

**TECHNICAL SOCIAL MEDIA  
PROPOSAL**



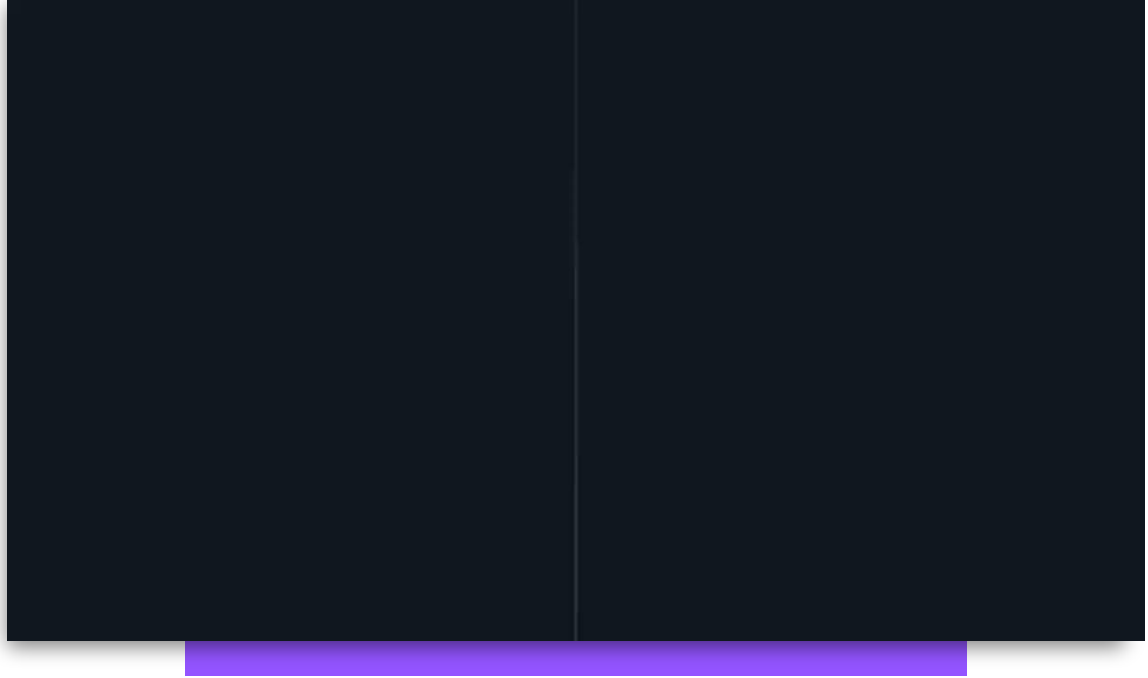
# OUR APPROACH

# NEXA SOCIAL SHOWREEL

Partnering with us can provide your business with numerous benefits. Our team of social media experts have decades of combined experience in staying ahead of the latest trends, ensuring that we provide the highest quality services to our clients.

Over the years, we've had the privilege of working with a diverse range of clients across various industries, allowing us to gain invaluable insights into both the B2B and B2C markets.

Watch the video to experience our ability to bring stories to life on social media!



# SOCIAL MEDIA PLANNING

## Immersion Session

Our social media process begins with an immersion phase, where our team has the opportunity to gather information and insights from key individuals within your organization.

During this session, we cover a range of topics to gain a deeper understanding of your business and to develop an effective strategy moving forward. This is an important step in our journey as it allows us to better understand your needs and objectives, and to tailor our approach accordingly.

## Competitor Analysis

Identifying and analyzing your competitors on social media is crucial in order to understand their strengths and weaknesses. This information can be used to identify potential quick-wins as well as longer-term opportunities, and to benchmark your own performance on social media.

By measuring KPIs against those of your competitors, you can gain insights into your own social media performance and make informed decisions to improve it.

## Persona Profiling

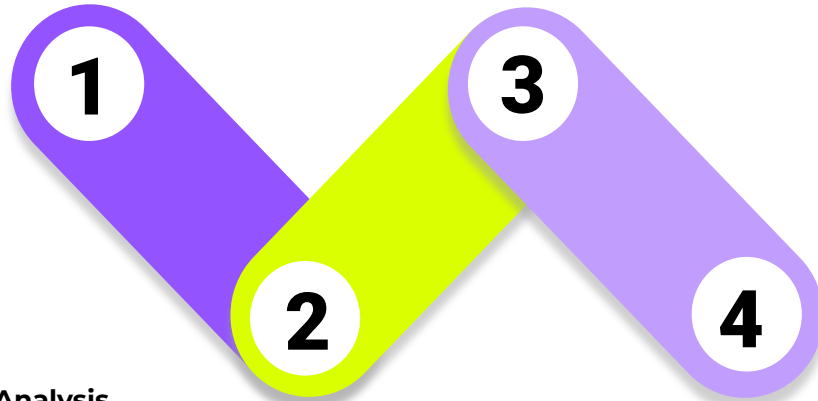
Individual persona profiles will be developed for your business.

After thoroughly identifying your current and potential customers, we can proceed with creating a strategy for our platform, content, and advertising.

## Tone of Voice

Having a clear and consistent tone of voice for your business on social media is crucial for success. While your overall corporate tone should remain the same, the specific tone you use in interactions with customers may vary depending on the situation and the platform being used.

This is what gives your communication a unique flavor.



# SOCIAL MEDIA PROCESS

## 2. Conduct a Social Media Audit

We analyze your current social media presence and identify what is working well and what can be improved.

## 4. Develop a Content Strategy

We plan and create a calendar for publishing engaging and relevant content that aligns with your business goals.

## 6. Engage with Your Audience

Community management is the key here to build relationships with your followers.

## 8. Continuously Refine Your Strategy

Based on the results and insights, from the reports we refine and adjust your social media strategy to ensure it remains effective and relevant.

## 1. Define Goals

We determine what needs to be achieved with your social media presence. This can include increasing brand awareness, driving website traffic, generating leads, or improving customer engagement.

## 3. Choose Platforms

Based on your goals and target audience, we will select the most appropriate social media platforms for your business.

## 5. Create and Publish Content

We create and publish a variety of content, including text, images, videos, and live streams, that aligns with your content strategy and goals.

## 7. Measure and Analyze Results

By using analytics tools we can track the performance of your social media efforts and determine what is working well and what needs to be worked on.

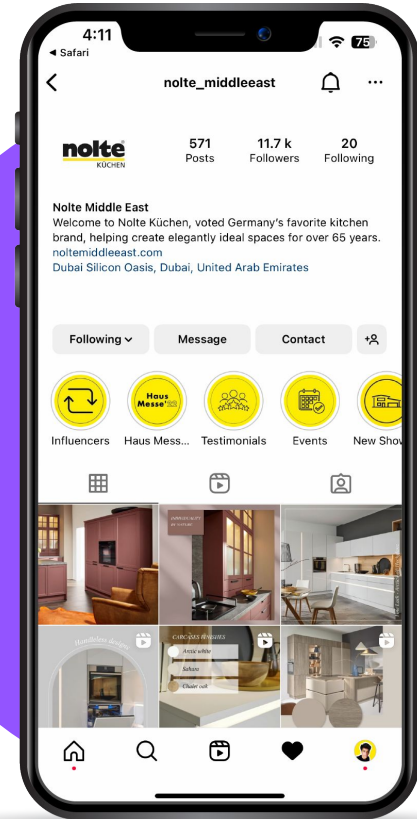


# Social Media Activity - Content Creation

NEXA is unique in that we have a full in-house content production team supporting our clients.

We focus on the following day-to-day activities:

- GIF Animation & Motion Graphics
- Video production & editing of existing video
- Creative copywriting
- Photography
- Cinemagraphs and infographics
- Stories and Reels



# Calendar Creation

Despite the interactive and real-time nature of social media, it's essential to create a social media calendar to achieve predetermined goals. This will allow you to review our proposed plan for your social media accounts, which includes objectives and projected outcomes. Accordingly, our company's services will comprise of:

- Creating a monthly schedule for pertinent social media channels, involving graphics, captions, hashtags, and a suggested posting timetable.
- Comprehending your company's short and long-term needs to offer social media content support.

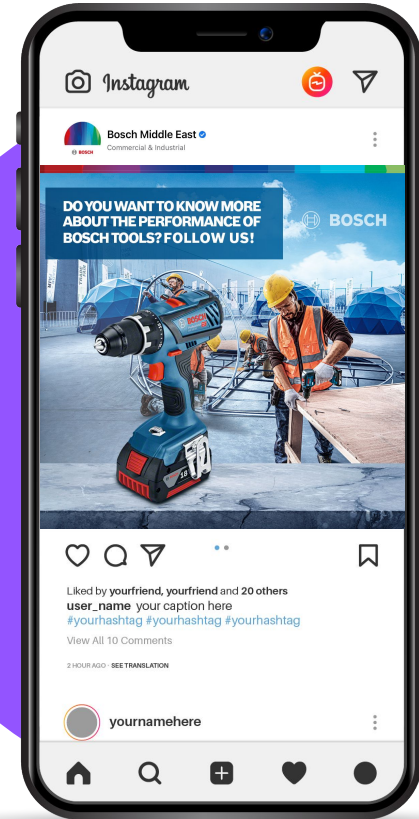


# Social Boosting Ads

Social media boosting ads are designed to increase the reach and visibility of businesses' content or brand.

This, in combination with high-quality and captivating creatives, is a potent recipe for businesses seeking to acquire new clients from social media.

The team at NEXA regularly conduct campaigns that help improve engagement with your content by increasing the number of likes, comments, shares, and followers. This can help to build brand awareness, credibility, and trust with your target audience.



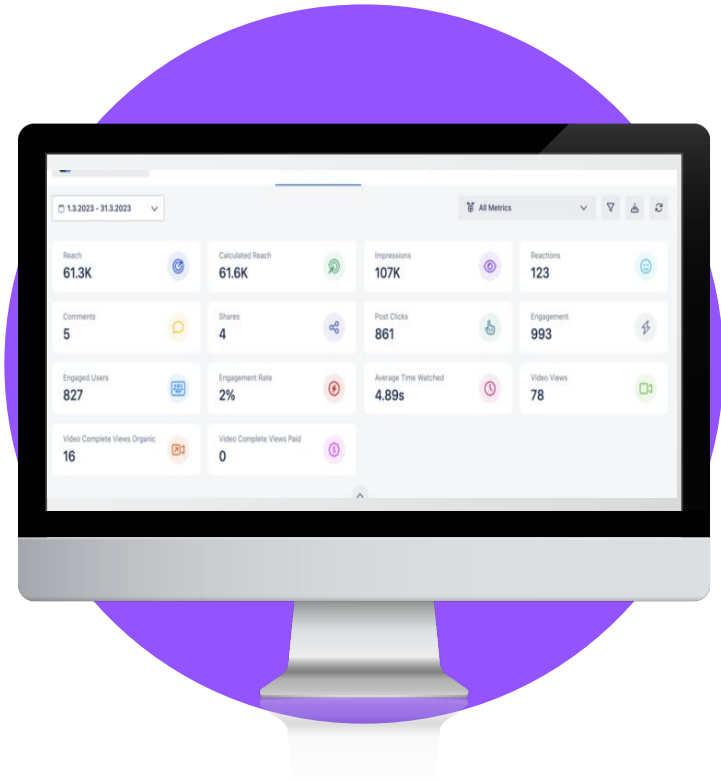


# Reporting

At NEXA, we use Kontentino's reporting system to track and analyze the performance of our social media activities. Key features of the system include:

- Customizable reports: We can tailor our reports to meet our specific needs with options like PDF, CSV, or PowerPoint formats.
- Metrics and analytics: We can utilize a comprehensive set of metrics and analytics, such as engagement rate, reach, impressions, and clicks, to measure the effectiveness of the activities.
- Performance comparisons: We compare the performance of different social media activities across various platforms, like Facebook, Instagram, Twitter, and LinkedIn.
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Overall, Kontentino's reporting system provides us with the flexibility and tools we need to analyze and optimize our social media platforms.





**THANK YOU**