



Fan Page Management



IS YOUR COMPANY MARKETING TO AN OPEN FIELD WITH NO ONE LISTENING?

FACEBOOK FAN PAGE MANAGEMENT TO FREE UP YOUR TIME

Every company wants to grow and expand. However, the traditional ways of reaching customers have changed. Marketing must be targeted and customer oriented. It must touch customers through multiple touch points. Social Media, in particularly Facebook, has been a hot button topic, but is quickly becoming a must for businesses. Customer interaction is the new marketing frontier.

WHY FAN PAGES?

Fan pages are a great way to reach consumers without resorting to direct email (spam) or hit-or-miss mass snail mail (spam in paper form). Since users make the decision to connect with your company, marketing messages will be anticipated not disregarded. People who add themselves to your fan page typically expect to see at least a little advertising come their way. Fan pages are also a terrific way to reach customers who spend more time online than they do watching television or reading magazines and newspapers. 49% of facebook users who "friend" or "follow" companies through social media do so to find out about special deals options, while 45% use it to learn about products.

BENEFITS OF HAVING SAPPHIRE BAY CONSULTING

MANAGE YOUR FAN PAGE.

- Strategic Knowledge and the Confidence that it will be done right
- Low Cost
- Frees up yours and your employees time

SERVICES AVAILABLE

FAN PAGE BENEFITS

1. SEO
2. COMMUNITY BUILDING
3. INSIGHTS
4. COMMUNICATION
5. BRANDING
6. TARGETED AUDIENCE

PACKAGES

STANDARD FAN PAGE MANAGEMENT

- ✓ Creation of Fan Page
- ✓ Regular Page Updates Articles
- ✓ Photos
- ✓ Spotlights
- ✓ Event Creation and Updates
- ✓ Quarterly Activity Reports

CUSTOMIZATION**

- ✓ Completely custom page
- ✓ Integration with Feeds (i.e. Twitter, LinkedIn)
- ✓ Include any content type
- ✓ Run sweepstakes
- ✓ Include magazine content
- ✓ Include member only offers
- ✓ Sell Products
- ✓ Commenting
- ✓ Email opt-in
- ✓ Polls

** Requires Additional Setup and Maintenance Charges

9611 Custer Rd #3012
Plano, TX 75025

(972)754-8994

Joe.Chandler@SapphireBayConsulting.com
www.SapphireBayConsulting.com