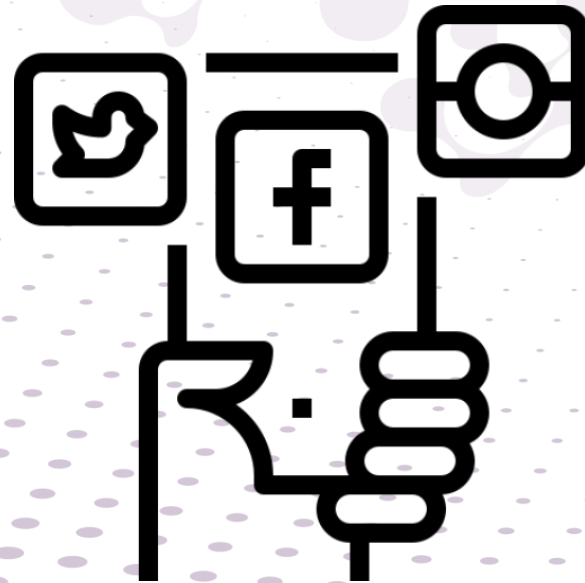


THE DIGITAL HACKS

Social Media Management Proposal Description



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SHARE SPACE

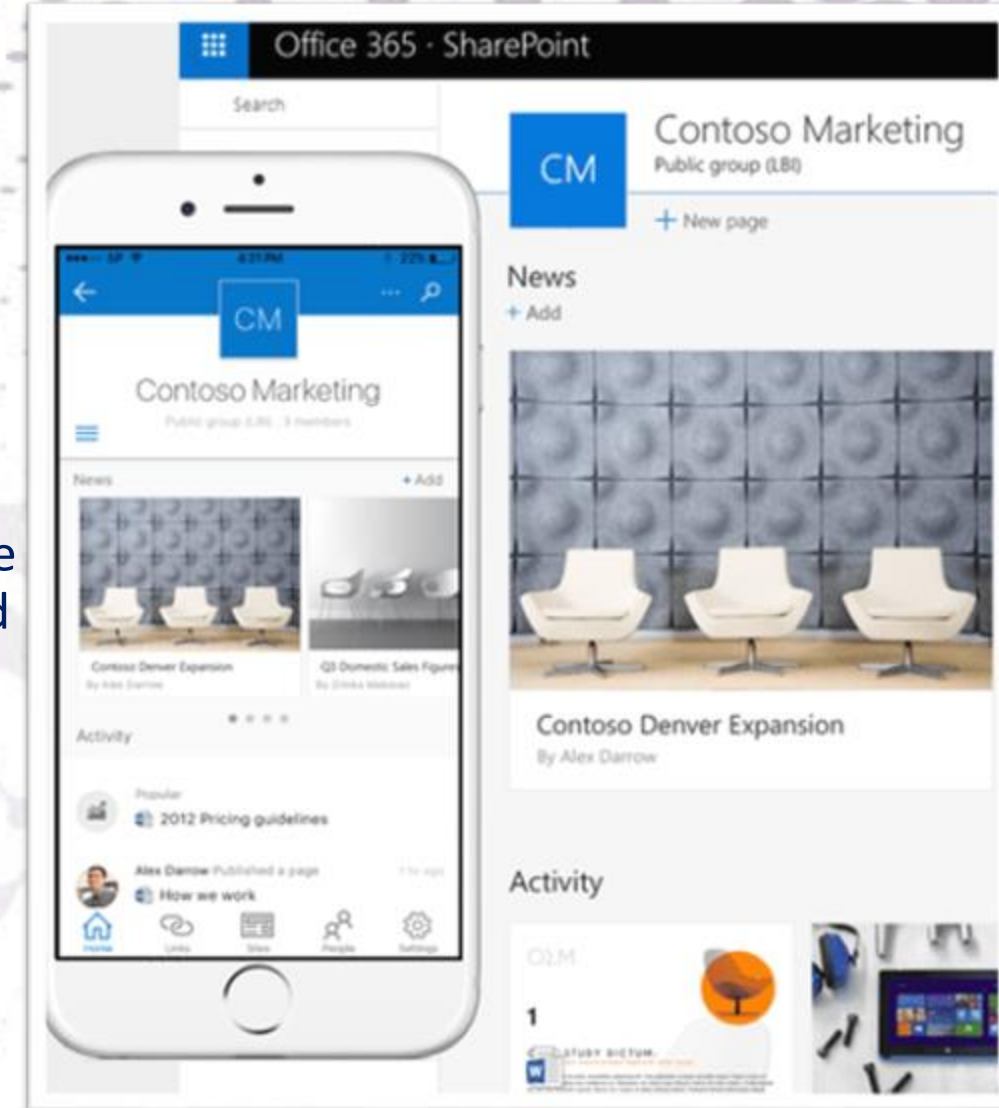
- The Digital Hacks – Share Cloud:

As Microsoft partners, we at **The Digital Hacks** offer to all our customers a SharePoint access.

SharePoint is a tool from Microsoft that allows companies to have their own cloud-space in order to share file, store documents and keep passwords completely safe.

It comes with iOS / Android app in order for you to have always access to all your data.

- Alternatively if you already have a Google Drive Account, you can simply provide access for you Image Folder to one of our Content Manager.



SOCIAL MEDIA CHANNELS

- Which SM platforms do we need?

At **The Digital Hacks** we try always to suggest the SM channels that are most in line with your Brand and Company audience.

We don't think that all companies need to be on every channel in a first place but without a doubt the presence on at least 2/3 social channels is indispensable for successful business.

For that, we suggest:

- Facebook is a must for all business, with more than two billion users it is the leading platform in the SM panorama also for what concerns the ad.
- Instagram is the Social that is growing more and is a leader as a visual platform.
- LinkedIn for all B2B businesses and all those who need to increase a professional network.
- YouTube is the undisputed realm of video makers and vloggers.
- Google my Business for local brands.
- Twitter is mainly for big brands and public figure; it represents the only real alternative to Zuckerberg's empire (*and given his monopoly on the market, is always a good idea to keep an alternative...*)



Get a full understanding of the service by requiring our: SM Management offer.




SOCIAL MEDIA MANAGEMENT



Easily add all your Social Media Channels in one place

Get started by setting up a Brand

 Facebook

 Twitter

 LinkedIn

 Google My Business

 Instagram

Connect a Facebook account associated with the Business Page you'd like to add.

Connect Facebook

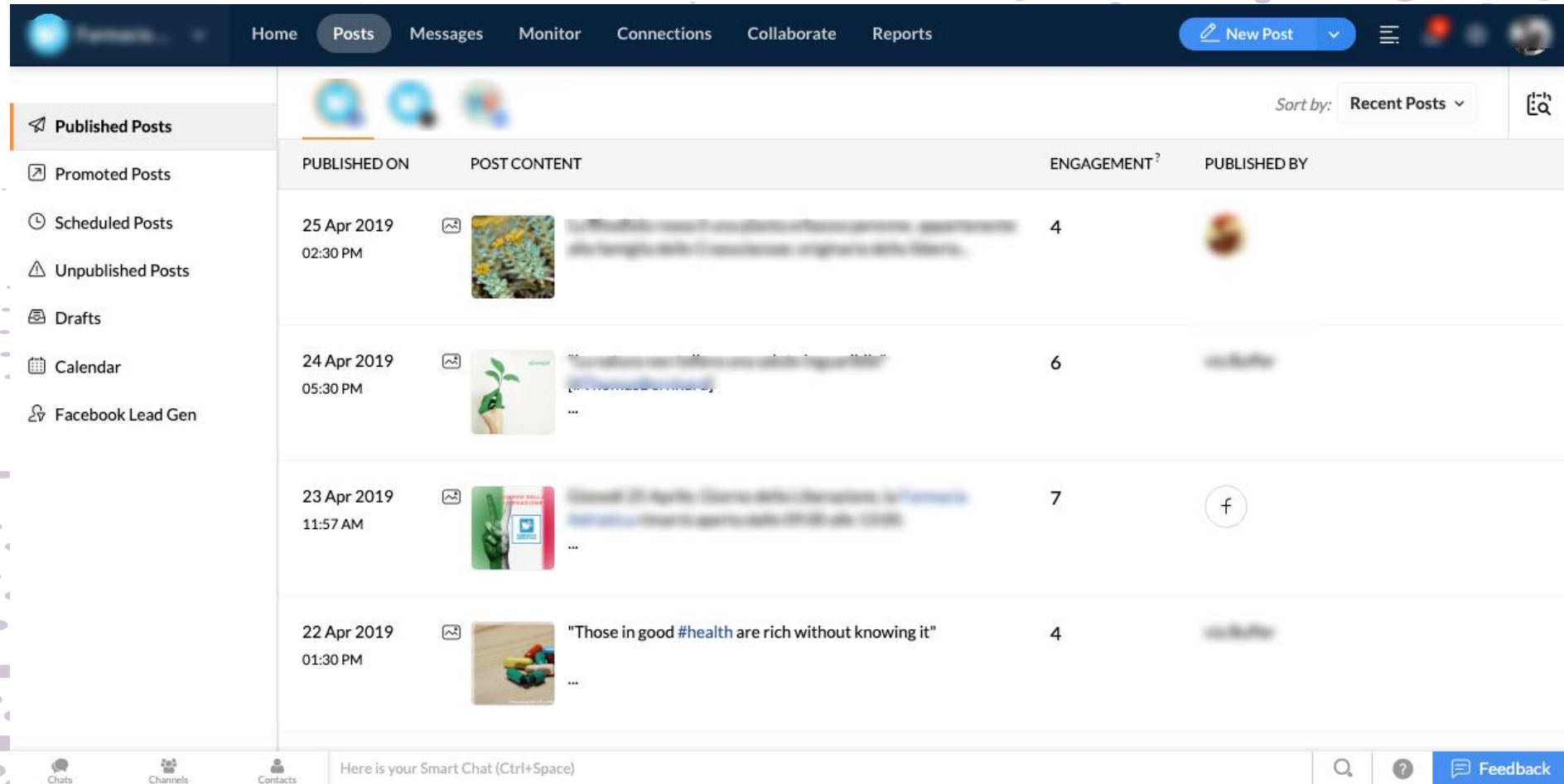
A Brand is a collection of social media channels that are all managed through a single dashboard. You can add one of each type of channel to a Brand. [Learn more](#)



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SOCIAL MEDIA MANAGEMENT

Schedule your content to all your channels just in one online Dashboard







The screenshot displays a social media management dashboard with a dark blue header and a light blue sidebar. The main content area shows a list of published posts with columns for 'PUBLISHED ON', 'POST CONTENT', 'ENGAGEMENT', and 'PUBLISHED BY'. A large blue arrow on the left points from the text 'Schedule your content to all your channels just in one online Dashboard' towards the dashboard interface.

Dashboard Header: Home, Posts, Messages, Monitor, Connections, Collaborate, Reports, New Post (button), Search, Profile, Notifications.

Left Sidebar: Published Posts, Promoted Posts, Scheduled Posts, Unpublished Posts, Drafts, Calendar, Facebook Lead Gen.

Published Posts Table:

PUBLISHED ON	POST CONTENT	ENGAGEMENT [?]	PUBLISHED BY
25 Apr 2019 02:30 PM	 [Blurred text]	4	[Profile picture]
24 Apr 2019 05:30 PM	 [Blurred text]	6	[Profile picture]
23 Apr 2019 11:57 AM	 [Blurred text]	7	[Facebook icon]
22 Apr 2019 01:30 PM	 "Those in good #health are rich without knowing it"	4	[Profile picture]

Bottom Bar: Chats, Channels, Contacts, Here is your Smart Chat (Ctrl+Space), Search, Help, Feedback (button).



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CONTENT STRATEGY

- Why is the content production making the difference?

In an increasingly digital world what creates the difference is represented by the value of the content we offer.

Digital contents, whether they are: articles, videos or posts attract users attention since they are aimed at satisfying their questions.

Therefore, a successful digital strategy must be based on the production of valuable content that responds to the needs of its audience.

In general there are two types of online content that we can schedule and post for our clients:

- **Curated Content:** Third party content in line with your Brand and Company's concept.

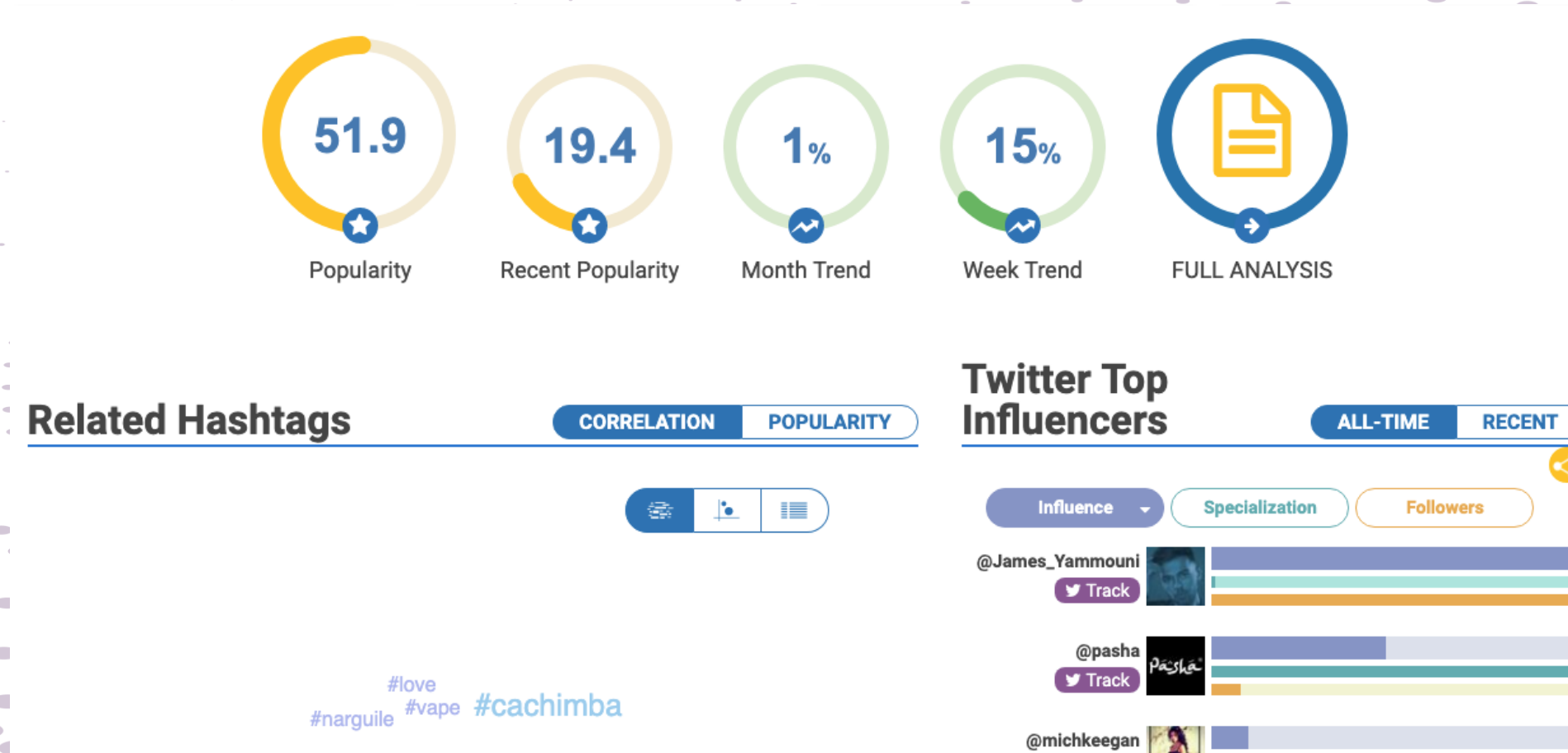
<at The Digital Hacks we can collect the most recognized online sources to maintain your feed always attractive and re-direct to your site the users who click on these links via customized CTA - Pop-ups>

- **Personalized Content:** Articles or Video directly created and published on your Blog/site or Social Media Platforms

We at **The Digital Hacks** have at our disposal a team of experts in Copywriting, Video Making-Editing and Blogging.

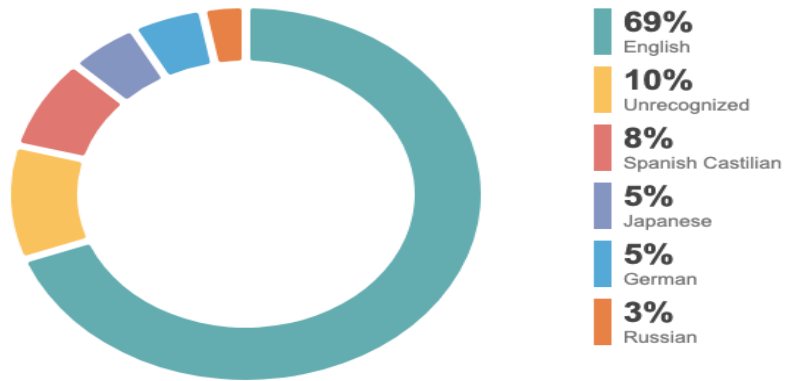


Content Strategy – Hashtags Analysis

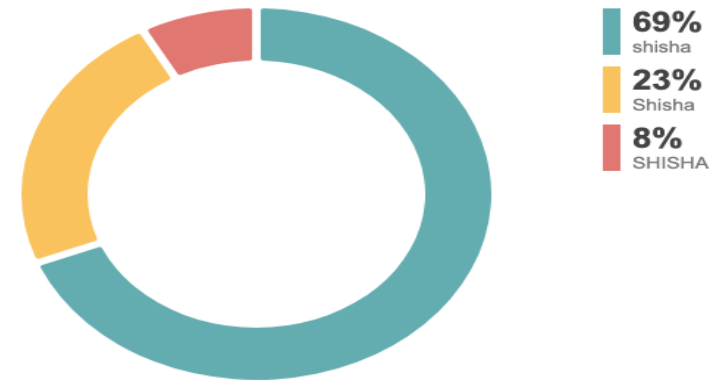


Content Strategy – Hashtags Analysis

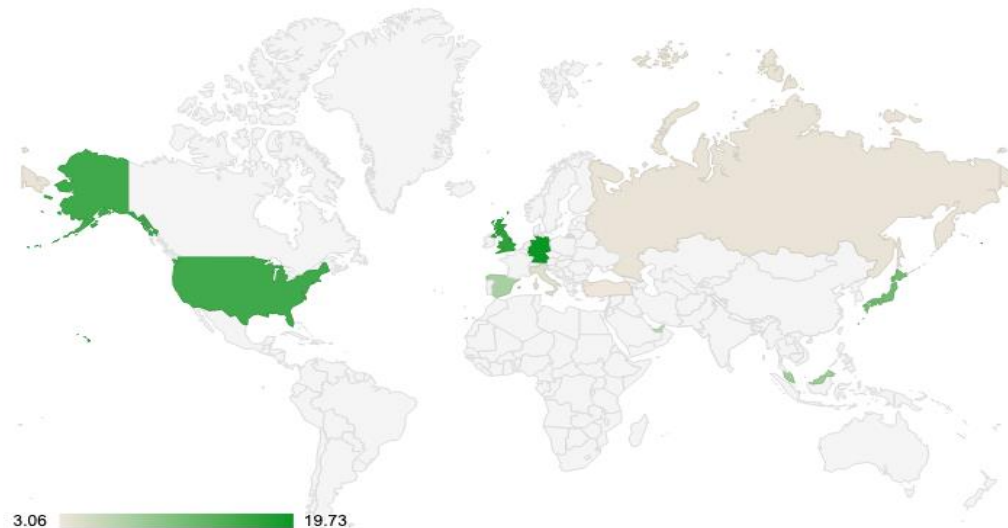
Top 6 Languages Used



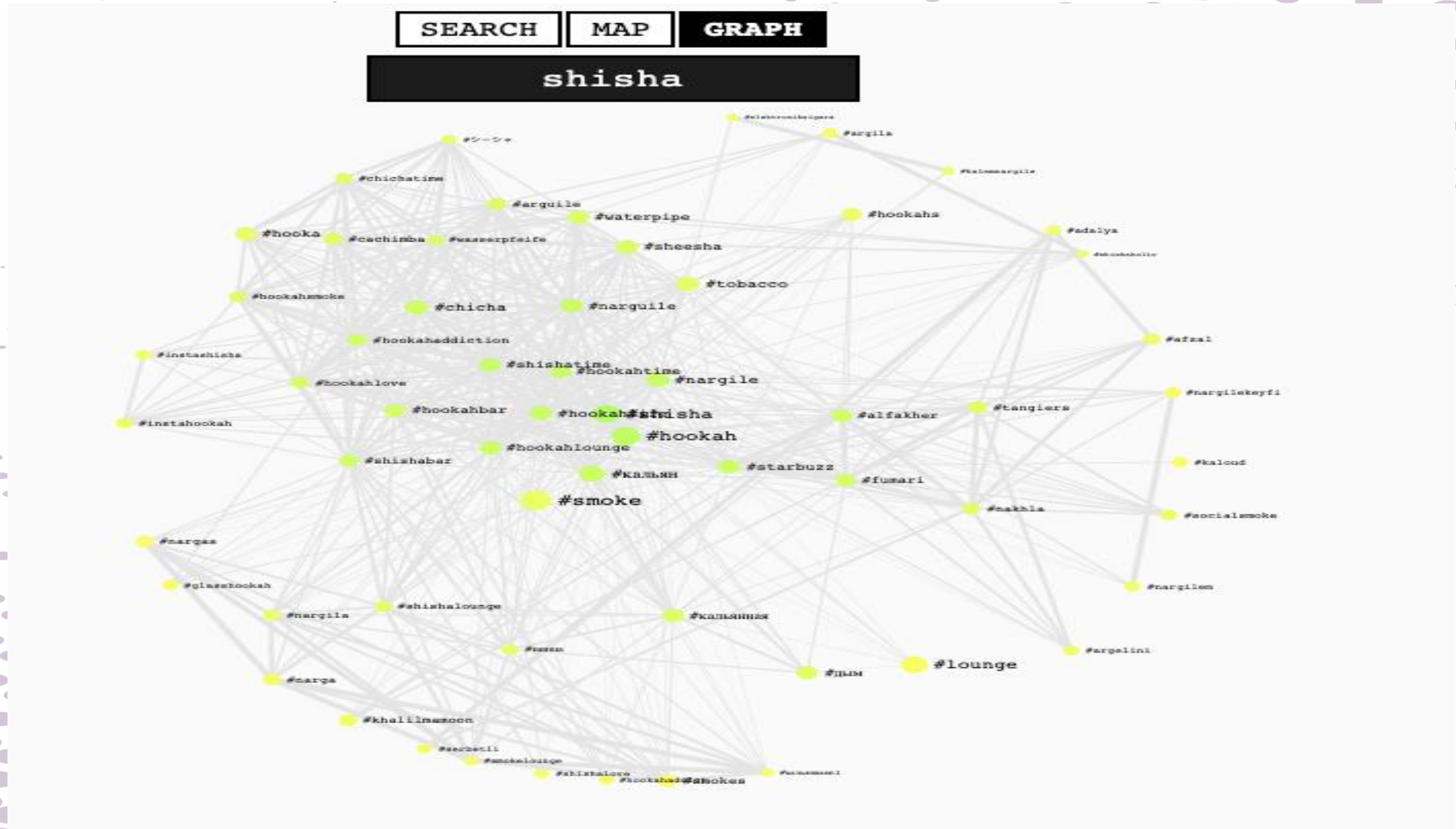
Spelling Variants Used



Top Countries



Example Hashtags Research: #Shisha



Content Strategy – Audience Analysis x Keyword

Real-time Tracker: **hookah**



 **5,007**
PREDICTED
POSTS

 **4,151**
PREDICTED
USERS

 **56,542**
ENGAGEMENT

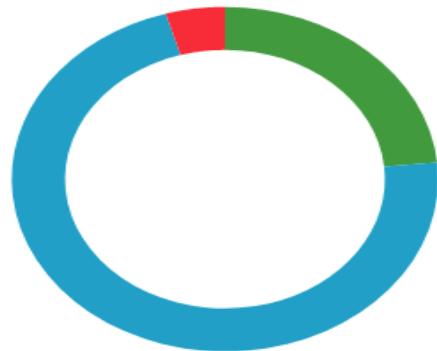
 **15,530,904**
PREDICTED
REACH

 **23,923,419**
PREDICTED
IMPRESSIONS

Real-time Tracker: **hookah**



Sentiment ⓘ



Sentiment Score **83.95**

Positive
23 %

Neutral
72 %

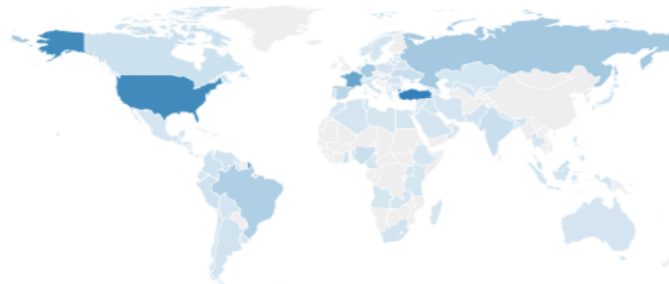
Negative
4 %

[Sentiment Breakdown >](#)

Location ⓘ

World

USA



[View Posts by Country >](#)



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Social Media Channels



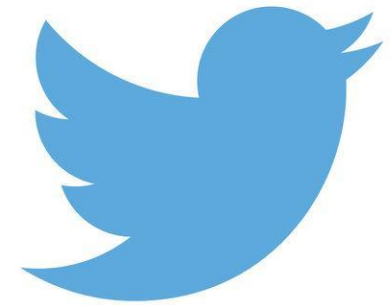
URL

<https://www.facebook.com/xxxx>



URL

<https://www.instagram.com/xxxx>



URL

<https://twitter.com/xxx>



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Social Media Channels



URL

<https://www.medium.com/xxxx>



URL

<https://www.youtube.com/xxxx>



URL

<https://www.linkedin.com/xxx>



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Content Strategy by Channel

- **Type of contents for channel:**

Articles, Posts, Notes, Canvas, Videos, Carousel, Memes, Gifs

- **Overall Content Definition:**

Type of communication, Tone, Target Audience, Posting Frequency, Tags, Partners, Hashtags

- **Viral / Valuable Content Vision:**

Personalized content, Content made by partners, Suppliers content



Content Strategy - Blogging Content

**We collect for you relevant articles from the best Bloggers
in your market field**

MOST POPULAR

- Contemporist 33
- Core77 84
- Fast Company 128
- Freshome 31
- Furniture Fashion 4
- Houzz 149
- Interior Design Ideas 25
- Juniper Home 10
- Trendir 18
- Yanko Design 138
- 1 more source

+ ADD CONTENT

Home Remodeling Inspiration

A 2-in-1 pillow that lets you sleep on your bed or at your desk!
100+ [source]

No pillow has looked at the act of sleeping or napping as holistically as the Dullo. This nifty two-sided, custom-shaped pillow comes with a great deal of attention paid to all sorts of sleep, whether it's on your back, your side, on a

Construction Contracts: What to Know About Estimates vs. Bids (8 photos)
300+ [source]

When planning a home remodeling or new construction project one of the first things homeowners usually want to know is how much the work will cost. Part of asking about cost is not just defining what the work will be but also knowing

Spring Tasks to Keep Your Home Cooler During Summer
100+ [source]

With the days getting warmer, you may be thinking of all the fun you'll have this summer: cookouts, roads trips or days at the beach. But you may also want to take some time to think about one of the not-so-fun parts of summer: those

monday.com is a visual project management tool that'll help you achieve more.
[source]

The best tool to collaborate with your team mates. It's easy, intuitive, visual and fully customizable to fit everyone!

YOU MIGHT ALSO LIKE

Apartment Therapy!
Saving the world, one
106K followers

ArchDaily
52K followers

Dwell.com
2K followers

EXPLORE



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CONTENT STRATEGY

- Pop-up + CtA: <client example>

Once the User click the "CLICK HERE BUTTON" on the Pop-up is re-directed to your website and /or Landing Page



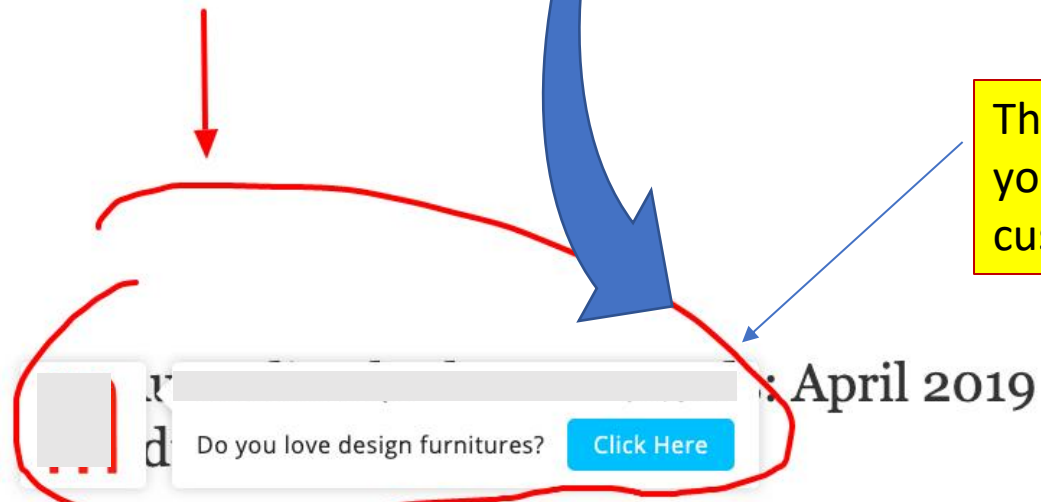
interiorsADDICT

f @ p KENO ADDICT

JOB BOARD CONTACT SUBSCRIBE Q MENU

ON THIRD PARTIES WEBSITES/BLOGS WE CAN PUT A POP-UP WITH A CUSTOMIZED CALL-TO-ACTION THAT BRINGS THE USER TO OUR SITE

The Pop-up appears with your Brand Logo and your customized CtA (message)



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Groups & Pages

- **Search Groups in same niche:**

Get inside, as your page to all the groups in your same business niche.

- **Search Pages in same niche:**

Like, as your page all, pages in the same business niche.

- **Invite Friends:**

Invite all your friends to like your page



INFLUENCERS ANALYSIS



ARE YOU INTERESTED IN GROWING
YOUR INSTAGRAM ACCOUNT?

Ask for our InstaInfluence Plan!

591 Influencer Members



Hege Morris

@hegeinfrance

Design Fashion Interior Design
Pinterest Blogger

📍 Glasgow, Scotland, GB

👥 307k



brandobeautyy

@ckeinapel

Beauty Design Fashion
Interior Design Lifestyle

📍 London, England, GB

👥 11.5k



fotofactory

@fotofactory

Interior Design Photography
photo art Posters Prints

📍 Copenhagen, Capital Region, DK

👥 53.6k



Victoria's Cottage

@sovictoria_

Blogging Interior Design Lifestyle
Photography Style

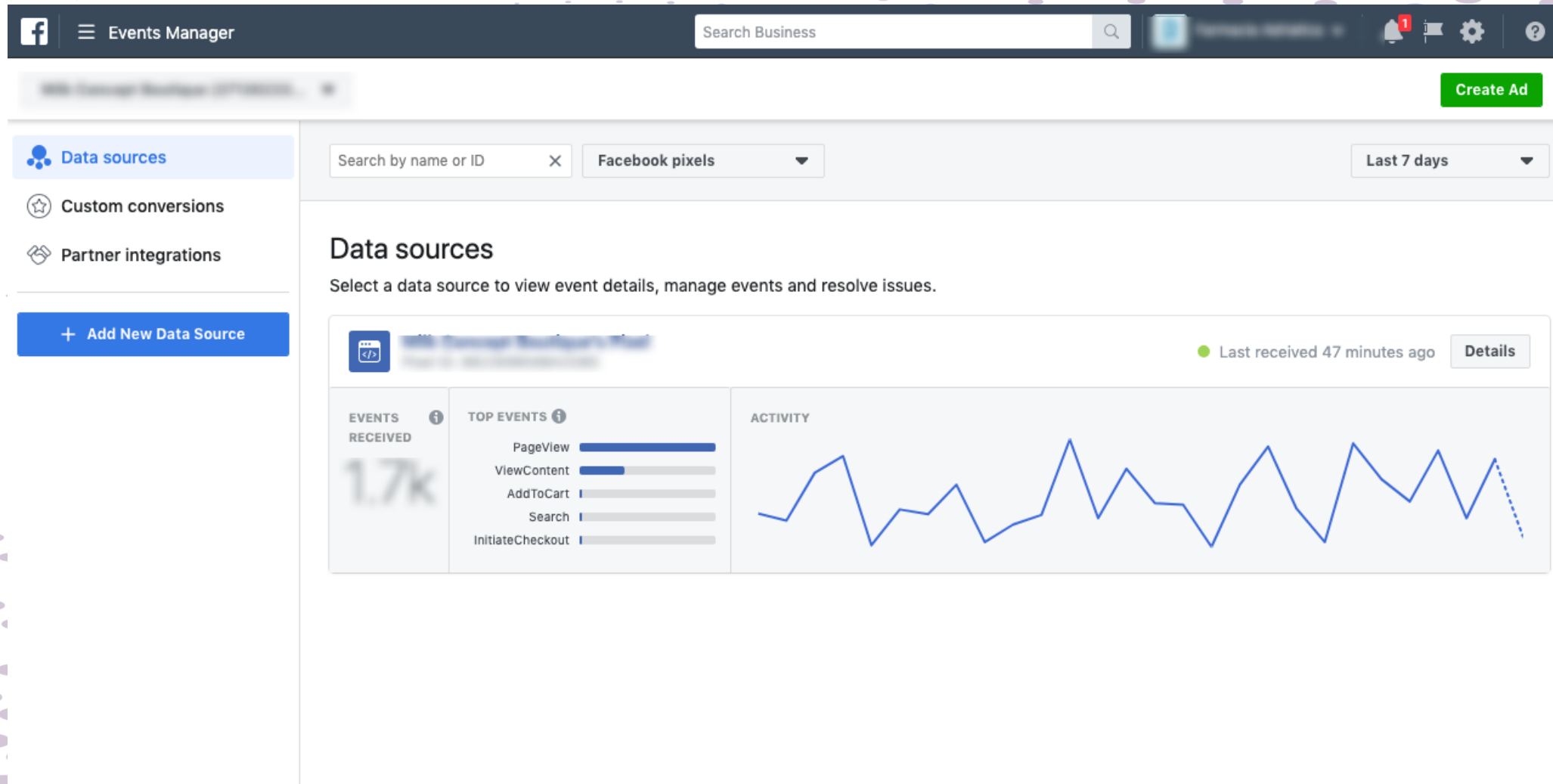
📍 Redditch, England, GB

👥 19.6k



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FACEBOOK ANALYTICS <Website Pixel data>



Instragram Analytics

Instagram: Summary

Audience Summary

TOTAL FOLLOWERS

600

NEW FOLLOWERS

-3

Avg. per day: <1

Post & Engagement Summary

TOTAL POSTS

3 ↑ 100%

Avg. per day: <1

TOTAL ENGAGEMENT

51 ↑ 0%

Avg. per day: 3

TOP POST

directly via Instagram

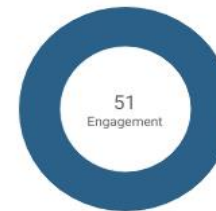
📷 22 Apr 2019 12:30 PM



"Those in good #health are rich without knowing it" Keep...

Reactions	18
Comments	2
Engagement	20
Engagement Rate	3%

ENGAGEMENT BY POST TYPE

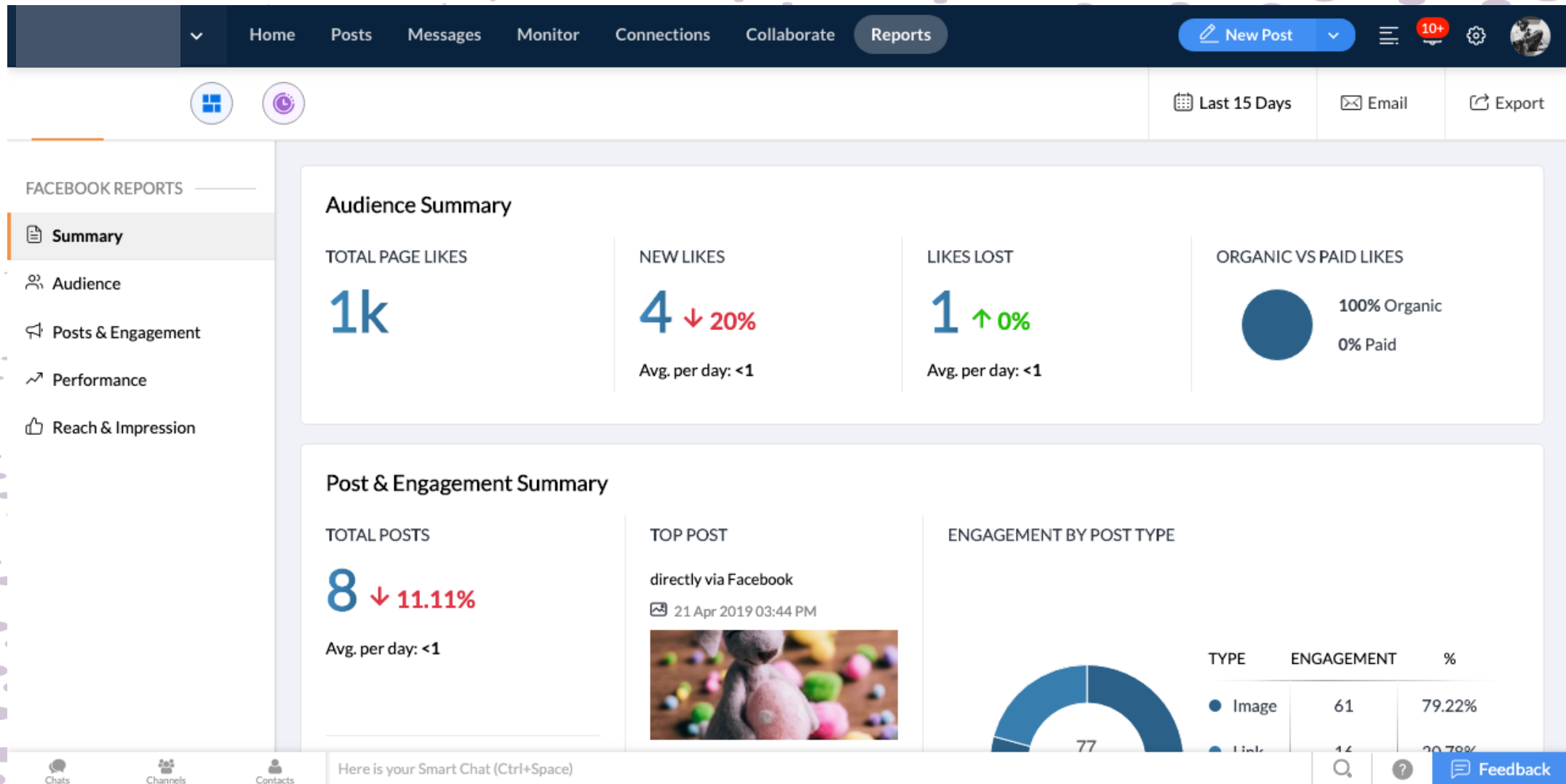


TYPE	ENGAGEMENT	%
● Image	51	100%
● Video	0	0%
● Carousel	0	0%



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Audience Analysis



Social Media Management – The Process

- Give access for you Google Drive Image/Video folder to one of our Content Manger
- Complete The Digital Hacks Brand Questionnaire
- Give access to your Social Accounts to our Content Manger
- Download the Buffer App on Mobile and/or Desktop to check the content scheduler
- Easily check the posting and enjoy your new Social Media presence



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Social Media Management Prices

STANDARD 3 CHANNELS

ASK FOR A QUOTE

ALL PRICES MUST BE
CONSIDERED VAT EXCLUDED