

Beeby Media Company

Reference and Training Guide



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Beeby Media Company

In short, we are a social media marketing consultation service that also offers specifically tailored product services for companies, online campaigns, and nonprofit organizations.

We guide businesses to create relationships with potential customers, enhance social community building, implement appropriate utilization of technology and time, provide analytics of performance metrics, assist in management of brand by increasing website traffic through active customer engagement utilizing various social media websites/mediums.

Beeby Media Company

Start-up company based out of Chicago, IL.

We structure our company by hiring independent marketers to work with our clients

We seek out individuals with an eclectic background in social media so we attract a variety of businesses

Four Pillars of Marketing

Learn these and abide by them always

People:

Figuring out who is behind the business or organization in which we are providing our services to is extremely important to us. Our marketers strive to establish a positive and trustworthy relationship with our clients. Once the marketer closes the deal it's important they establish this type of relationship. It's also important that we consistently show to our marketers that they are prioritized within Beeby Media Co.

Plan:

After closing with a client the marketer who closed the deal immediately starts establishing conversations with them. Depending on the extent of services they want from us we discuss target audiences, brand building techniques, different social media outlets, posting schedules, and what they hope to achieve with their social media presence. We keep very detailed notes and setup up the clients SMT (Social Media Tracker) which tracks the client's engagement and other statistics of the clients social media accounts. The SMT becomes very useful in the execution stage of our service.

Four Pillars of Marketing

Promote:

We then provide the service to the client. We execute the plan and schedule provided that both the marketer and the client came to a consensus on. After every two weeks we then send the client a SMRC (Social Media Report Card) which lays out the growth, average engagement rate per post, and growth rate of the overall brand. This gives the client a simple display of their growth online and allows them to see that their money is being put to good use.

Persistence:

We work with the intention of working with the client for a long period of time. We make sure our marketers work to meet deadlines and exceed our client's expectation. We rely on keeping our schedules up to date and current to any changes and fluctuations of posts so that if a marketer needs another one of our marketers to fill in during a period of time we are able to do so swiftly and easily with no delay.

Job Description

As a marketer of Beeby Media Company you will:

Learn, research, and understand all current and forward-looking social media platforms.

Market, recommend, and gain clients through advertising and engaging potential clients one on one.

Work alongside other marketers within the company to maintain current clients and produce adequate advertisement for them.

Plan out and post campaign schedules for clients as well as recommend certain social media platforms to use in order to achieve client's goals

Execute and maintain client's social media accounts

Track social media data and progress with SMRCs (social media report cards). Maintain an open line of communication with clients and co-workers.

Obtaining a Client



Obtaining a Client

Beeby Media Company encourages you to network yourself as well as the company. We provide each marketer with custom business cards to allow face-to-face networking.

Another way is through online advertising. By personally messaging small business owners and establishing a conversation online.

Overall we want to really push a good process for establishing a good face-to-face interaction with our marketers to potential clients.

Obtaining a Client

Our marketers are encouraged to reach out to businesses they find that are doing well and perhaps don't have a strong social media presence.

- Reach out to the company managers and discuss our business and how we can help them. You are responsible for researching the company's social media before making attempts at negotiation.
- Introduce our brand and our service by reviewing portfolio with them and answering questions. You must portray yourself professionally, do not expect a new business to sign on a contract on the spot, but be prepared to do so in case.

Obtaining a Client

- Because we are a young company, we must capitalize on being **professional**.
- Initiate communication when necessary.
- For companies who reach out to us, try to set up face-to-face meetings (not over video calls) to fully stress our business value of being personable. If company is not based within range of a face-to-face meeting, video call may suffice.

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Obtaining a Client

- Be ready to advertise yourself online to the company.
 - don't be hesitant about sending initial contact emails, or follow-up emails after a meeting.
- Increase your engagement with companies online that need a better social media presence.
- Reach out to them by starting conversation through blogs (ie. Reddit and different subreddits, Twitter, Facebook, business email, etc.)

Obtaining a Client (tips)

- Talk to a minimum of 4 people everyday about your business and what you do.
- Increase your social media presence, initiate/join conversation, offer help, provide value.
- FOLLOW UP FOLLOW UP FOLLOW UP. “fortune is in the follow up”
- A lot of people are trying to reach the same consumers as you, appeal to them, offer something free (can be discussed on what is offered).
- Make sure you offer prospects multiple options, they want to feel they are in the right hands.
- Ask happy and satisfied clients for referrals, make sure to be clear about who we appeal to!
- Ask for feedback from all companies: what works, what doesn't? Etc.

Understanding Their Business



Understanding their Business

Figuring out everything you can about your client's business and the people. Focus on portraying care. Care is one of the most important qualities in a service business type. Being friendly and kind is essential to keeping people happy.

- obtain everything you need about their business for you to successfully advertise for them: target market, strengths, weaknesses, opportunities, threats, competitors, etc.
- It is worth stressing that you must be caring for your client while maintaining professional persona

Understanding their Business

Important because: we need to show companies we always have them in mind. They are always thinking, “what’s in it for my business?”

- An understanding of a company which is then shared throughout the agency can help develop proactive ideas on how to grow their company
- An agency that knows their client’s business has real value in that relationship. It can help an agency through a tough time due to an agency error or something of the sort.

Getting to Know Your Client's Business

- Take a tour of their company
- Read all client related trends, reports, and industry periodicals
- Stay present with client updates
- Know how the client markets their product/service
- Establish relationships within the company beyond just advertising relationships
- Ask client what you can do to increase your knowledge base of their company, follow up with their response

Understanding Their Business

Treat all clients with care

Here is an example: <https://www.youtube.com/watch?v=7ni3djbrjB0>

Planning and Strategy



Planning & Strategy

Focus and listening is essential.

Stage one: the Marketer and/or Executive will have an extensive conversation taking notes on the client's expectations and goals as well as getting to know the company morals, beliefs, and values. This is essential. We want our service to be the extension to their company. That means it really has to look like their company produced the content online. If we do things right, the consumer of their content will never know we were apart of the process.

- Refer to the previous slides of understanding their business, use that as an outline to get an idea of what is going on inside of their company. The more you know the better

Planning & Strategy

After talking with the client we will host a meeting within the company discussing ideas and strategy on how to go about producing the client's content based on their needs and aspirations.

- After meeting with the client to discuss their expectations, a meeting will be held within our company to discuss ideas and strategies on how to go about producing their advertisements.
- https://www.youtube.com/watch?v=Pylaowox_fw This video asks the right questions that we need to ask our clients. Take notes and record these questions.

Planning and Strategy

- Next step within this stage is to meet with your marketing team to discuss all potential strategy
 - this video lays out for you how to have successful strategic planning <https://www.youtube.com/watch?v=LkesApAMSQk> listen attentively and take all notes necessary
- Setting up a solid strategy is ESSENTIAL for the success of a marketing agency. Strategy must be thoroughly thought out and implemented.

Planning and Strategy

- Five steps to a solid strategic plan:
 - 1) **Know where the company actually stands**, not where you think they stand
 - 2) **Identify what's important**- this sets the direction of where to take the mission and vision of company (know markets, customers, products, etc.)
 - 3) **Define what you must achieve**- define objectives that you must achieve to address priority issues
 - 4) **Determine who is accountable**- know which team member works with what, how time and money and human capital will be allocated
 - 5) **Review as much as you can**- hold regularly scheduled formal reviews of the process and refine as necessary

Communicating Strategy to Client

Effective communication in this part of the planning is deeply essential. The company must feel informed and must also have a sense of their ability to change what they want (not that much obviously). There are five ways to communicate your plan effectively:

- 1) **Keep message simple, but deep in meaning**- the way you communicate it to your client will hopefully fill them with the same aspirations you hold for their company
- 2) **Build behavior based on market and customer insights**- build your campaign based on customer insights in order to be in touch with market realities

Communicating Strategy to Client

3) **Use discipline of a framework: Inspire, Educate, Reinforce-** Inspiring team and client is important when introducing a new initiative, create emotion and a lasting impression. Educating them after inspiring should carry more weight. Team and client need to understand what their specific role is and have job-specific tools to do each of those roles. This is best achieved through dialogue in small group settings. Reinforce the strategy to immerse team and client in important content and give them the knowledge to confidently connect to the strategy.

Communicating Strategy to a Client

4) **Be a real person**- personal and authentic messages from you to your client/team members will allow them to understand and care about the direction in which you are taking your advertising campaign

5) **Use 21st century media**- Our company is built off of the technology that this day and age allows us to communicate with mass amounts of people. Use social media, networking, and blogging all to your advantage to show clients what you're engaging in.

Implementation

- The implementation phase of strategic advertising involves the assignment of who, where, when and how of the company. This phase requires specific tasks and timelines to be assigned to groups and individuals.
- At the helm of each group should be a clear leader, behind him is a supervisor (i.e. CMO or CEO) to communicate goals clearly and follow necessary steps of implementation. Strategic maps are helpful because it identifies key ingredients to the company's success. I.e. operations, partners, work environment, etc.

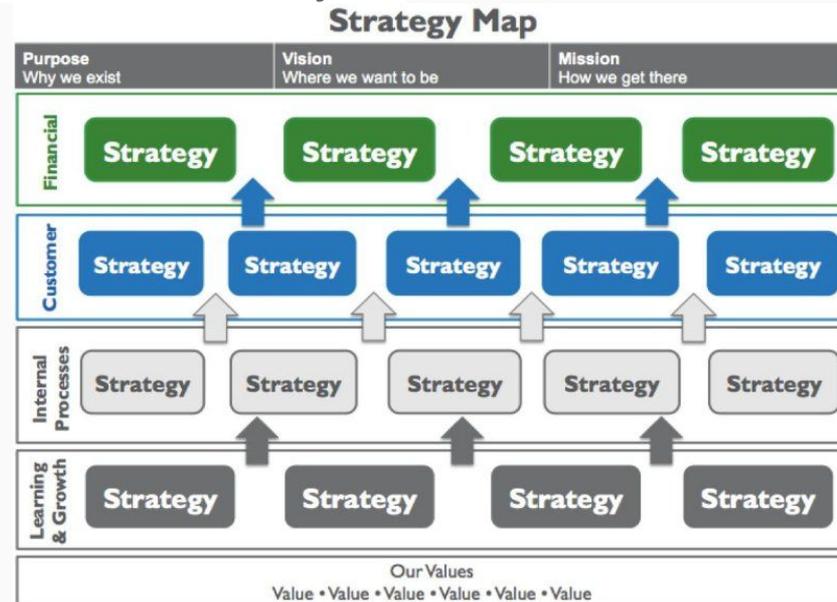
Implementation: Strategic Maps

A strategic map is a basic layout of all strategic goals set forth by an organization or management team.

- Basic template for a strategy map.
Image courtesy of :

<https://www.linkedin.com/pulse/generating-value-strategy-map-rod-baxter>

- Get to know this and be comfortable
Making these for companies and
Advertisement campaigns.



Implementation

Several aspects need to be aligned in order for implementation to be successful:

- 1) Trained people must be ready to use their skills and abilities to implement parts of the plan
- 2) Adequate financial support and time must be allocated to the project
- 3) Management must be very communicative and ready for weekly/biweekly meetings
- 4) Technology used to track processes must be set up ready to go
- 5) Workforce must be comfortable with plan and motivated if they want to succeed

Implementation

There are several phases of implementation:

- 1) Finalize plan with input from all parties
- 2) Align budget to goals
- 3) Produce various versions of the plan to give to each party
- 4) Establish tracking and monitoring for the plan
- 5) Instill performance management and reward system
- 6) Present plan to entire organization
- 7) Build individual department plans as well as the company's overall plan
- 8) Schedule bi weekly strategy meetings to discuss current effectiveness of plan
- 9) Set quarterly review dates for assessments and plan review

Implementation: Common Mistakes

Many things can present marketers with a failed advertisement campaign such as: poor communication within group as well as to client/corporate, a non-specific plan, an overly thorough plan that has too many steps, insufficient progress tracking and monitoring, employees not being held accountable for individual duties, etc.

- “The implementation phase requires close monitoring; the organization that does not watch itself closely will miss cues that indicate necessary modifications.” - Kristie Lorette

Managing Accounts

Implementation Chapter 1



Implementation: Managing Accounts

Facebook - Facebook is a wonderful first step in establishing an online presence for a business. Throughout the years Facebook has been a constant in this aggressively growing online world. Most companies already have or are looking to create a Facebook account for their business.

In most cases treat Facebook like your social media home base. It allows you to track more precise data and is extremely friendly to videos, links, and photo based posts.

Image/Graphic Posts

Implementation Chapter 2



Video Production

Implementation Chapter 3



Implementation: Video Production

Video content is a popular and strong advertising strategy for companies to use on Social Media. We also like to recommend video in social media marketing due to the growing interests in Facebook video, Instagram video, etc.

What allows us to afford video production for companies marketing strategy is the price point for clients will be separate from the normal monthly rate and will fluctuate based on production value of their sets.

Implementation: Video Production

Half of requests received for video to be added to a social media marketing campaign can be done with little to no production. Most can be done with footage already shot by another person within the company, through graphics or stock footage found on stock sites. These are cheap alternatives for, however, half of requests we get for video content requires custom videos like product launches, tutorials, and informative. These require premium grad pricing from the client so we do encourage this route so that we can customize their campaign in every aspect.

Implementation: Video Production

Pre-Production - If a client chooses to have video content for their marketing campaign then when it comes to production of the set you, the marketer running the account becomes producer/director.

Writing - Immediately evaluate with the client how much involvement will they want in the video marketing. Do they want to write the script with you? Or do they want to edit the script you write? After answering these questions you then move onto the writing process. When writing you want to keep in mind the campaign and the company style. Make sure you send the CMO, Nic the scripts draft to get approved BEFORE sending it to the client for their approval. KEEP IN MIND the client's intended budget and write with that in mind.

Outsourcing - Video production requires a lot of help from other people. We heavily encourage getting another marketer or marketers involved with the process as well to assist with writing, producing, production and post-production. We also have marketers dedicated solely to creating video content. Contact Nic at management for details on that or go to the employee directory.

Implementation: Video Production

Outside Hiring - When it comes to hiring extra help for production or post-production, make sure you meet with Nic Dartoozos and provide the following information about the potential freelancer(s): Name, age, E-mail, phone number, reason to hire, position needed to fill, requested rate, any portfolio or application.

We want to make sure every production is professional and conducted like a normal video shoot. If you feel as though I you do not have enough experience with creating video content you can have another marketer within the company Produce and Direct the production and post-production however, this will give that marketer full compensation from the production income from the client.

Budgeting - This is essential to do immediately. After the client gives you the projected budget for the video production content you must begin the “Budget Template” found in the client folder on the Google Drive. Fill out the sheet in detail. Budget sheet template can also be found [Here](#).

Implementation: Video Production

Pre-production - After writing the script and having the script approved by both the CMO and the client then pre-production can proceed to the next step.

Finding / Renting Locations - When finding a space you are going to make sure you are legally allowed to film their. What we recommend if possible is shooting in locations that offer studio renting like this: [Click Here](#) (*some also allow renting equipment as well*) If you would like to shoot outside you need to make sure it's either a public area and also have the locations permission to shoot as well. Make sure you check with Nic if need be.

Schedule - Creating a timely schedule is very important. Making sure the people you want on set are available at the allotted time. Send out to everyone, including the client and management, the schedule's for the shoot. You can find a template to a call sheet in the "Client Template Folder" in the Drive.

Implementation: Video Production

Renting Equipment - When it comes to renting equipment we want to keep it simple. We recommend looking and utilizing LensProToGo. [Click Here](#) to view their site. After you land the equipment you want place the list with the prices and time allotment in an email and send it to management. The next email will be a confirmation on the order for you.

Shooting - If you are the marketer placed in charge of production of the video campaign it's important to stay on schedule and stay within budget. You are not allowed to have a set last longer than 8 hours a day. If another day needs to be added to your shoot it is important you contact management as soon as possible to report the delay so we management can immediately work on extending the rental gear and studio space if needed.

Post Production -

Posting -

Helpful links Mandatory review

<http://www.iwillteachyoutoberich.com/blog/how-to-get-clients/>

https://www.youtube.com/watch?v=PYlaowox_fw

<https://www.youtube.com/watch?v=LkesApAMSQk>

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