

Every Business Needs a Social Media Manager

Why

Consider this: A successful company would never dream of operating without a telephone line. In today's world, however, many potential customers would rather not call. They'd rather tweet. The good news? Unlike a two minute phone call, social media allows for constant interaction, turning customers into loyal brand followers even while you sleep. Without a strong social media presence, however, you are essentially cutting your business out of the conversation.

What to Look for in a Social Media Marketing Manager

Whether you're a big name brand or a new business just starting out, I can help you to achieve your marketing goals through social media. How? By implementing these 5 skills:

The Top 5 Skills Your Social Media Manager Must Possess

1. *A love for your brand:* Like any one of your employees, your social media manager must be well acquainted with your brand. They must share your vision for growth and development. Additionally, they must have a vested interest in your success. I am contacting you personally because I sincerely love your product.
2. *Accurate writing abilities:* Twitter is famous for allowing only 140 characters per tweet. In order to fit within this limitation, "tweeters" have created practical and fun shortcuts (i.e. "luv" in place of "love", "2" instead of "to" or "too", "TY" instead of "Thank you") but these shortcuts have no place within a formal business environment. It is important that your social media manager is able to switch from a more lax social media writing style to a polished and grammatically correct form of communication.
3. *Management skills:* Your time is valuable. A social media manager must be someone you trust to save you time – not create more work for you and your team. I am confident that my services will result in both saved money and time for you.

There's also the matter of community management. The purpose of a more marketing driven social media strategy is to develop your community of fans and clients into loyal followers. I will help your company not only find new customers, but also strengthen the loyalty of current supporters.

4. *Data Organization skills:* In order to explain social media's value or return on investment (ROI), a Social Media Manager must be able to analyze and display data in a way that is clear to you and your leadership team. As strategies are implemented and tested, I will produce for you regular reports and strategy layouts. What works will be developed, what doesn't work for your brand will be reimagined or tossed out of our marketing plan.
5. *Awareness and accessibility:* Developing a company is like having a child. As the child grows and changes it is only natural to be protective as a parent. I will be at your service 24/7 and humbly work at achieving your vision. Understanding SEO and being technical savvy, we will collaborate to stay ahead in the media world.