



TISCHH MARKETING

SOCIAL MEDIA PACKAGES

BY TISCHH MARKETING

A QUICK LOOK AT **FACEBOOK MARKETING**

WHY IS FACEBOOK IMPORTANT TO YOU?

Whether we embrace it or not, social media has transformed the way we communicate. This evolving environment has identified itself globally as a necessary tool for businesses to engage and interact with a wider customer base, instantly. However an evident trend for this business and Facebook collaboration is that whilst the creation of a Facebook page is the first pivotal step to building your online presence this does not mean instant success.

Effective Social Media use requires a combination of strategic communication, monitoring, consistency, engagement and relevant content. So often business owners don't have the time or experience to make their social media a priority and are missing out on the proven opportunities social media can offer. A social media strategy doesn't just simply enhance your fan base or 'likes', it positively influences your customers behaviour and opinion on your business. This means they will support and 'like' your business offline as well as online.

Whether you are looking to influence your audience's behaviour, manage and promote your brand's reputation, generate word-of-mouth advertising, conduct market research, provide customer support, or simply listen and connect with to your target audience - Tischh can achieve this and more. Let Tischh create a buzz around your business's online dwelling and assist you into becoming an integral part of your customer's favourite choice of online communication.



A QUICK LOOK AT **INSTAGRAM MARKETING**

IS INSTAGRAM STAYING AROUND?

Instagram is arguably growing up to be the most powerful social media platform around. By 2019, Instagram's audience is projected to make up 55.8 percent of social network use in the Australia.

It is especially popular with teens and the coveted millennial demographic; Instagram is considered the most important social network by Australian teens, and is second only to Facebook for overall usage amongst Australian ages 12-24. Instagram isn't just wildly popular in the Australia, however, as 80 percent of Instagram use happens outside of the AUS.

While it's clear that Instagram is an important social media platform to capitalise on, many businesses feel that, unless they have a highly visual product, the picture-centric nature of Instagram makes it a bad fit for their business. However, this isn't strictly true—in fact, this is one of the biggest misconceptions about Instagram.

Speak to us today about your business getting on board with the fattest growing platform online.



SOCIAL MEDIA

PACKAGES

GETTING SOCIAL



\$350+GST/MONTH

Basic management across your
Facebook & Instagram page

SOCIALISER



\$500+GST/MONTH

In-Depth management across
your Facebook & Instagram page

THE SOCIALITE



\$750+GST/MONTH

Full management across your Facebook,
LinkedIn, Twitter & Instagram page



PACKAGE 1

\$350+GST / MONTH

FACEBOOK & INSTAGRAM

- Start-up and ongoing research and analysis of your business, target customer base, environment and competition.
- 2-3 status/posts updates per week.
- 3 comments on relevant business/organization/fan pages.
- 1 interactive competition per month.
- 24 hours 7days monitoring and interaction on your page.
- Monthly custom cover page update (if required).
- End of month analysis report and recommendations on further areas of development.



PACKAGE 2

\$500+GST / MONTH

FACEBOOK

- Start-up and ongoing research and analysis of your business, target customer base, environment and competition.
- 4-5 status updates per week.
- 4-5 comments on relevant business/organisation/fan pages.
- 1 interactive competition per month.
- Join/Like 10-15 relevant Facebook businesses per month.
- 24 hours 7days monitoring and interaction on your page.
- Monthly custom cover page update (if required).
- End of month analysis report

INSTAGRAM

- 4-5 posts per week.
- Creation of a #hashtag that will be specific to your company.
- Responding in real time to direct messages received between the hours of 10-3 Monday to Friday.





PACKAGE 3

\$750+GST / MONTH

FACEBOOK/LINKEDIN

- Start-up and ongoing research and analysis of your business, target customer base, environment and competition.
- 5-7 status updates per week.
- 5-7 comments on relevant business/organization/fan pages.
- 1 interactive competition per month.
- Join/Like 20 relevant Facebook groups per month.
- 24 hours 7days monitoring and interaction on your page
- Monthly custom cover page update (if required).
- End of month analysis report and recommendations on further areas of development.

TWITTER

- Looking at your companies profile and taking into consideration your key demographic of consumers we will tweet **7** scheduled tweets a day at designated times to maximize exposure to your company.
- Creation of a #hashtag that will be specific to your company.
- Unlimited daily retweets of tweets mentioning your company, product or #hashtag.
- Responding in real time to @ tweets and Direct Messages 24 hours a day, 7 days a week.
- Coordination and implementation of monthly Twitter competition.
- Monthly Tweet Reach analytic report of tweet statistics delivered as a PDF.

INSTAGRAM

- 5-7 posts per week.
- Creation of a #hashtag that will be specific to your company.
- Responding in real time to direct messages received between the hours of 10-3 Monday to Friday.



TISCHH MARKETING

As a full service agency we have the skills and resources to provide your company with a complete range of marketing solutions.

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