



## **Social Standard Sales Information**

**Stay Social** – 3 handcrafted posts to two Social Media platforms

**Focus** – Posts are tailored for your business

**Result** – Providing regular reports to show what’s working/what’s not

“Taking out the responsibility of managing the social media platforms allowing us to focus more on Sales and other important components of the business.

Never run out of ideas what to post on social media platforms.

Social media platforms become part of the Lead Generation tool and allowing us to manage the communication between our existing customers easily and quickly”

### **Steps**

1. Getting to know you – During your Onboarding Process, the questionnaire you filled in give us a complete understanding of your business, ideal customers, and social media preferences; plus share important brand photos and imagery
2. Regular Posts – Your dedicated Social Media Manager creates expert posts for your social media platforms
3. Stay in Touch – Helps new customers to discover your business, more engagement with existing customers
4. Reviews – Providing regular reports so we can discuss & adjust contents to keep your business up-to-date

### **FAQ**

1. WHAT'S THE DIFFERENCE BETWEEN THIS SOCIAL STANDARD PLAN AND YOUR OTHER PLANS?  
This Social Standard Plan is a posts-only plan that fills your pages with fresh, relevant, engaging social media posts.  
Our other plans are designed to both fill your pages with fresh content AND rapidly expand your company’s Social Media presence, get your brand in front of new potential customers, and use social media to increase your sales.
2. WHAT KIND OF POSTS WILL YOU CREATE FOR MY BUSINESS?  
Your final content plan will depend on your unique business
3. HOW DO YOU KNOW WHAT TO POST FOR MY BUSINESS?  
After signing up, we ask you to complete and Onboarding Questionnaire to tell us about your business, ideal clients, social media preferences, and more.

Your dedicated Social Media Manager will then conduct in-depth research into your business, competitors, and target market before creating your Social Media Posts.

4. CAN I SEE MY POSTS BEFORE THEY ARE PUBLISHED?

Yes, we have included the Control Panel your plan. This allows you to view your scheduled posts in an editable content calendar.

5. CAN YOU POST TO MORE THAN TWO OF MY SOCIAL MEDIA PAGES?

Absolutely. Please contact us on the cost to add additional platforms to your plan.

6. CAN I STILL POST TO MY OWN PROFILES?

Of course – you retain full access to your social media pages and can post as much or little as you like.

7. HOW QUICKLY WILL MY SOCIAL MEDIA PLATFORMS GROW?

Your Social Standard Plan is designed to fill your pages with fresh, relevant content.

To grow your company's Social Media pages and presence, get your business in front of new potential customers, and use social media to increase your sales – take a look at our other growth focused plans like LinkedIn B2B

8. WHY CAN'T YOU PUBLISH MY INSTAGRAM POSTS DIRECTLY?

Instagram's API restrictions prevent direct publishing. When your Instagram post is ready to be published, you'll receive a mobile notification containing your post and prompting you to publish it. This takes under 30 seconds. We can publish directly to all other social media platforms.

9. DO I HAVE TO SIGN A CONTRACT?

We don't do contracts. When you sign up, you set up a recurring monthly payment. We ask for 30 days notice to cease work on your accounts. To give notice, simply let us know via email.

If you would like more information on our Social Standard Marketing Plan, feel free to contact us via

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w: [www.upraiser.com.au](http://www.upraiser.com.au) – Get In Touch section