

Social media – no longer an optional piece of your internet marketing puzzle

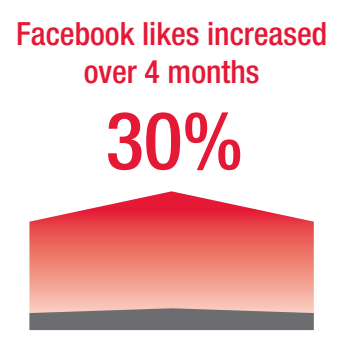
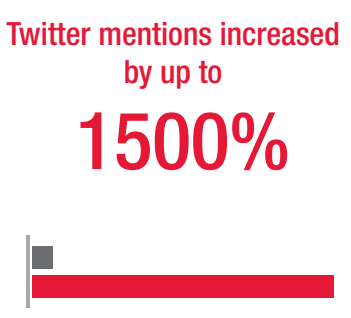
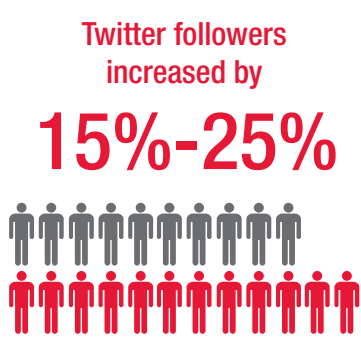
Let eBridge step into the equation

Companies left, right and center are jumping on the social media bandwagon and for good reason. Social media networks have exploded and show no signs of slowing down. Social media has become a huge part of how individuals around the world consume content and interact on the internet.

- More than 1 billion people – or roughly 70 percent of the online population – use social networks.
- 600 million use a social network daily; 58% (more than 400 million) of Facebook users login in daily.
- 50% of social network users are connected to brands

(Source: Research from InSites Consulting courtesy of TechCrunch, 2011)

eBridge has achieved the following improvements for our clients



The numbers are impressive and point to the great potential of social media networks. Pair this with the fact that 90 percent of consumers trust peer recommendations (Nielsen, 2009) and it's not hard to understand how businesses are waking up to the potential of social networks for promotion and brand awareness.

A well-maintained social media presence also contributes to your search engine marketing efforts. Social networks carry significant weight in search results and Google has been emphasizing the socialization of search - your social media influence can directly affect what content a user sees when performing a search query. Social media is now a standard part of any good SEO strategy (SEOMOZ, 2011).

However, many businesses underestimate what a well-managed, effective social media presence involves. It's not as simple as posting your latest blog post or press release whenever you get the chance. Many are disappointed when their social media dreams don't materialize...



eBridge Marketing Solutions Inc.
4620 Teviot Place
North Vancouver, BC
V7R 4M5 Canada
P. 604.731.5530
F. 425.645.4332
www.eBridgeMarketingSolutions.com

Let eBridge take your social profiles from mediocre to a mainstay of your marketing mix

Get the right mix of self-promotion. Take your profile from a barrage of self-promotional messaging to a hub full of useful information and educational resources, demonstrating a genuine desire to help and be a valuable source of content. When people like and trust you, your self-promotional messages have the greatest impact.

Demonstrate a well-managed account. Potential customers won't feel like they have arrived at a ghost town. They will find a presence that is clearly and carefully cared for and has a real person behind the scenes, responding to questions, posting useful resources and ready to engage in conversations.

Genuine, steady growth. At eBridge, we're all about consistent growth and effective tactics. We will never recommend that you buy followers or take on other questionable tactics just to give you the short-lived satisfaction of a jump in numbers. Organic, genuine growth that stems from organic, genuine account management is what we're about. We don't promise to explode your traffic. We promise to keep your accounts well-maintained and poised to attract the right customer that is actually interested in your business and what you have to offer.

Keep abreast of the latest developments. The world of social media is constantly changing. A new Twitter design. A tweak to the Facebook algorithm. We've got our ears to the ground so that you don't have to. We'll keep you updated with what's going on and make recommendations for how to handle the changes.

Full monthly reporting. We provide numbers each and every month so that progress can be tracked and gauged. This is important not just to monitor progress, but to also address any issues that may come up. With the ever-evolving world of social media it's important to be at the ready to shift strategy and experiment with new tactics to keep your profiles fresh and relevant.

Many businesses simply don't have the in-house resources to manage social media. Either employees already have their plates full or they lack the skills and knowledge needed, or both. By taking advantage of eBridge's social media management services, you will have social profiles you can be proud of and that keep your customers coming back for more. Contact us today to get your social success story started.

eBridge's social media services include:

- Account set up including design and search engine optimization
- Social media strategy plans and research
- Twitter, Facebook and G+ maintenance
- Creation of social media strategy including promotions
- Ongoing off-site interaction through forums/blogs/social media/etc
- Find groups to join and subscribe to for interaction and commenting
- Friend finding and network building using various social media networks and platforms