become one of your best marketing assets; dedicated fans.

We help you create a lasting relationship with your current customers and we help you bring new ones into the fold.

If our strategy is not working, we fix it for you because we realize that our best success is to make you a success.

We are here for you when you need us. We are a locally own, locally run company who you can talk to easily and meet with face to face.

If you're not seeing the ROI you need, you aren't locked into any sort of contract. We are so dedicated to your success that we would rather part as friends than make you continue a contract you don't want. We want to build a long-term relationship with you and your business.

**Contact CS Social Media for more information about how we can make your business thrive.**

Call us at XXX-XXX-XXXX or fill out the contact request form below to schedule a consultation for your business marketing strategy today.

Contact form:

“Yes, please contact me right away about getting started with social media and online marketing strategies.

I want to learn how you can help my business increase qualified traffic and build a better customer base.

I want to learn how you can help me create a ‘tribe’ of raving fans who will tell all their friends about me.

I want to learn about all of the different marketing strategies available to me, including social media, mobile devices, blogs and more!”

Name: *{Text Box}*

Phone number: *{Text Box}*

Email address: *{Text Box}*

Tell us about your business and what you need: *{Text Box}*

Someone will be in touch with you within XX hours. We look forward to the opportunity to work with you.

If you would like to learn more about how to use social media and online marketing right away, please visit our blog. *{Link to blog}*