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Our Approach

TV Commercials, display ads, and traditional forms of marketing are quickly becoming irrelevant. Users are blind to interruption ads and the situation is only getting worse. Social media builds engaged audiences, converts new customers, and drives a powerful ROI.

Maintaining social media pages by posting once per day isn't enough. Users are blind to run of the mill standard, promotional content. Our strategy combines a prepositioned content strategy with influencer engagement. In short, we leverage key thought leaders in your industry with a large social media following to share custom content and place your brand in front of the real target customers.

Very few social media agencies take our approach. Most companies will tell you that they'll "post 1-2 times per day" and "help you manage your facebook ads", these companies will spin their wheels and waste your money. Our approach is different. It's innovative. With years of digital marketing expertise under our belts, we've crafted a one-of-a-kind strategy that actually works.

Our primary goal isn't to make your company "look active on social media", it is to drive a real ROI. That means more followers, more sales, and a stronger brand presence.

To prove our confidence, we don't require long term contracts or lock you into a "1 year minimum" agreement. We offer short term engagements on the basis that by the end of your first campaign with us, you'll see measurable results and increase your spend. We only make money by making you money.

With us, you get custom content, fully branded social media pages, and real influencers talking about your company.

"I've posted myself, hired consultants, paid for facebook ads, and used tools. Nothing worked. Finally, I hired <your company> to create custom content, re-brand my social pages, and leverage thought leaders. In 3 months, my social media engagement shot up, my followers doubled and sales increased by 50%." - Real Customer

Who We Are

We are a small, nimble, team of social media experts. After 4 years of studying digital marketing, we've had the opportunity to work with dozens of customers on their social media campaigns. We don't outsource our work overseas, and we pride ourselves on measurable goals and transparency. With us, you get a competent team of experts and true partners.

Our Mission

We strive to provide the following to all of our customers:

- ▶ Clear, objective, measurable results.
- ▶ Transparency on our work, timeline, and deliverables.
- ▶ Ongoing feedback, unlimited consulting. Call us anytime.



Search Engine Optimisation

On-Page SEO

Audit existing site and mark any actions that need to be completed:

Audit	Current Data	Action	Target
Google Webmaster Tools – Crawl Errors (how many)			0
XML sitemap submitted			
Number of pages indexed vs submitted should be similar (unless you deliberately block some pages from indexing)			
Google Webmaster Tools – Data Highlighter (is it being used to mark-up relevant data)			
Google Webmaster Tools – HTML Improvements			
On-Page SEO - % of pages in top 3			
Page Speed (use Google Page Speed Insight)			80+ on both mobile and desktop
Google Webmaster Tools – Links to your website			
Domain Authority www.opensiteexplorer.org			
Duplicate Content (SERPs do not like this) www.copyscape.com and www.siteliner.com			
Domain redirect – does domain.ie redirect to www.domain.ie			



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Research methodology on social media marketing. Research proposal on social media marketing pdf. Research paper on social media marketing. Research topics on social media marketing. Research paper on impact of social media marketing. Research paper on social media marketing in india. When it comes to content marketing on social media research is the key. Impact of social media on marketing research.

Cook fish2. Social media market research is the practice of gathering historical and real-time data from social media channels to better understand what our customers want and uncover new business opportunities. While it's possible to conduct market research natively on social platforms, tools like Sprout Social enable you to collect and analyze information from all of your brand's social accounts in one centralized platform. Ally offers one of the most competitive commission schedule so that you don't need to pay too much money to make money.CCO/PublicDomainPictures/Pixabay Investopedia.Learning to trade can be like learning a new language. Interactive tools include a free stock market game where you can trade a virtual portfolio and practice before investing real money.CCO/geralt/Pixabay TheStreetTheStreet provides insightful analysis from famed stock market expert, Jim Cramer, along with a wide-ranging How-To section for those eager to learn more about trading.ETradeETrade delivers user-friendly online trading and personal guidance for traders, as needed. You can also take part in private and research communities to deepen your knowledge of trading.CCO/669062/Pixabay MORE FROM ASKMONEY.COM As marketers, it's our job to know our target audience's needs and preferences. Social media is much cheaper than surveys or focus groups, which can cost thousands of dollars depending on the size and complexity of your research panel. Stone (she/her) (@ericamstone) August 16, 2021 As fast as people are to point out what they dislike about a brand, they're just as quick to heap praise on the businesses they love. 2. Jumping on the right trending topic at the right time on social can be a jolt to brand awareness and customer engagement. Travelers, for example, may have a favorite airline and are eager to share what makes them a frequent flier of one airline over another. Learn what customers dislike about your brand One guarantee of any social platform is you can always find someone who dislikes something about your brand, product or service. Nostalgia marketing, for example, is a rising trend among consumers and big name brands like General Mills are capitalizing on people's desire for a childhood throwback in their latest campaigns. 7. Peloton is known for curating massive communities where riders can find support and motivation from peers, while Peloton gets to learn a little more about the people who make up their audience. How to find this information: To quickly see what's trending, check out the explore tab on platforms like Twitter and YouTube or use a tool like Google Trends to see what topics are gaining traction. Sprout's Post Performance Report helps you break down the types of content you've published and identify which performed the best. See how customers use your products or services Tried @wearomson tonight for the first time. How to find this information: To find the content that resonates strongest with your audience, start by looking at the native analytics and data report tabs per social channel. And with a tool like Sprout Social, you can easily monitor those branded keywords and phrases to stay up to date with what customers have to say. If video in-feed posts garner more impressions than text posts and raising awareness is your top goal, consider investing more in video production. You'd be surprised how many people respond to a question published on Twitter, LinkedIn and Facebook with their thoughts and ideas. With listening, you can uncover keywords and terms most commonly used by your target audience and discover related topics frequently mentioned with any terms you're currently tracking. By taking advantage of these 10 best sites for stock market research, you can position yourself to make the most informed investments.TD Ameritrade offers an Immersive Curriculum for learning about trading. From identifying new opportunities to improving customer relationships, data from social empowers brands to make smarter decisions that contribute to their business goals. In the example above, an individual shares a specific feature that forces viewers to skip the end credits of a film or TV show. Even if they're tough to digest, the negative comments can actually help brands identify areas for improvement to strengthen their offerings. 5. Download this worksheet to learn how to conduct quick and valuable market research in under 90 minutes. Instructions:1. At Sprout, we often field Tweets from customers with new feature requests which we pass along to our product team for consideration down the road. How to find this information: When customers want you to know something, they won't hesitate to tag or mention your brand. Omson, a company that creates pantry shortcuts for specific Asian dishes, is regularly tagged in consumer reviews and photos of people's home cooked meals. Discover what customers like about your brand Even after spending 6 hours waiting to leave Pensacola, I still love @SouthwestAir. 1. This site offers paid investment consultation that has a reputation for producing good returns Seeking Alpha If you want to run research on individual companies, you can turn to the densely-packed Seeking Alpha. But sometimes market research alone isn't enough, especially when consumer preferences can change overnight. A brick-and-mortar retailer might receive a request for a future store location while a coffee company might see comments asking for a specific roast or drink to come back on the menu. With Sprout's tagging capabilities, you can even label and sort messages by type as they come through, making it easy to pass along product requests to the appropriate teams. You can also use Sprout's listening tool to identify trends within your industry and topics most relevant to your customers. Finally, it never hurts to ask your audience directly what topics or social content they want to see from your brand in the future. See what trends customers are interested in As volatile as they may be, trends have a significant impact on a brand's social strategy and how they connect with their audience. 4. With over 3.6 billion social users in 2020, there's no shortage of data on social media and tools like social listening make it easy to analyze conversations and trends around your entire industry, not just your brand. Reddit is another treasure trove filled with conversations and communities relevant to your brand or products. Get to know your customers on a personal level so Peloton, what milestones are we celebrating this week? Quick. With Sprout's Listening tool, you can easily set up a competitive analysis report to better track and understand consumers' attitudes toward the competition. How to find this information: To get to know your audience better, consider building out your community management strategy on platforms like Instagram or Reddit to stay connected with your customers. In one Tweet, a customer shares how they use Omson to jazz up their leftovers while another attributes a successful dinner to the Asian pantry shortcut. Pinpoint what social content resonates with your audience Which topic would you be most interested in seeing social listening insights about? 3. Another way to solicit feedback around what customers want to see from your brand is to simply ask. How to find this information: There are several ways you can find positive feedback about your brand. For brands, this is also an opportunity to learn more about what attracts customers to your competitors. What is social media market research? How to find this information: One place where you're likely to find customer feedback is right in your inbox. For more granular insights, you can sort by impressions, engagement and clicks to determine what formats and themes are most effective on specific networks. If you notice customers can't stop praising the competitor's exceptional customer service on social, consider reevaluating your own service efforts to find potential opportunities for improvement. Take stock of your existing content to see what themes or content formats fuel your performance goals. While focus groups are helpful to reference at the start of new product or campaign development, they're less useful for gathering customer feedback once said post-launch. Add sauce & cook more3. While traditional market research methods can take time, social media is always updating in real-time and you can pull existing social data for immediate results. 7 market research insights you can get from social media According to the latest Sprout Social Index™, there are seven unique consumer insights marketers can gather from their brand's social platforms to apply toward their strategies. CCO/AhmadArdity/Pixabay Investing in the stock market takes courage to some degree, but it also takes a good deal of knowledge and forethought. Better research starts with social The best marketing campaigns are the ones that show a brand really gets its audience. It was delicious and pretty idiot proof. When brands demonstrate they understand their customers' wants and needs, they stand to strengthen their bottom line and develop customers for life. Gain insight into what customers expect from your brand in the future Consumers frequently take to social to share what they want to see from brands in the future. In addition to monitoring the conversation around your brand, you should also keep a pulse on what consumers are saying about your competitors. — Peloton (@onepeloton) July 5, 2021 The beauty of social media is it encourages two-way conversations between brands and their customers, giving brands an opportunity to get to know their audience on an individual level. Beyond searching for branded keywords and phrases, consider checking your social inbox for direct messages that contain constructive criticism. Comprehensive. — Sprout Social (@SproutSocial) July 21, 2021 With millions (if not billions) of posts publishing on social daily, brands need to be strategic about what content they post in order to capture their audience's attention. Eat pic.twitter.com/6ZMm7XsmA — Greg Baroth (@gbaroth) July 12, 2021 Consumers aren't shy about sharing how they use certain products and will rush to share their thoughts on social media. Thanks to social media marketing research, brands have access to fast and reliable insights that deepen their understanding of what makes their audience tick. To stay on top of the latest trends and maintain a more accurate pulse on your audience, you need to incorporate social media market research into your strategy. This is also a great opportunity for social teams to solicit feedback from sales or customer service teams who hear directly from customers about their likes and dislikes. Give your customers a reason to engage with your brand by responding to their questions or posting topics for conversation. They're the best airline, even in crisis mode! — Dr. Erica M. Facebook communities, for example, provide consumers a space to get to know one another, celebrate personal milestones or share challenges. 6. You can search for branded keywords and phrases organically on social; you can also peruse the reviews section on platforms like Facebook, TripAdvisor and Google. There is no better place to get to know the terminology and language of trading than on Investopedia.Motley Fool If you want to invest in some expert advice, Motley Fool is a good way to go. How to find this information: Truth be told, you probably don't need to search too hard to find what people dislike about your brand or your products. Below, we'll break down all seven social media market research examples and how to find this information on your brand's social channels. And annual surveys reveal little about what current events or trending topics are most relevant among consumers right now. To help nurture those relationships with your audience further, Sprout's social media engagement tools ensure you never miss a message from someone in your community. Running the right research on the stock market can mean the difference between a big loss and a big win in this tumultuous market. Social media market research is also: Affordable. Or, if you want to drive conversation, look at what posts with high engagement (e.g., comments and shares) have in common. It also offers a comprehensive Knowledge center where you can learn more about trading and hone your skills.Google.comGoogle's Finance tab offers a Market Summary, a look at your local markets, as well as world markets, along with a customizable Your Stocks option.FidelityIn addition to being one of the largest trading firms in the world, Fidelity operates one of the best trading platforms with its Active Trader Pro, as well as a Search and Screen by Fund Family tool.CCO/Pexels/Pixabay Ally InvestFor those who intend to stay active in the long term or invest over 100k, Ally Invest is a great option. Search for your brand and the name of your product on social platforms like Twitter or Instagram to learn how customers actually use your goods and services. Options include webinars, videos, and online courses.MarketWatchMarketWatch has everything for tracking stock performance in real time across multiple markets. Ready to turn your social data into valuable insights about your industry and customers?

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