

GUIDE

EXPAND YOUR REACH AND GROW YOUR BUSINESS WITH SOCIAL MEDIA MARKETING



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WHILE THERE ARE NO CONSTANTS IN THE RAPIDLY EVOLVING WORLD OF DIGITAL MARKETING, ONE THING REMAINS THE SAME – **EFFECTIVE SOCIAL MEDIA MARKETING IS A SUREFIRE WAY TO GROW YOUR AUDIENCE AND INCREASE REVENUE.**

However, while the power of social media marketing remains consistent, the landscape within social media is constantly changing, and it's crucial to stay on top of trends to produce optimal marketing results.

Vonazon's team of sales and marketing experts have extensive experience using social media marketing strategies to expand brand reach, improve ROI, and efficiently grow our client's businesses.





WHO ARE WE

Vonazon is equipped to effectively manage any area of a company's sales, marketing, and advertising process. Our unique, modern, and expert marketing strategies can help bring your company to the next level and accomplish your sales and marketing goals by getting the most out of powerful marketing automation platforms like HubSpot. We are proud to be among the 0.5% of agencies allowed to call ourselves HubSpot Elite Partners, vtrusted to provide the highest level of support on the robust platform. At Vonazon, helping your business thrive is our number one priority.

0.5%

WE ARE PROUD TO BE AMONG THE **0.5% OF AGENCIES** ALLOWED TO CALL OURSELVES **HUBSPOT ELITE PARTNERS.**

Vonazon is a full-service marketing and sales agency with dedicated teams for each phase of our marketing process. Our departments operate together like a well-oiled machine through collaboration between an incredibly talented and versatile staff and our amazing client base. We combine all our expertise and strengths to create marketing strategies, campaigns, materials, and maintenance services that are unparalleled in their quality and impact.



HOW WE WORK



GROWING YOUR
BRAND WITH
SOCIAL MEDIA

GROWING YOUR BRAND WITH SOCIAL MEDIA



According to 90% of marketers, their **SOCIAL MEDIA MARKETING EFFORTS HAVE INCREASED THE EXPOSURE** of their business, and 75% say they've increased traffic.¹



OVER 4.62 BILLION PEOPLE across the world use social media, and it has grown at a compound **ANNUAL GROWTH RATE OF 12%** since 2012.²



The amount of time adults use social media across all platforms is now higher than ever at **95 MINUTES PER DAY**.³

¹ Boshnjakoska, R. (2022, August 5). Latest Social Media Marketing Statistics in 2022.

² Bizzabo. (2022, July 12). The Events Industry's Top Marketing Statistics, Trends, and Data.

³ Okoronkwo. (2022, July 3). 50 Trade Show Statistics and Trends to Boost Your Business in 2022 and Beyond.

OUR **WINNING** SOCIAL MEDIA MARKETING STRATEGY

1 SET OBJECTIVES

Before you roll out a social media campaign, it's crucial to set clear goals that lay out what you want to accomplish. We work with you to set social media marketing goals such as expanding brand reach, increasing conversions, or promoting a new product or service.

2 CREATE A PLAN

Once we solidify your goals, we create a social media marketing plan that lays out the framework of your campaign, such as post tone, general aesthetics, post frequency, and other considerations. Possessing a thorough understanding of your audience allows us to cater your content style and tone toward your followers.

3 AUDIT YOUR SOCIAL MEDIA ACCOUNTS

We conduct an audit of your social media platforms to gain a clearer understanding of your accounts and where they can be improved or updated. We check your followers and following lists for inactive accounts and ensure all your social media accounts have current information and logos.

4 RESEARCH COMPETITORS

We research your competitors' accounts and campaigns to find out what is working well for them and what is not.

5 CREATE A SOCIAL MEDIA CALENDAR

We create a customized social media calendar that will enable you to tell a more organized and cohesive story through your social media posts. You can either post our custom content yourself or have our team schedule automatic posting on your behalf.

6 ANALYZE METRICS & MAKE ADJUSTMENTS

We use the most insightful analytics tools to analyze our social media marketing efforts, and adjust our strategies for long-term results. We also perform A/B testing to discover the best version of all marketing material.

CONTACT US TO LAUNCH
YOUR OWN CAMPAIGN

CONTACT US TO GET STARTED.



INTERESTED IN LAUNCHING A SOCIAL MEDIA CAMPAIGN OF YOUR OWN?

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 **vonazon**