



# SOCIAL MEDIA MANAGEMENT

Reach more customers  
and maximise your  
marketing effort





# Promote your social media content effectively

Effective social media presences allow businesses to be seen by target online audiences who can respond and engage with that message.

The key to success is to maximise social media marketing potential by aligning business goals with marketing efforts. This requires a long term commitment to optimizing strategies and content.

## How we help

Most businesses have a lot of great content, either online or in print format. To fully optimize this content for digital mediums, we analyse the core message, clarify content and images, and coordinate publishing to the various platforms.

In short, we take your social media marketing content, coordinate, optimise, and promote it effectively across all your social profiles.

In some cases this may involve image resizing, content analysis, keyword research, editing, and the addition of data reporting.





# Social Media Management Plans

## Classic Coordinate

¥150,000 per month

- Organisation and management of social media delivery schedule.
- Content and image optimisation for each social platform.
- One optimised content piece posted weekly across up to four social platforms.
- Monthly Social Analytics reporting for each post on each social platform.
- Recommendations on how to increase benefits with your social posts.

### Common platforms:

Facebook, Ameblo, Twitter, Instagram, Pinterest, LinkedIn, Google+. Wordpress blog or other.



# Social Media Management Plans

## Service Plan Add Ons

To boost your marketing efforts further we provide these additional services which can be added to the service plan.



### Social Media Content Creation

¥ 12,000 per article

We create original content for you.

500 words max. *(enquire for details)*



### Social Media Profile Creation

¥ 100,000 per profile

We set up a basic Social Profile for your business.

*\* You must provide appropriate logo and business information.*



# Success Story

## Royal-T Social Media Marketing

### Healthwise Foods

Healthwise Foods producers of Royal-T Rooibos Tea elected Rain to manage the digital marketing for Japan. Rain helped increase their online marketing share by re-defining Royal-T's online brand image and creating online social profiles to complement the main brand website.

Rain generated useful and engaging content which was promoted online by targeting authentic followers. This helped legitimize the brand and promote growth as well as drive sales of Royal-T online and at traditional sales locations.

In one sales cycle Rain saw in-store sales increase over 90%, with the supplier receiving a 600% increase in orders. Online initial sales through the designated sales point increased by 400% and the product went from an Amazon sales rank outside of the top 40 to the number 2 best selling rooibos tea on Amazon Japan.



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## CONTACT US



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