



Struggling with Social Media for your Business?

Are you finding it hard to see where social media fits into your marketing?
Do you think “the business should be using social media, but I just don’t know how”?
Have you been given the responsibility of social media, but are unsure what next?
Is the business using social media but getting no results?

Consumers are using social media as part of their daily lives; a report from Nielsen [1] found,

- Three in four online Australians call on consumer opinion about brands, products and organisations, found in social media
- 63% have a Facebook profile
- 46% have clicked the Facebook ‘Like’ button for a brand, product, org.
- 43% share their opinions about brands and products through social media
- Among social networking participants:
 - 53% have engaged with a brand or company on a social networking site
 - 36% have engaged with government or politicians on a social networking site

Your customers are using social media to talk to businesses, but are they talking to yours?

In a survey by Sensis [2] **97% of businesses** believed that an investment in social media would contribute to an increase in sales....

Do they believe that social media investment will contribute to an increase in sales?

	Small (232)	Medium (58)	Large (76)
Yes	97%	98%	97%
No	9%	14%	8%
Average expected increase	8%	10%	5%

Base: Have social media presence
Q. Do you believe that your social media investment will contribute to an increase in sales in the next 12 months?

References [1] Nielsen Social Media Business Benchmarking Study 2011, [2] Sensis Social Media Report 2011

Are you getting the return on your social media investment?

Lara Solomon at Social Rabbit can help. Social Rabbit is all about social media and getting it to work for businesses, yes you can set up a Facebook page or a Twitter account, but using it effectively to produce results is a whole other story.

Lara has over 12 years marketing experience, in both on and off line marketing, and is very passionate about social media, she sees so many businesses trying but not succeeding that she decided coaching was needed. **Rather than get Lara to do the social media for the business why not learn how to do it?**



Are you getting the results you want from your social media activity?

Planning and implementing the social media for a business can be challenging, hard and time consuming, you need to;

- Keep on top of what is happening in the world of social media
- Work out what the best way forward is
- Learn how to do the implementation
- Know what will work best

NEED help? Keep the social media in house with a social media coach

Lara is offering social media coaching for businesses who want to grow through social media.

Working with Lara can help you to:

- Define your social media strategy
- Set and achieve goals
- Work out the best social media to use
- Decide where to best spend your time
- Find out what is and isn't working
- Understand how and where improvements can be made
- Set up measurements that relate to your business
- Get results
- Help hold you accountable
- Improve your skills
- Learn from case studies
- Give you the latest tips and tools at your finger tips

Should You Work with Lara? YES.

If you want to.....

- get more from your social media activity
- grow the business with social media
- build relationships with customers
- achieve results from social media
- spend time productively on social media rather than fluff about

Lara wants to work with people who WANT to get results and are keen to learn. Keeping the social media implementation in your business means the whole team can contribute, you CAN get fantastic results, but sometimes you need help!

How does it work?

Lara only takes on up to 15 businesses at any one time. The coaching program is for a minimum of 3 months, but ideally 6 months, you need to commit to focus on getting results. It takes about 6 months to see results in a business when a good social media plan is implemented.

In the first few coaching sessions the business social media strategy, goals and plan are reviewed with Lara and together you set the business goals for the next 6 months – the idea is that you are focused on getting results. Lara will make sure that the goals are measurable within the business.



In each one-on-one session it is then up to you how much you get from it, you could:

- Ask for “how to” hands on help or advice
- Discuss what to do next
- Work out plans for competitions you want to run
- Review performance against your goals
- Ask for help on tackling a problem
- Get training on a new social network
- Discuss ideas for posting
- Work out your plan for the next few months
- Tips on outsourcing or saving time
- Discuss any problems or concerns
- Get guidance on getting others in the business involved

Lara will also keep you on track with your plan and goals, reviewing them each month with you.

The Options

There are two options available depending on your level of skill, confidence, how you like to interact and how much time you think that you need. With social media the more time you invest the better the results are!

The LIKE Plan - Investment per month - \$500ex GST

- ✓ 4 x 30 minute one-on-one skype calls per month with Lara
- ✓ Free membership to the Social Rabbit how-to video site (usually \$99 for 6 months)
- ✓ PLUS other bonuses

The LIKE+ Plan - Investment per month - \$800ex GST

- ✓ 1 x 2hour one-on-one skype call per month with Lara
- ✓ 4 x 30min one-on-one skype calls per month (one a week) with Lara
- ✓ Free membership to the Social Rabbit how-to video site (usually \$99 for 6 months)
- ✓ PLUS 1 x 1hr group webinar a month & other bonuses

Group Webinar:

Everyone who is taking part in the coaching has the option to attend a 1 hour webinar each month as a group where case studies, best practice and ideas can be shared.

PLUS, PLUS

- ✓ With all skype calls screen sharing can be used enabling Lara to see your screen or you to see Lara's
- ✓ Planning tools
- ✓ Worksheets
- ✓ 401 Facebook Tips (usually \$40)
- ✓ LinkedIn connection guide poster
- ✓ 30% Discount to the Steps online training program
- ✓ Discount on Lara's hourly rate should you need her to do any implementation or extra consulting during the time - \$150/hr instead of \$300/hr
- ✓ 30% Discount on any of the hands on workshops that Social Rabbit runs



TERMS:

1. When you commit to a plan you are committing for 3 months, you cannot reduce your plan during this time, however you can upgrade.
2. Your month starts from date of the first payment and renews each month on that date
3. Payment is ONLY by credit card and is charged on the monthly anniversary of the start date and an invoice is sent
4. Cancellation should be in writing 2 weeks prior to the end of the month that you want to be the last
5. Calls and meetings are arranged in advance and booked in
6. To change times of calls or meetings reasonable notice must be given, a minimum of 2 hours for phone meetings
7. Membership is per business, there must be only 1 contact per business.

I look forward to helping you get results for your business in social media.....

- Increasing sales
- Increasing brand awareness
- Growing your database
- Driving traffic to your website
- Increasing your website's SEO
- Building relationships with your customers and potential customers
- Getting feedback on your business
- Identifying new needs

JOIN NOW – Social media is here to stay, make the most of it and be ahead of your competitors

CALL OR EMAIL TO GROW

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INVESTING IN SOCIAL MEDIA COACHING = INVESTING IN THE BUSINESS GROWTH