



**The world
has changed.
Business
now looks
for you.**



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MARKETING

Social Media is here to stay



If you love what you do and have a sincere interest in those individuals that you meet along the journey, then not only will you benefit by your own efforts, but those you surround yourself with will be blessed with your knowledge and friendship.

Dede Watson (@Dede_Watson)
Forbes Top 50 Social Media Power Influencer

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If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.

Jeff Bezos
Founder, Chairman & CEO of Amazon.com

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You either communicate, build relationships, and make buying decisions online and thus become part of the Connect Generation, or you do not . . . whether you're 17, 37 or 67 makes no difference.

Ryan Hanley (@RyanHanley_Com)
Author of 'Content Warfare: How to find your audience, tell your story and win the battle for attention online.'

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Focus on making real connections and building long-standing relationships that last is indispensable in today's age. The way we communicate has changed forever - social media is here to stay.

Matt Flint
Founder & CEO of Yogurt Top Marketing.

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Social Media is here to stay

Years to reach 50 million Users...



Telephone

75 years



Radio

38 years



Television

13 years



Internet

5 years



Angry Birds

35 days



2 billion in **2017**

The world has changed. Join the revolution.

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Boost your business through the power of Social Media

Have you got a website? Are your customers online?

If you answered no, are you sure about that?

There are **3.5 billion** people online worldwide.
100% are consumers.



33.9 million users on Facebook in the UK

16.8 million Twitter users alone in the UK



20 million LinkedIn members in the UK

14 million Instagram users in the UK



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How can we help your business?

What is Social Media?

Social Media refers to the use of web based and mobile technologies to turn communication into an active dialogue. More importantly it actively engages hundreds and thousands of individuals and businesses, creating awareness and growth on levels never before experienced, if utilised properly!

What our Social Media services will do for you.

Grow your customer base

Increase the Search Engine Optimization of your website with stronger web activity through social

Target new customers previously unknown and unavailable

Increase your brand awareness and expose your business to a far greater market than previously experienced

Generate new business leads

Increase business through referrals and recommendations

Generate positive testimonials

Actively network with like minded professionals

Peace of mind knowing that your accounts are updated consistently and do not become stagnant

Guaranteed rapid response of useful information and new business leads

No requirements to employ additional personnel at great expense

Utilise our experienced Digital Marketing Strategist and trained social media experts

Yogurt Top acts as your dedicated Digital Customer Service Team

Enables your business to prosper and maintain reputation online

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Social Media Packages



At Yogurt Top Marketing, we offer different levels of social media support packages, according to what best suits your company. We know the importance of social media for business, but we also know that the pricing involved in taking people on to supply it is a big factor in deciding if it is right for you. We provide our social media support to a myriad of UK companies, from corporate to small business, and it is becoming increasingly important to have your social media marketing strategy spot on. Because we know how important it is, we offer:

The Service

Social media channel creation and verification (if applicable)

Regularly scheduled content delivered in a consistent manner

Talking to the right people, at the right time, on the right platform

Answering all incoming messages and liaising with the appropriate departments

A bespoke social media strategy for organic or campaign management

Crisis management - on hand help at anti-social times of need

*Subject to price plus VAT

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Social Media Packages



Our Pricing

One off setup fee £550*

- 1) Social media channel creation, refurbishment and verification (if applicable) inc. Facebook, Instagram and Twitter
- 2) Cover photo creation
- 3) Your bespoke social media strategy

The Service from £395 per month*

Prices for management of additional social handles including Linked In, Google +, Pinterest and Snapchat will be quoted for on request.

Additional Services

Complete branding package £495*
(includes logo creation and brand guidelines)

3 day social media and PR workshop from £95* per person

1 day social media workshop from £75* per person

Bespoke one off social media strategy £750*

Digital consultancy POA

Digital/Social Media Advertising POA

*Subject to price plus VAT

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How can we help your business?

Our other services include...

Web Design & Development
Brand Management
Traditional & Digital PR 2.0
Content Marketing
Social Media Workshops
Events Management (Yogurt Top Events)
Celebrity Management (Yogurt Top Media)
Influencer Partnerships



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