

# Wondering what to post on Facebook today?

## IMPROVE YOUR SOCIAL MEDIA

Social media is like cooking a great meal. You need the right ingredients and a plan.

Front Porch Perspectives specializes in helping businesses build an online presence and use social media as part of marketing and sales operations –

...and we help you do it.

## DIGITAL STRATEGY CONSULTING

Whether your client is the end consumer or a business, we help get past social media noise to build a cross platform digital program that will work for you.

We have worked with industrial, technology and tourism clients with an emphasis on training, and building internal knowledge and capacity. With training, commitment and confidence, what results can you expect?

- Improved engagement
- Increased brand visibility

## SEO + SMO + SEM = ROI

A digital strategy considers online assets including search engine visibility, social media optimization and search engine marketing in the context of budget, resources and goals.

Go beyond the occasional Facebook post and integrate your marketing communications across platforms, media and activities.

## WHAT DO WE DO?

We start where you are, within the boundaries of your current resources, set strategic goals, and use gap analysis to determine next steps.

- Current state audit
- Goal oriented plans
- Social media policies and procedures
- Content strategy
- Contesting/promotion concepts
- Implementation training and advice
- Measurement tools
- Hand holding free of charge



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