

# Active Web Group's Social Media Campaigns

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### **Increase Conversions, Website Traffic and Fans**

AWG's Social Media Campaigns have the ability to benefit businesses of all types and sizes by raising brand awareness, maintaining reputations, boosting quality website visitors, and increasing online conversions. If you're not effectively utilizing any of the above social media platforms, your business is missing out on some serious sales potential.

**Facebook:** As of 2017, Facebook announced it had over 2.2 Billion active users. Regardless of your industry, you can count on at least some of your customers using Facebook. So why isn't your business? Facebook's Advertising Platform collects extensive data to ensure skilled professionals can reach customers at a low cost. Large audiences + effective advertising networks result in more ROI for your business. Campaigns can be optimized for brand awareness, website clicks, e-commerce sales, and much more.

**Twitter:** Twitter is a great way to get the word about your business. Spread awareness for your brand by sharing the latest company updates and engaging with trending topics pertaining to your industry. Tweets should be frequent with #hashtags to stay current and maximize post potential.



Stay on the  
forefront of your  
followers' minds  
with an exciting  
social media  
campaign from  
AWG!

**Pinterest:** Leveraging some Pinterest power is an excellent way to showcase your brand and products. Unleash the potential to visually captivate a targeted sales audience with your product to increase sales for your e-commerce site.

**LinkedIn:** Just as professionals have a LinkedIn profile, every reputable business should have a LinkedIn account for users to follow. Post what's happening in your company, such as exciting new products, clients, job opportunities, and more.

**Instagram:** Show your audience what your brand stands for, don't tell them. With more online users shifting to smart phones every year, Instagram has become a top visual social platform. Users can reach massive audiences when implementing effective #hashtag strategies.

**Google+:** According to Forbes online, every marketer should be using Google+. Why? It has more users than most people think. It has the potential to build a valuable follower base and more importantly, generates much more brand engagement.

For all of the above social media campaigns, AWG executes campaigns that attracts attention and inspires action. Our talented social media writers compose conversational posts that engage your audience and match your brand's voice. Stay on the forefront of your followers' minds with an exciting social media campaign from AWG!

## Facebook Pages AWG Built From The Ground Up:

### Client A:

#### NYC Luxury Apartments -- Facebook Page Created October 2013

- 10/13 - 0 likes
- 10/14 - over 12,000 targeted fans in the NY Metro area.
- Currently over 550 actively engaged people per week
- Page likes and engagement have increased due to a combination of community specific posts, fan giveaways and targeted "Like" campaigns.

### Client B:

#### Retail Merchandisers -- Facebook Page Created August 2013

- 8/13 - 0 likes
- 10/14 - over 8,000 targeted fans nationwide.
- Currently over 350 actively engaged people per week.
- Page likes and engagement due to a combination of industry related topics, branded company posts and targeted "Like" campaigns.

## Specific Ad Campaign Results:

### Client A: Luxury Apartments in Long Island

AWG created a "Local Photo Post" campaign. Each week we would post a local photo of familiar places on the island. AWG would take location photos for the client. Here is an example of one of the more popular posts:

- "Sunset Over Lake" photo: 3,523 likes, 196 Shares, 120 Comments

### Client B: Luxury Car Dealership in Nassau County

AWG created a campaign to feature striking images of new cars on the lot. It turned out to be a very popular photo posting campaign.

- 2015 Gray Sports Car photo: 616 likes, 47 shares, 28 comments

### Client C: Natural Health Products

Product-specific ads were designed to get audience interaction and website traffic. Two examples of product specific ads that had a robust social response were:

- Product Ad #1: 75 likes, 5 comments, 26 shares
- Product Ad #2: 102 likes, 3 comments, 7 shares



## **Social Media Account Management (SMM) with AWG**

Let AWG take charge of your social media while you run your business. Our team will leverage the vast business value of Social Media and determine:

- How to effectively target your ideal customers
- The best social media platforms for your business goals
- The current effectiveness of existing social media efforts
- If your content is engaging enough quality customers
- The time needed to spend on social media platforms for optimal results

## **Results Delivered Via Social Media Reporting**

Of course, you want to know how well your social media campaigns are working. AWG will help your business capture and measure data from regular in-depth analyses. Reports and data retrieved from social networks measures performance to provide vital insight for your campaigns. The AWG experts analyze this data to optimize and improve future marketing efforts.

Regardless of platform, the AWG experts can locate your key demographics and employ tailored strategies to increase website traffic and sales. Partner with AWG to see your business' full potential.

## About Active Web Group

As a full service Digital Marketing Agency located on Long Island, Active Web Group offers comprehensive Email Marketing Services, blending extraordinary technical knowledge with brilliant design, engaging content and marketing expertise. AWG's winning combination of speed, ease of use, affordability, and effectiveness work to make our Email Marketing services a must for any sized business. Maximize your business potential with Active Web Group.

- Website Design & Development
- Responsive & Mobile Web Design
- Search Engine Optimization (SEO)
- Content Development
- Social Media Marketing
- Email Marketing Services
- eCommerce
- Pay Per Click (PPC) Management
- Online Reputation Management
- Link Building

To learn more:

[www.activewebgroup.com/internet-marketing-services/](http://www.activewebgroup.com/internet-marketing-services/)

Contact Active Web Group today at 1-800-978-3417 and allow us to take your to great heights.