

# COMMUNITY BUILDING

## WHAT CAN THIS DO FOR YOUR BUSINESS?

Have you ever wanted to grow your following on twitter or instagram? Doing it yourself can be tedious and slow - and you don't just want a big following. Instead, you want an engaged community of real people to speak to.

Our community building service does just that. We work with you to pinpoint your target audience and based on this research, we grow your following on your behalf using a programme that we built exclusively for our clients. We do not buy followers. Your followers will be real, active and engaged users who are interested in your product!

## HOW DO WE DO THIS?

1. We create three 'personas' that match your target demographic.
2. Our API connects to twitter and instagram, scanning all the existing accounts and looking for profiles that match one of the three personas. It produces a large list of people within your target demographic.
3. An automated system interacts with the targeted community and alerts them to your brand.

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**"IF YOUR SHIP DOESN'T COME IN, SWIM OUT TO IT" - JONATHAN WINTERS**

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## WHAT YOU GET:

- A growth of up to 2,000 followers per month
- A monthly follower growth report

## BUDGET

£350 per month

## WHAT WE'VE DONE FOR OUR CLIENTS

In the last 12 months - through twitter alone - we have reached over 88 million people on behalf of our clients. That is more than the population of Spain and twice that of Australia!

## EXAMPLES

- @luckyonionjobs (twitter)
- @lccplc (twitter)
- @klpr\_agency (twitter)
- @CannaColletti (instagram)
- @Qiviutandco (instagram)



CHARLES HARRISON & CO.

# COMMUNITY MANAGEMENT

## WHAT CAN THIS DO FOR YOUR BUSINESS?

Having a social media account that successfully directs traffic to your website, engages new users and, ultimately, generates new business for your company is a difficult task – and not always the priority in a busy office! Our team has over 7 years experience of digital marketing and we know just how fundamental your social media account can be to your brand.

Our Campaign Management service offers to take the burden off your hands. We will manage your social media accounts for you; work to grow your loyal following, maintain your brand image, create engaging and interesting content and of course, increase your customer base.

## HOW DO WE DO THIS?

1. We will conduct research and pinpoint your target audience.
2. We grow your following using a programme that we built exclusively for our clients, resulting in a growth of up to 1,000 followers per month.
3. Our team creates enticing and engaging content to maintain and grow your online community.
4. Every month we will analyse the results of your social media activity and learn from them.

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## WHAT YOU GET:

- Community building
- Social media management across twitter, facebook and instagram
- Social media advertising management
- Monthly performance report

## BUDGET

£750 per month  
(Dependent on requirements)

## WHAT WE'VE DONE FOR OUR CLIENTS

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## EXAMPLES

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# CAMPAIGN MANAGEMENT

## WHAT CAN THIS DO FOR YOUR BUSINESS?

This service is designed to assist our clients in achieving a long-term goal across their social media accounts. This can include anything from launching a new product or website, aiming to increase traffic to your website or promoting an event – whatever your goals, we can help you get there.

## HOW DO WE DO THIS?

1. We will work closely with you to understand the ultimate aim of the campaign and to determine the target audience.
2. Once we have determined your target audience, we will grow your following in this area using a programme that we built exclusively for our clients, resulting in a growth of up to 1,000 followers per month.
3. Our team will create unique content to support the campaign and manage it across your social media accounts.
4. Every month, we will analyse the results of the campaign activity and learn from them.

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## WHAT YOU GET:

- Community building
- Social media management across twitter, facebook and instagram
- Bespoke content such as infographics and blogs
- Social media advertising management
- Monthly performance report

## BUDGET

£950 per month  
(Dependent on requirements)

## WHAT WE’VE DONE FOR OUR CLIENTS

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## EXAMPLES

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