



# PUT INTO WORDS

PR | SOCIAL MEDIA MANAGEMENT | CONTENT CREATION

## SOCIAL MEDIA MANAGEMENT, MARKETING, OR COMMUNITY MANAGEMENT?

HERE IS THE DIFFERENCE!

### SOCIAL MEDIA MANAGEMENT

- CREATING A SOCIAL STRATEGY (HASHTAG RESEARCH, AESTHETIC/BRANDING, EDITORIAL CALENDARS, ETC.)
- CREATING/CURATING QUALITY CONTENT AND MANAGING POSTING
- LISTENING TO THE AUDIENCE (THINK CUSTOMER SERVICE)
- ENGAGING WITH THE AUDIENCE USING THE VOICE OF THE BUSINESS
- HOLDING GIVEAWAYS
- UPDATING ALL PROFILES
- GRAPHICS/CREATIVE WORK WHEN NEEDED

### MARKETING

- ESTABLISHING CLEAR MARKETING OBJECTIVES AND KPI
- MASTERING THE BUSINESS PLATFORMS AND ADS MANAGERS FOR EACH ACCOUNT
- RESEARCHING THE TARGET AUDIENCE AND EVALUATING PERSONAS
- CREATING CLEAR AND ENGAGING CREATIVE AND COPY
- MONITORING CAMPAIGN PROGRESS AND ROUTINE REPORTING

### COMMUNITY MANAGEMENT

- BRAINSTORMING ENGAGEMENT STRATEGIES
- PROMOTES THE BRAND WITH THEIR OWN VOICE
- BRING AUDIENCE QUESTIONS OR CONCERNS TO THE FOREFRONT
- FIND AND ENGAGE WITH NEW FOLLOWERS
- KEEP THE CURRENT COMMUNITY ENGAGED
- STRATEGIZE HOW TO INCREASE BRAND MENTIONS AND HASHTAGS



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