

We make it simple to increase your ROI from Social



— RELAX —
SOCIAL MEDIA



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Superior Software

An all-in-one social media management platform that gives you the ability to use copyright-free images, store your creative assets, schedule posts, respond to comments and mentions, and view your analytics for all of your accounts in one easy-to-read report.



[Click Here to Learn More](#)



Goal Setting and Planning

SAMPLE



Goal Setting

The fundamental key to a successful social media strategy is goal-setting. A clear understanding of your goals is vital to understand what actions we need to achieve them.

Most Common Goals

Increase Brand Awareness

What To Measure:

- Followers Count
- Impressions
- Engagement

Increase Revenue

What To Measure:

- Web Traffic
- New Leads
- Sign Ups



Social Media Strategy

The right social media strategy will help you achieve your marketing goals. We provide a long-term strategy you can implement and keep control of.

The overall strategy uses a [superior software](#) where **diversified content** is saved and scheduled. We customize the strategy in order to **build and nurture your audience** and **help you become more influential**. We execute it on time but it doesn't end there. We monitor and use our **data and tracking systems** to develop action plans based on what is working.

[Click Here To See Complete List of Services](#)



Themed Days Plan

Using themed days give an opportunity to incorporate hashtags into your social media marketing strategy. By using the appropriate themed day hashtag and engaging with others, you are creating connections for your brand.

- **Monday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Tuesday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Wednesday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Thursday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:
- **Friday**
 - Theme:
 - What to post:
 - When to post:
 - Goal:



CREATE
ENGAGING
CONTENT AROUND
YOUR STORY

Note: Theme Days Plan is only one of the strategies we offer



Hashtags Plan

A simple hashtag can often bring your brand into the spotlight and give you the opportunity to interact with potential consumers. We will use different sets of hashtags per day per theme.

- **Monday**

- #
- #
- #
- #

- **Tuesday**

- #
- #
- #
- #

- **Wednesday**

- #
- #
- #
- #

- **Thursday**

- #
- #
- #
- #

- **Friday**

- #
- #
- #
- #



Platforms

We will identify what are the right platforms for your brand and focus on them. If there is no existing account, we will help you from sign-up to optimization.



IDENTIFY YOUR
TARGET
PLATFORMS

- **Facebook**
 - Status:
 - Page Likes:
 - To-do:
 -
- **Instagram**
 - Status:
 - Followers:
 - To-do:
 -
- **LinkedIn**
 - Status:
 - Connections:
 - To-do:
 -
- **Twitter**
 - None
- **Pinterest**
 - None



Profile Management

If your profile is not optimized, you are likely to drive your target audience away. That's why we make sure that you are using a high-quality profile photo, your relevant information is well-written, and you use the right links among others.



OPTIMIZE
YOUR SOCIAL
PROFILES

- **Facebook**
 - To-do:
 - Profile Picture:
 - Cover Photo :
 - About:
- **Instagram**
 - To-do:
 - Profile Photo:
 - Bio:
 - Highlights Cover:
- **LinkedIn**
 - To-do:
 - Profile Photo:
 - Banner:
 - Headline:
- **Twitter**
 - To-do:
 - Set up account
- **Pinterest**
 - To-do:
 - Set up account



Engaging Content SAMPLE



Social media is a powerful tool for professionals and business owners. We provide social media management that adds value and increases engagement, trust, and ultimately, ROI.

We use a [superior software](#), create a **customized strategy, build and nurture your audience, help you become more influential**, then use our **data and tracking systems** to develop action plans based on what is working.

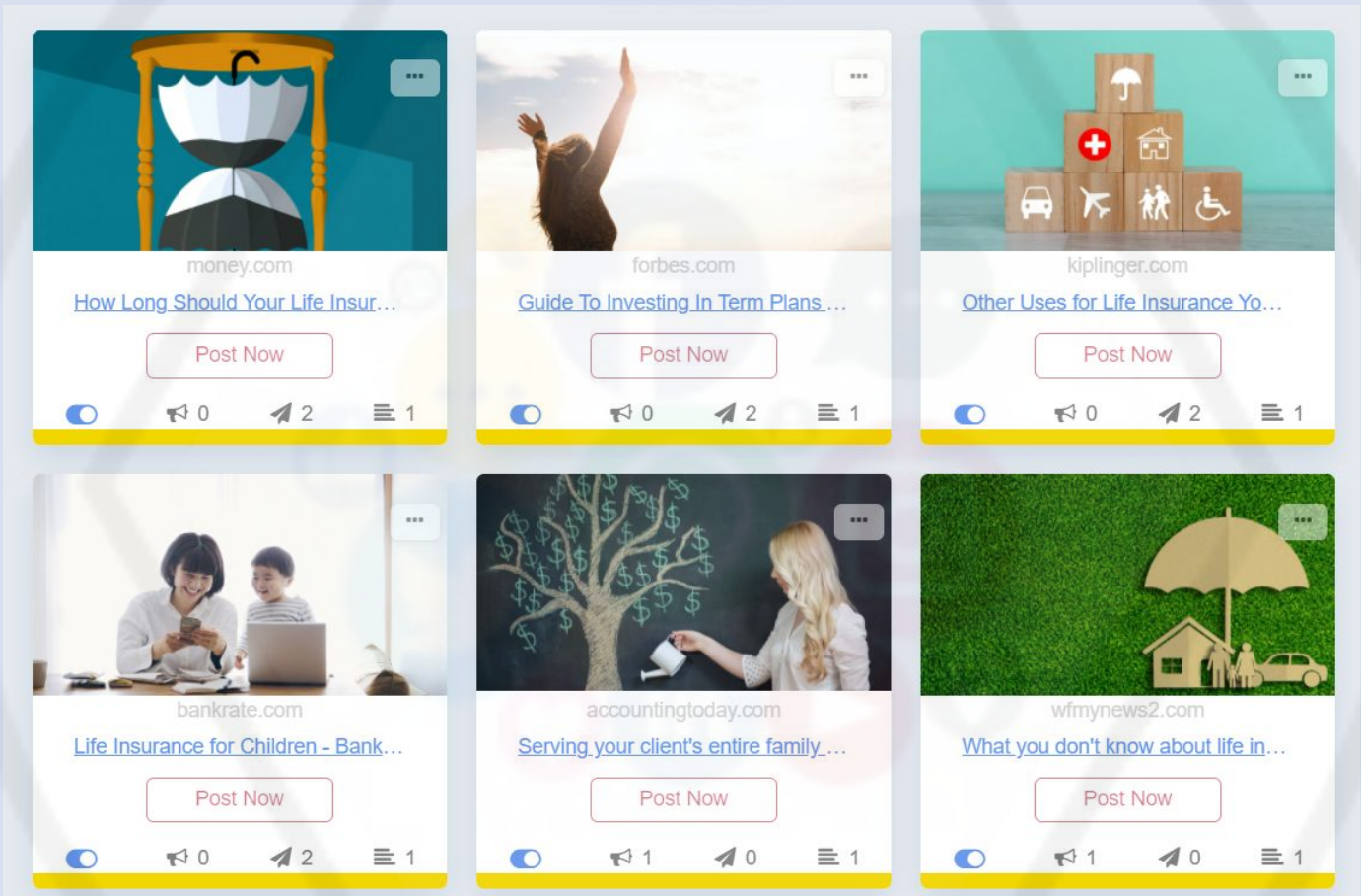
Increase your social media engagement with our exciting content that captivates and engages. We craft distinctive, high-quality images and videos so you can reach more of your audience.

Types of Content

- Recommended Articles from the Software
- Imported Blogs using the Auto-Importer Feature
- Image Posts: Quotation, Inspirational, Promotional
- Image Posts: Tips, Fun Facts, Trivia, Special Announcements, Polls, Puzzles
- Video Posts: Explainer, Promotional, Doodle



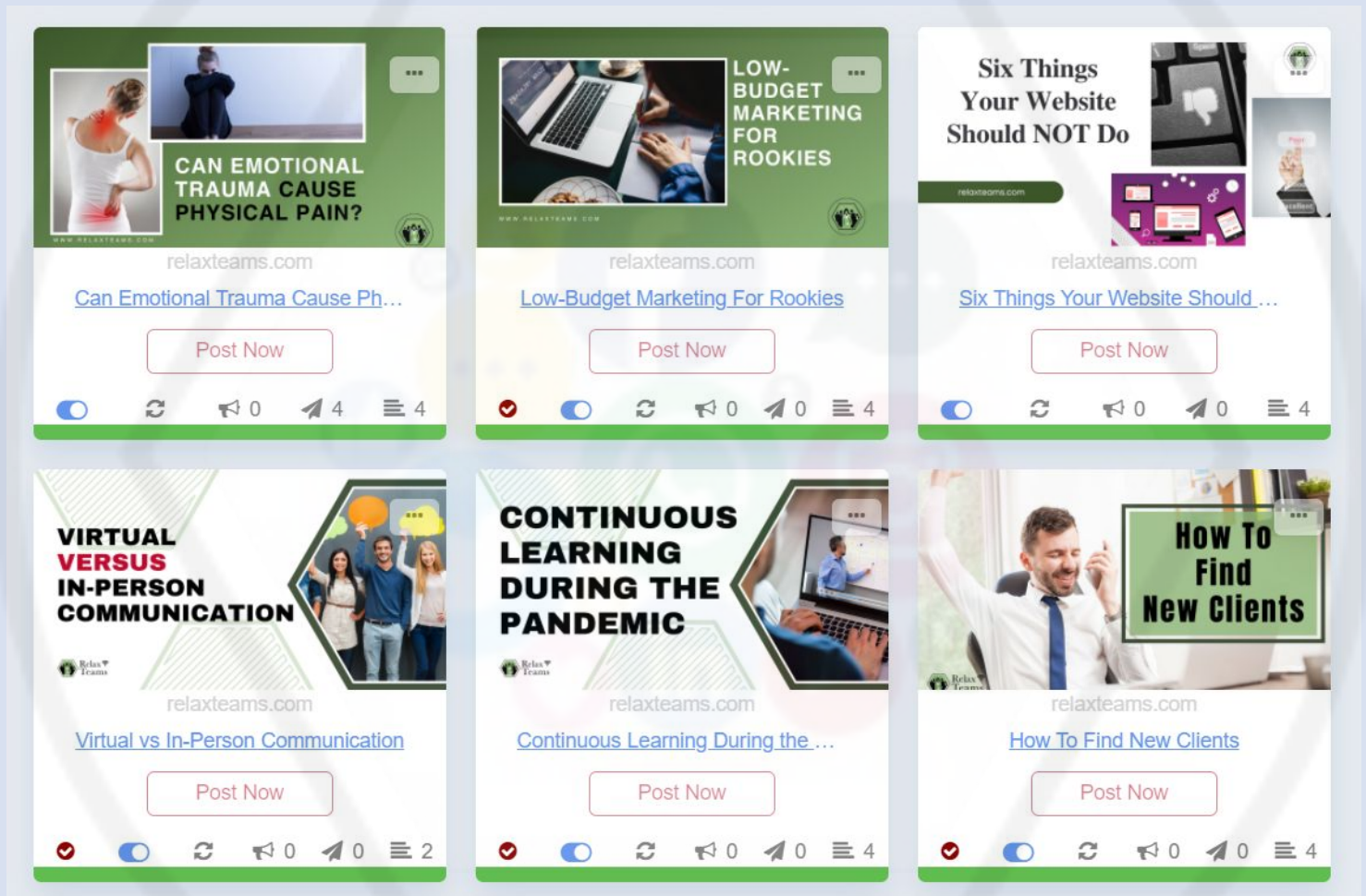
Recommended Articles from the Software



There is a built-in engine to help you find the best articles related to your brand, and let you add them to your content library with a single click.



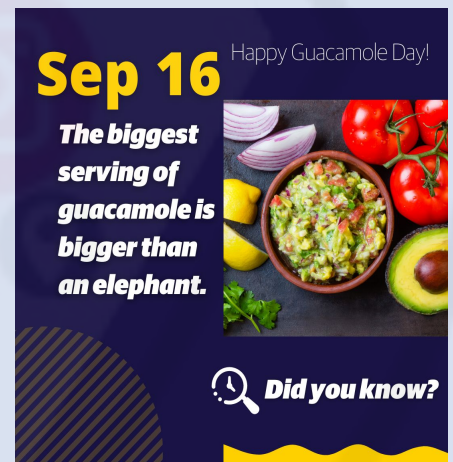
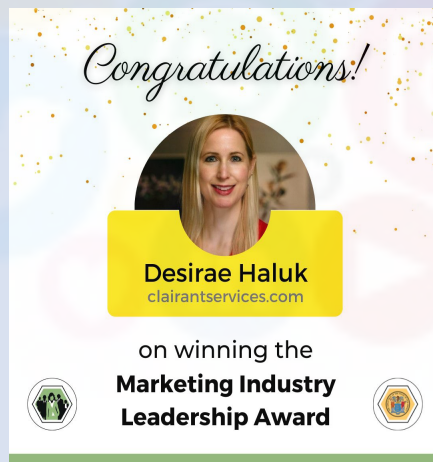
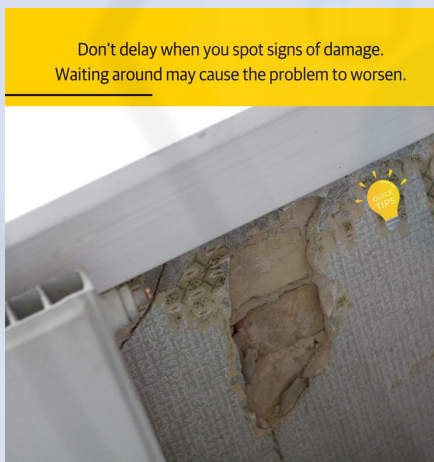
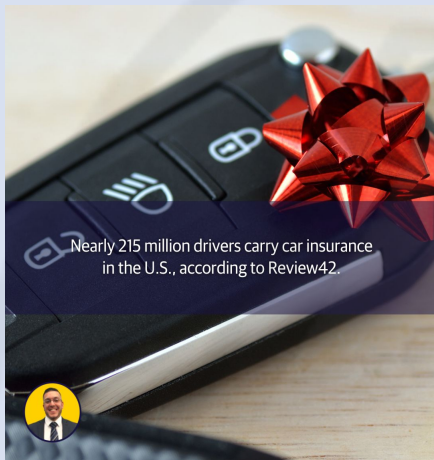
Imported Blogs using the Auto-Importer Feature



With our software, you can automatically import your published blogs. It updates hourly - saving you tons of time importing new content!



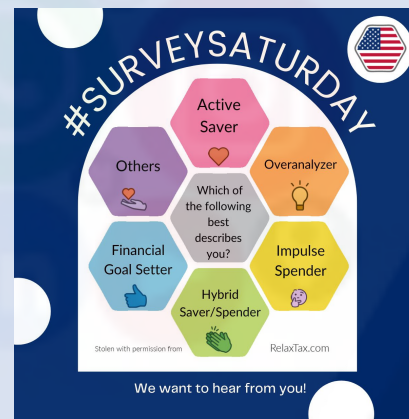
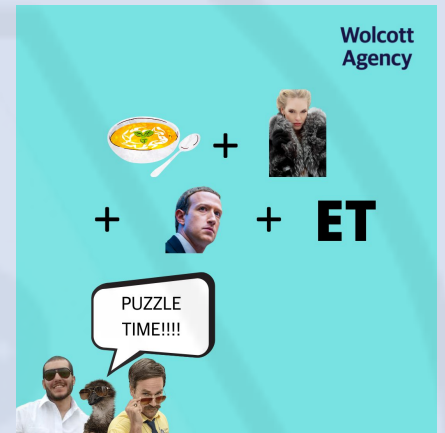
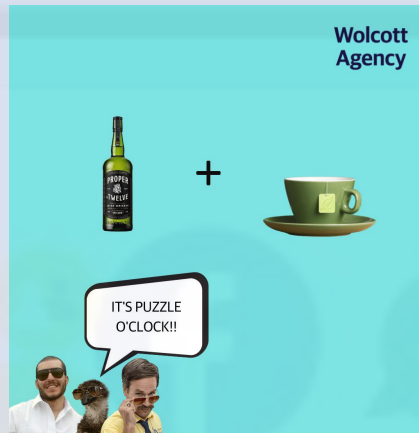
Image Posts: Tips, Fun Facts, Trivia, Special Announcements



Creating visual content is a key factor for success in social media. It gets people to take notice and connect with your brand. However, it takes a lot of effort and time from audience research, creating a mood board, choosing a theme, and countless edits.



Image Posts: Polls, Puzzles



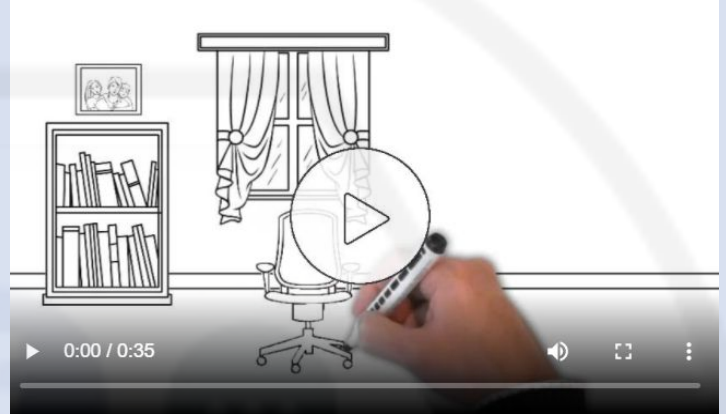
Polls and puzzles are both attractive and effective. They are an incredibly effective way to drive traffic and generate interest in your content. What you need? Creativity. Time. Patience.



Video Posts: Explainer, Promotional, Doodle



[Click here to see actual post.](#)



[Click here to see actual post.](#)



[Click here to see actual post.](#)



[Click here to see actual post.](#)

Video content is highly engaging and better at grabbing users' attention. Video tends to stay on web pages longer than text and images and has a much higher click-through rates than other content types. If Image Posts needs a lot of time and effort, video content doubles that. Yet we can do it for you.



How To Grow Your Reach



Social media is a powerful tool for professionals to build their personal brand and grow their reach.

We use a [superior software](#), create a **customized strategy**, **diversify content**, **help you become more influential**, then use our **data and tracking systems** to develop action plans based on what is working.

We believe that working with highly targeted, personalized leads is vital. We're here to build your audience and then convert them into active leads.

Services focused in growing your reach include:

- **Stories creation**
 - With stories feed, you are in front of more people without worrying about distribution algorithms.

- **Personalized Follower Engagement**
 - We help you respond to your audience via Social Inbox up to 30 times per month. It is our goal to make your customers feel heard so they can remember your brand.



How To Become Influential



Social media is a powerful tool for professionals to build their personal brand and become more influential. Our primary goal is to add value to your business.

We use a [superior software](#), create a **customized strategy**, **diversify content**, **build and nurture your audience**, then use our **data and tracking systems** to develop action plans based on what is working.

Our services that are focused on helping you become influential include:

- **Branding**
 - Let your brand tell a story. We will help you be more recognizable with branded posts, profile pictures, and banners.
- **Live Stream Setup, Configuration, and Onboarding**
 - Live streaming on business channels like LinkedIn drives a deeper perception of 'influence'. People will come to see you as an authority. The more quality the live stream the faster and further your influence can go. We help you create a plan to do so.
- **Targeted Third Party Promotion**
 - We help you build a following easily by promoting your brand consistently.



Post Level Analytics



Social media is a powerful tool for professionals to increase ROI.

We use a [superior software](#), create a **customized strategy, diversify content, build and nurture your audience**, and **help you become more influential**.

Moreover, there is real-time reporting dashboard available at any time. You get detailed summary reports that are delivered to your inbox every week.

Our team takes a step further by adapting your action plans based on the data-driven decision derived from these insights and reports.



Post Insights

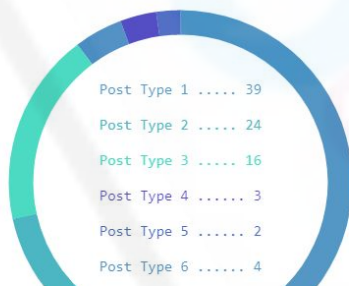
See what type of posts work best for each of your social media accounts, including the optimal time to post and average engagement.

Change accounts using the dropdown in the header.

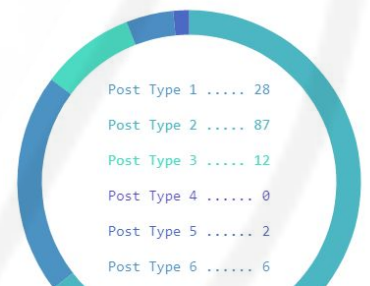
Insights

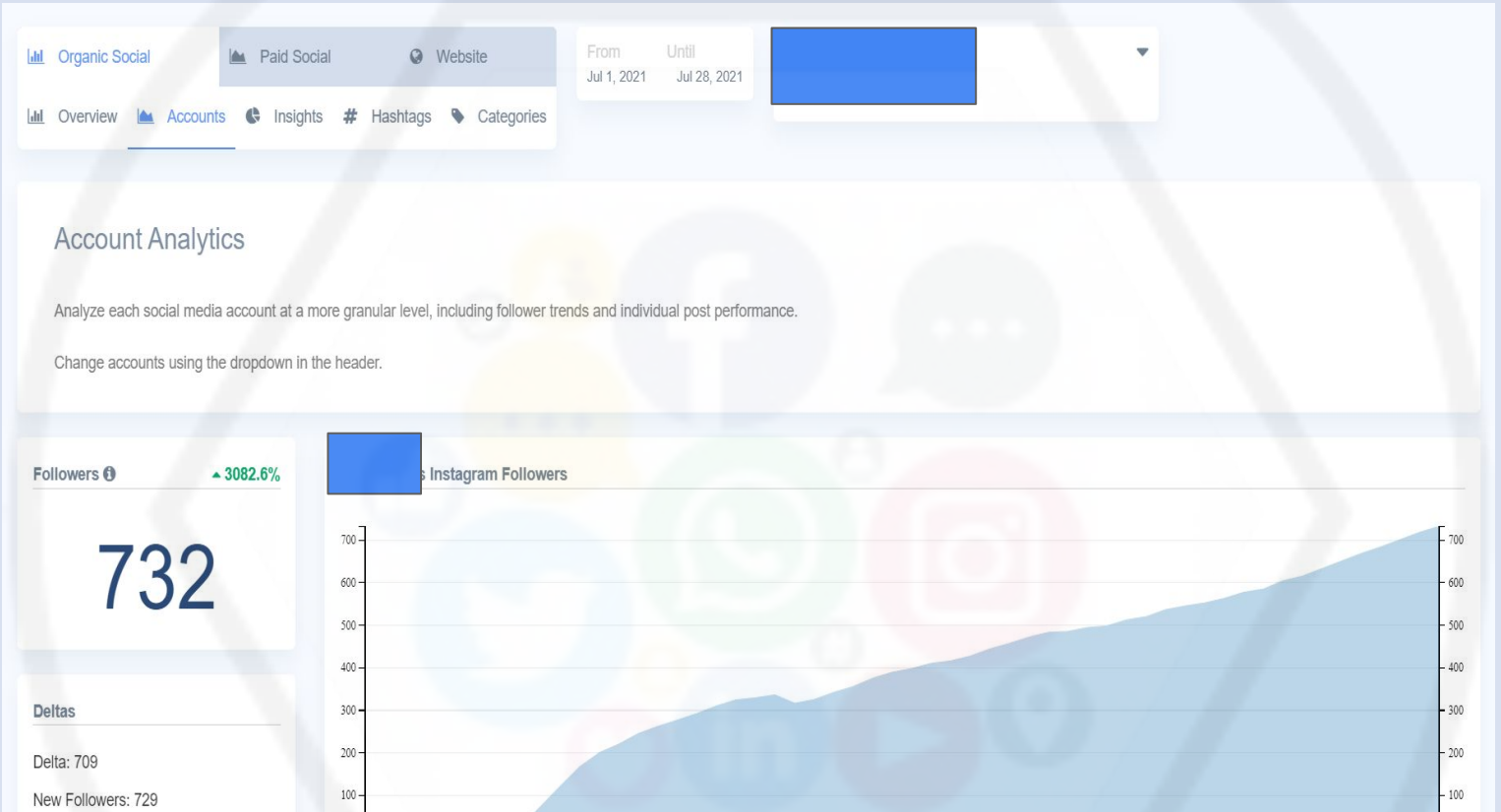
-  **Image posts with long caption containing hashtags** perform better than any other post type.
-  This post type is **443.4%** more engaging.
-  **Between 1PM and 3PM (ET)** is the optimal post time for this account and post type.
-  You've posted this type of content **24 times** since Jun 28, 2021.

Post Type Distribution



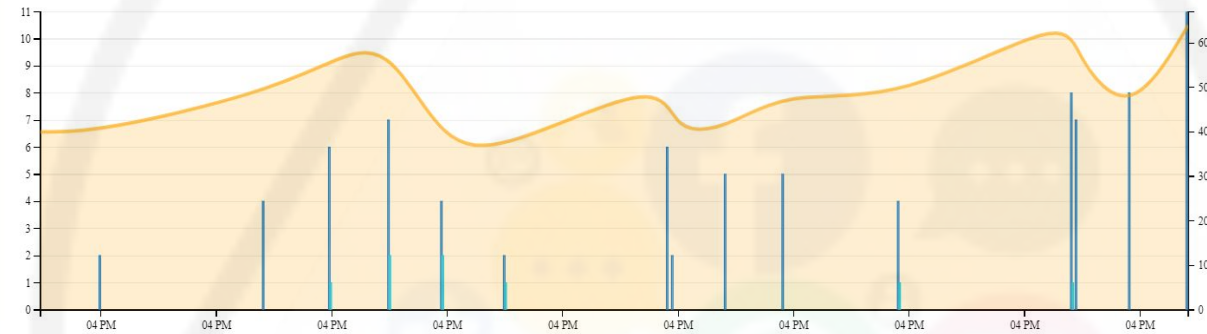
Likes by Post Type





Post Performance

This Period Historical



Total Posts

16

Impressions

774

Likes Comments Shares Impressions

 86

Total Likes

 8

Total Comments

 0

Total Shares

 0

Total Clicks





facebook.com/relaxsocialmedia



instagram.com/relax_social



linkedin.com/showcase/relaxsocial

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Plan Here](#)

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Here](#)

