



ecoETHONOMICS

NEW VALUES • NEW WORLD

Our Social Media Offering

Digital Strategy and Brand Development

Social Media Infrastructure Development

Community Outreach and Channel Integration

Analytical Reporting and tracking

Social Media Training and Support

Reputation Management

ROI and Measurement

Social Media Evaluation



Social Network Strategy & Implementation

- Developing a cohesive online persona for your brand across all of the relevant social networking sites is critical in any social media campaign.
- We create an online infrastructure geared towards your organisations needs. Pulling in top ranked sources through out the Internet and additional social media accounts, so your organisation is able to educate, and update your community.
- Eco-Ethonomics will set up accounts for your company at the targeted social media sites and will develop a strategy for your company to follow when participating at these sites.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The YouTube logo, featuring the word "You" in black above the word "Tube" in white, both on a red rounded rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font.

Social Media Promotion

Once you have launched your online campaign, you will need to promote it. Creating social bridges to your campaign is the key to its success

One of the best places to promote content is across the various social media sites such as, LinkedIn, Google +, Twitter, Youtube, and Facebook, These easy to use sites make sharing and commenting easy, and something that you can monitor and track. and Blogger.



Eco-Ethonomics will put together a communications and promotion strategy and implement it on the appropriate social media sites fitting within the technographic profiling of your target demographic

Each site has its own unique personality, we will ensure that the correct approach is taken at each site.

We will monitor and lead conversations effectively and safely.



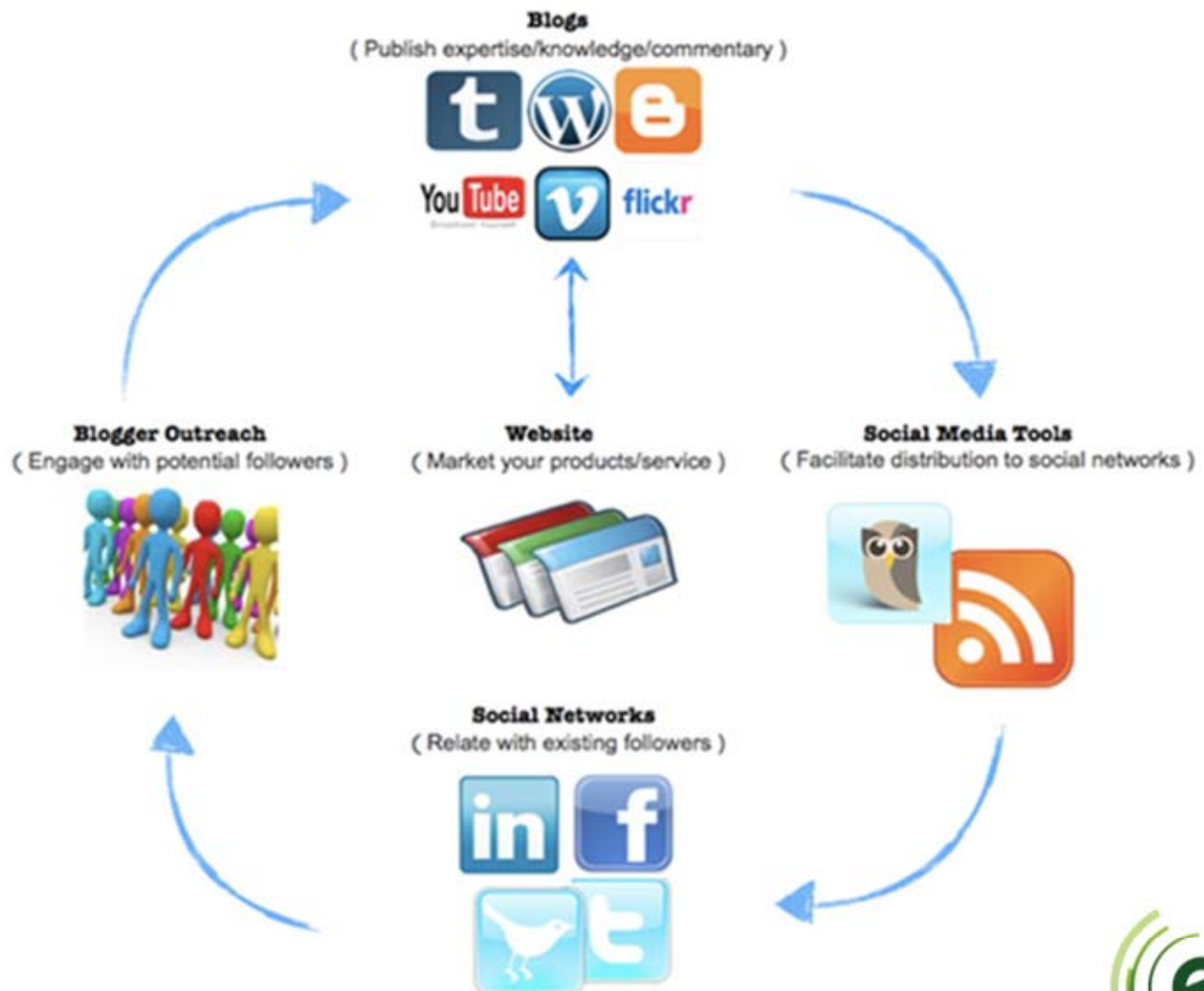
Social Media Management

- To launch a successful Social Media outreach program, you need to have an understanding of the conversations and trends happening within and around your industry.
- Social Media content can take any number of formats, including videos, blog posts, and niche community discussions.
- Eco-Ethonomics will devise a strategy and implement social media tools that will enable your organization to connect and converse with related communities associated with your cause and your larger marketing initiatives.
- As each social network has a different demographic and function, we will carefully help you manage your community, ensuring the best possible outcome



Social Media Training & Internal Communication

- Repurposing content
- Community management and maintenance
- Leveraging specific social networks and platforms related to your organisation
- Dashboard Usage
- Monitoring and reporting of analytics



Benefits of Building an Online Community

- Raise awareness of your organization
- Create a buzz around new and ongoing initiatives
- Increase donations through online fundraising
- Increase access to resources
- Build an information base to educate your audience
- Attract volunteer involvement in your organization
- Improve participation in your programs/services
- Engage community partners
- Replace traditional marketing tools
- Increase operational efficiency



Package Options

Outreach	Basic	Standard	Premium
Trend Reporting on industry specific needs	✓	✓	✓
Social Media Infrastructure Development		✓	✓
Aggregator development		✓	✓
Aggregator delivery to client			✓
Analysis of related social media channels in field			✓
Training of dashboards/analytics			✓
Monthly Online Management : Eco-Ethonomics will manage your digital communications strategy monthly to ensure your proposed strategic planning model			

*Each package can be customized to clients needs

