



SOCIAL MEDIA MARKETING STRATEGY

SOFTIMPACT BRIEF

Since 2004, Softimpact Has Been A Leading Digital Design & Development Company.

Starting from Lebanon, our bright solutions reached out to the GCC and the Mena region giving us the pleasure to work for clients in Africa and the Arabian Gulf extending our knowledge and experience for over 15 years.

www.softimpact.net

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WHY SOFTIMPACT?



More than 15 years of experience in digital services
with a proven strong portfolio and confirmed results with our clients



IMPROVE

business profile,
KPI's and figures.



BOOST

Online
Presence



IGNITE

Audience's
attention



AMPLIFY

Market
Reputation

WHAT WE DO?



AS EXPERTS IN VARIOUS STRATEGIES IN LEBANON AND THE MIDDLE EAST WE STRIVE TO PROVIDE THE PERFECT SOLUTION FOR YOUR BUSINESS NEEDS !



Web
Development



Web
Design



The Wall CMS



Social Media
marketing



Mobile app
Development & Design



Tailor made
Solutions



Cubix CRM
& ERP

THE PLAN

SOCIAL MEDIA STRATEGY



Facebook



Linkedin



Youtube



Instagram



Twitter



Search Engine



THE PLAN FREQUENCY



TAILOR MADE POSTS

We Prepare & Design
posts that suits your
brand and target.



TARGETING

Male & Female
13 - 65 years old

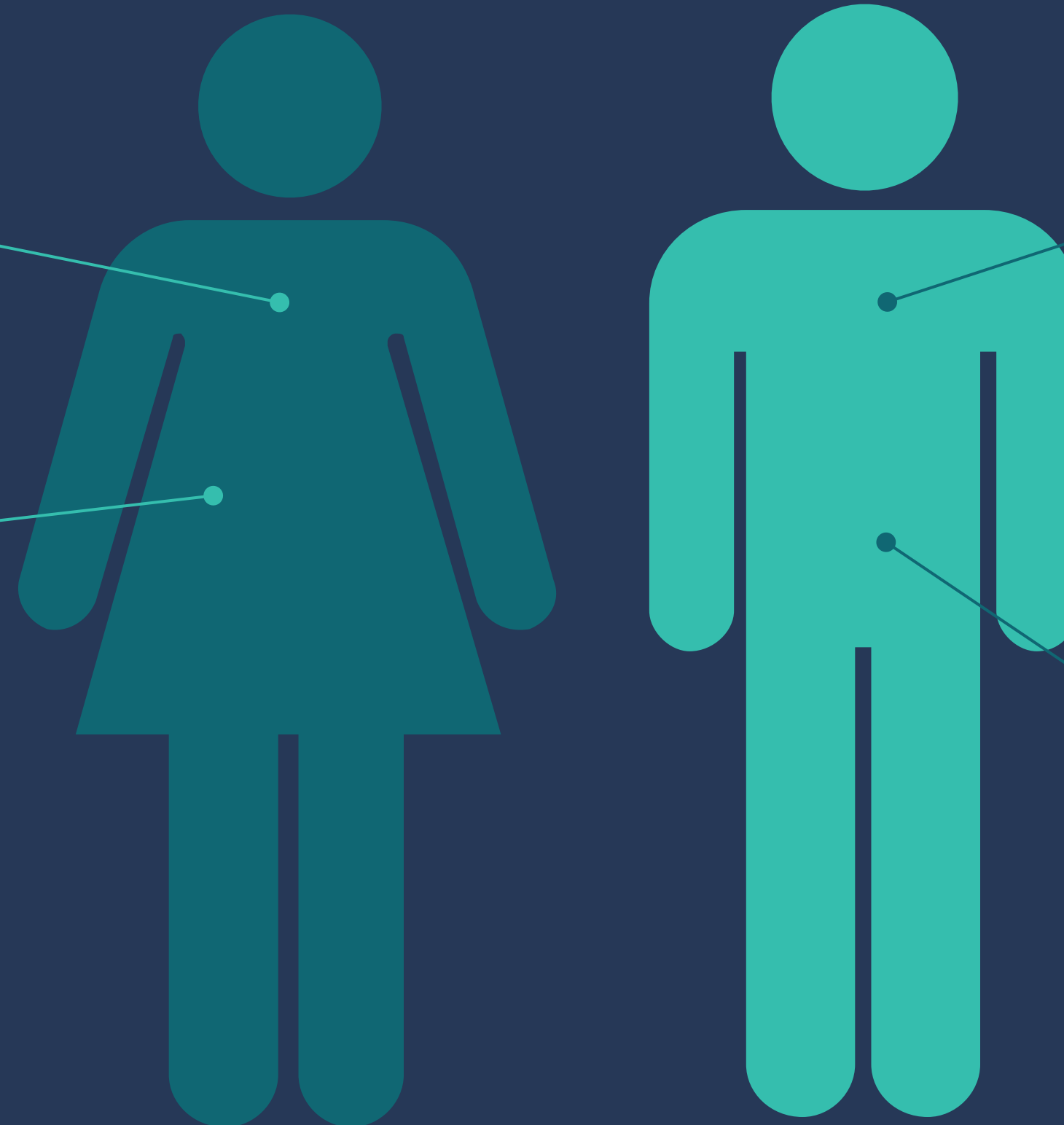


INTERESTS



Location

Region/Country



IN 4 EASY STEPS

HOW DOES IT WORK



DEVELOP CONTENT

Launch the process by developing suitable content based on a specific calendar.



VISUALS

Supplement with visuals based on local preferences and guidelines



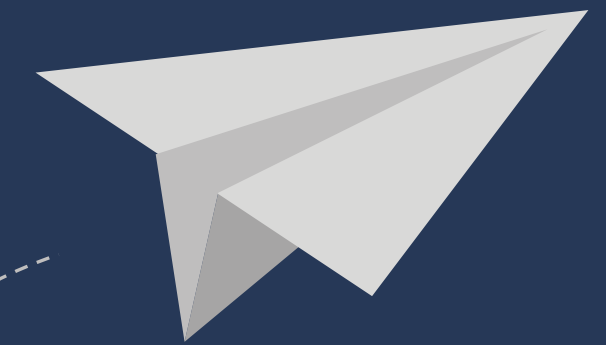
VALIDATE & LAUNCH

Get approval from client and deploy on social media.
Monitor and moderate



REPORT

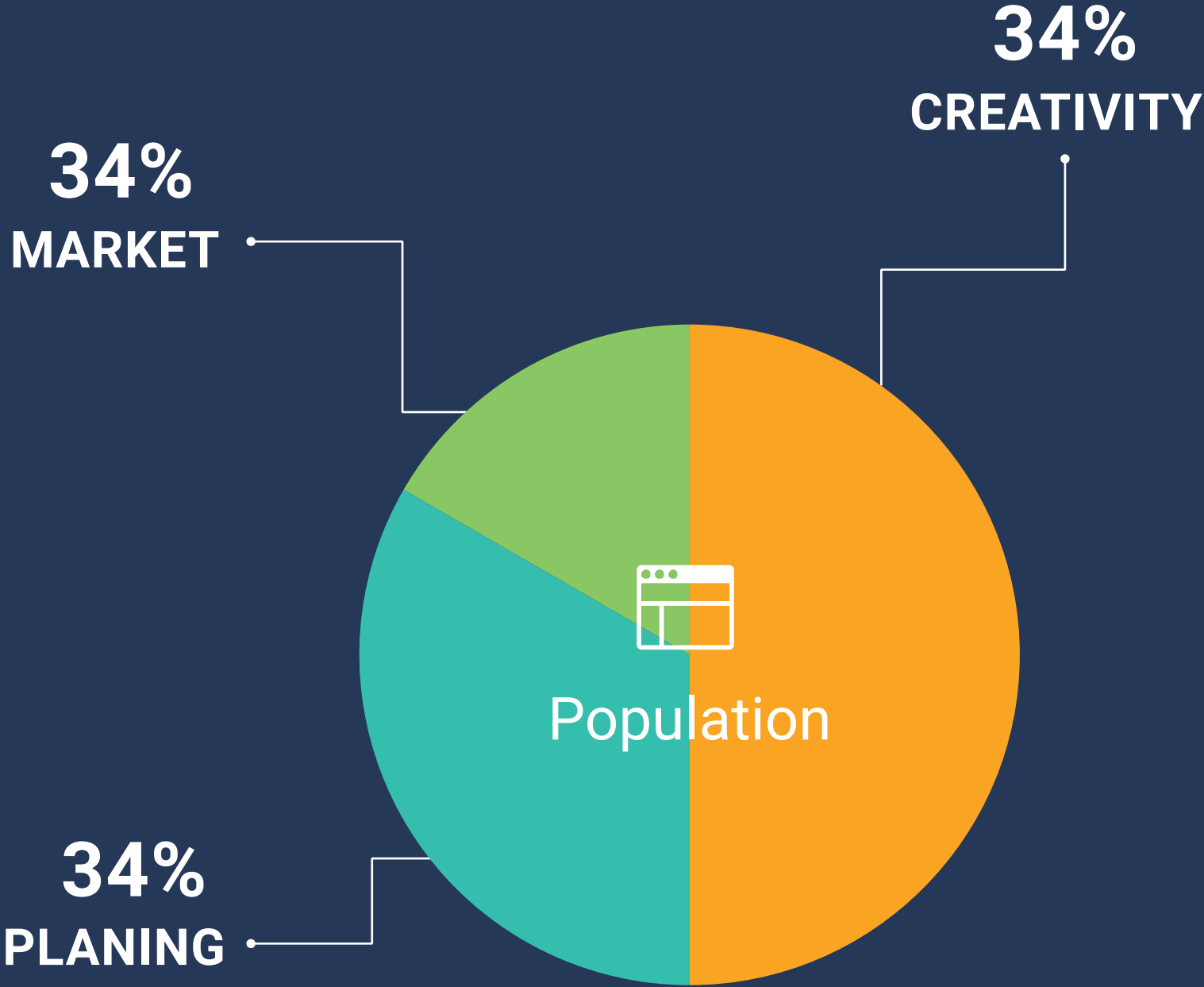
Analyze, send detailed reports to the client and execute again.



CONSISTENCY

MAKE SURE YOU GET RESULTS

...



7 of 10

People interacted



CONSISTENCY

FOCUS ON CONTENT

...

- Design eye-catching posts
- Videos/gifs/Live
- Engagement posts
- Competitions
- Facebook Apps
- Cover Photos
- Photo-shoots



60%

Female Users



40%

Male Users



CONSISTENCY

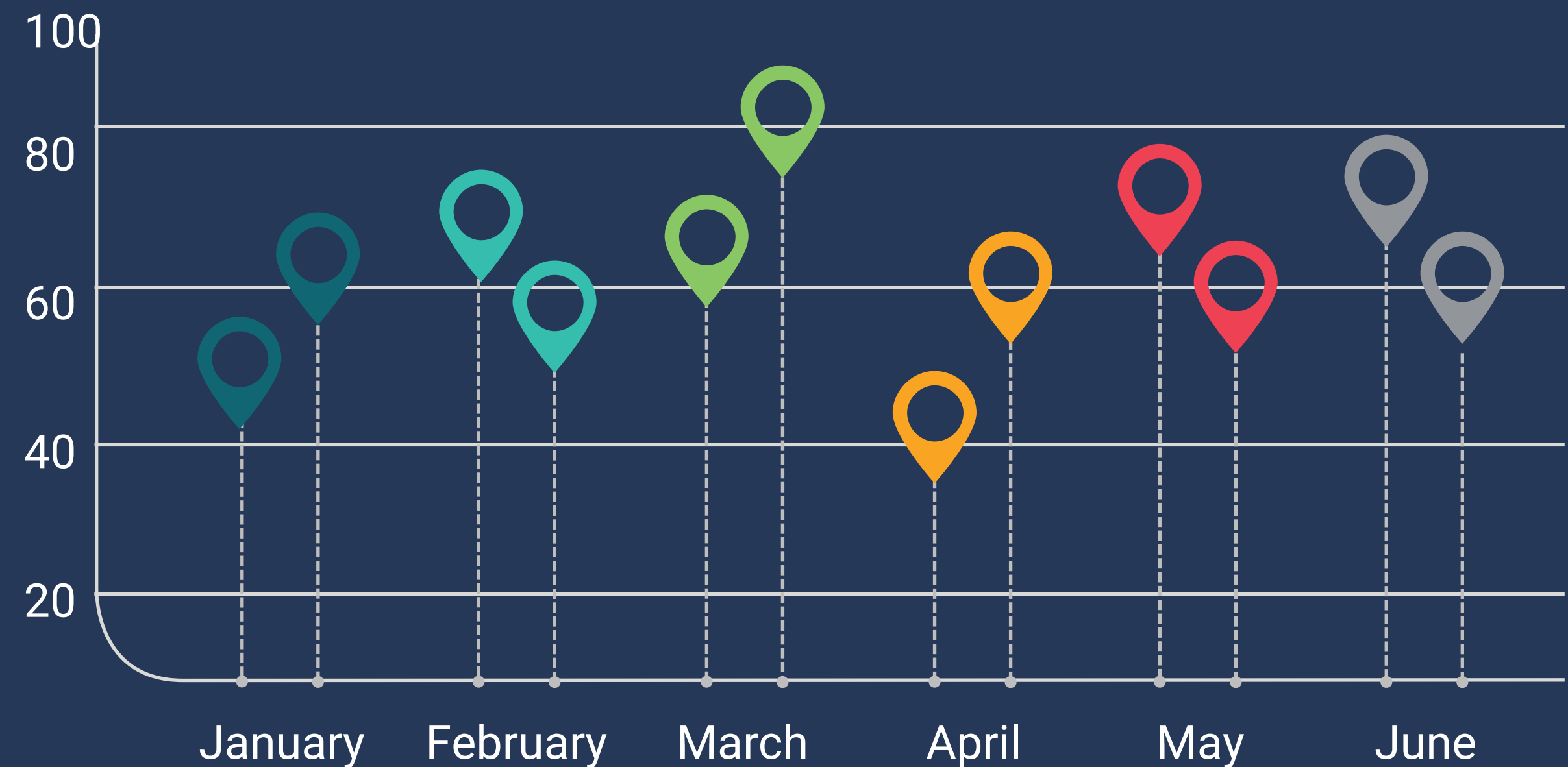
RECEIVE DETAILED REPORTING



INCREASE YOUR SALES

BY MONITORING & ANALYZING:

- Actions on page
- Page views & Likes
- Post engagement
- Page Performance Vs Competition
- Total Reach figures



THANK YOU

@Softimpact all possibilities are within our reach!

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