

Managed Social Media Services

Customer relationships are increasingly shaped by powerful social media channels, self-proclaimed and bona fide influencers, bloggers and mobile apps. KGI SL Back Office Support Services has proven capabilities in social media monitoring, data analysis and business intelligence to support clients with real-time awareness of current and impending customer viewpoints and a better understanding of how to respond to both the good and bad out there.

KGI SL works in partnership with clients to develop custom social media strategies to achieve the greatest return on investment. Whether the client is just getting started or need better results from their marketing campaign, our seasoned team has the expertise to help. From creating branded profiles, to developing messaging and rich creative content, to building and enhancing through analytics and conversion optimization, we manage the entire spectrum of activities taking client's business to the next level and help reach a new audience while the clients stay focused on core business.

Services include:

- Supporting social presence
- Branding and positioning across leading social channels
- Content creation
- Online reputation management
- Staying fresh with relevant content
- Support in developing the network by inviting communities
- Promoting the client company, its brands and/or products
- Help build social media policy and moderating adherence
- Handling enquiries and responses following a defined process
- Identifying opportunities to engage
- Help identify and engage movers and shakers
- Social media analytics, insights and actionable recommendations
- Search engine optimization
- Assigned content manager to build social media strategy

Plan to handle all social media internally? KGI SL helps by developing social media strategy, implementing the plan and transitioning everything from content strategy to effectively managing social media platforms. Please call us for more information.



WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons for businesses should be part of the social media scene?

NEW CUSTOMERS

78%

of small businesses now get at least one quarter of new customers via social media

61%

of young people refer to social media to decide where to go when they go out

Case Study

Client Profile:

A professional headset manufacturer, capable of design, R&D, manufacturing and sale of a wide range of headset products with primary focus on durable high quality call center headsets in over 20 countries and regions including the US and Canada.

The landscape:

The marketing team within the client organization lacked clear focus and strategy and wanted to engage a partner that can help their business with quality leads.

How KGiSL helped?

- ✓ Besides providing lead generation services, KGiSL consulted with the client business teams and established a channel strategy involving stakeholders from both the client Company and KGiSL
- ✓ Established social media channel strategy for the client in support of lead generation
- ✓ Supported the client's social presence, content creation, reputation management, promotional activity and branding within two months from the start
- ✓ Effectively educated the client stakeholders and staff about social media strategy, execution plan, and on everything from content strategy to handling and managing of all social media platforms internally

The Result:

- ✓ Helped the client identify niche markets through social media which otherwise the client teams missed to notice
- ✓ Increased awareness of the client organization, products among target audience
- ✓ Increased traffic to website
- ✓ Overall lead generation improved by 25%
- ✓ Quick turnaround in transitioning and helping the client teams establish and manage their social presence effectively

Social Media
Reach your customers
in their own space

