

AIM Social Media Marketing works with brands, businesses, and organizations to define goals for their online marketing based on the overall goals of the business. From there, we create a strategy and implement it by creating content (written and graphics). We handle the scheduling and management of the social media.

When we start working with a client, we start from the beginning. We ask questions like “Who is your target market?” and “What are your goals?” Questions like these tell us so much about your company, what’s working and what isn’t. It gives us a starting point. Then we go through your social media with a fine-toothed comb. (Or the digital equivalent!)

By starting at the beginning, we can build a solid foundation. We make sure every part of your profiles and pages are filled out with as much information as possible. We want to make sure everything is up to date – especially contact info!

As we go through your social media, we will also optimize your accounts. This means doing research and adding keywords to your profiles that will help search engines find your social media accounts and link them to the correct search results.

Optimization doesn’t just mean keywords though! It includes hashtags. What are the top hashtags related to your industry? Who’s using them? Which ones perform best? We pull not just 1-5 hashtags but 30-50 to sometimes over 100! Each hashtag reaches a slightly different audience. So, we want to mix up the hashtags we use each time we post!

We don’t like simply creating content, scheduling and pushing out content without a plan. If your company is using social media – chances are there is a goal attached to it. If there are goals – there needs to be a plan. What are we trying to achieve? How are we going to achieve it? Sometimes the plan is simply the type of content we’re putting out, hashtags and engagement. Sometimes it’s a lot more in-depth.

There are so many benefits to hiring a company or trained individual to manage your social media marketing but here are the top four reasons we can outline briefly.

#### 1. Building Brand Recognition

As a business owner, you likely want to market your brand, so it is widely recognized on all social media platforms and get your brand talked about among influencers. Not every individual is aware of social media trends and its constantly changing techniques. When you hire a Social Media Manager, they will bring your brand to the next level.

#### 2. Achieving Goals in Less Time

If you hire a Social Media Manager, you would be saving your business time and money by outsourcing this time consuming, but essential, part of your marketing process to a local business. This will allow your business to focus on what it’s best at – focusing on quality goods & services.

3. Dedicated marketing time may be hard for business owners

As a business owner, your plate is full! You're dealing with operational expenses, production, distribution, and sales. It's easy for social media marketing to be pushed to the back burner or even be forgotten. Hire a Social Media Manager so you can have peace of mind knowing that it's being taken care of.

4. Social media sites regularly update their interface

Social Media is always changing. Not just how they look, but how they work! Algorithms are constantly changing – making keeping up with the changes a full-time job all on its own! By hiring a company like ours, you're hiring someone who keeps up to date with all the new features and will adjust your marketing strategy to maximize your social media marketing.

There are so many things that our services can do for your business but the top two are maintaining consistency for your business and generating leads.

Being consistent is the number one piece of advice we can give to business owners when it comes to their social media. You need to be consistent with how often you're posting – but it doesn't stop there. You want to be consistent when it comes to the timing of your posts, the tone and branding of your posts, your message and your engagement.

We can generate leads for you by helping you select the relevant channels to market at so you're reaching the correct target markets. We can help you monitor your social media and put your brand in front of the right audiences online, allowing you to find new leads and build a relationship with them.

Social Media Marketing is an amazing tool for your business. If you would like more information on how it can benefit your business specifically – we'd love to chat!

You can contact us at:

AIMSMARKETING.COM  
hello@aimsmmarketing.com  
519.981.4033

Or any of our social media - @aimsmmarketing.com