

SOCIAL MEDIA MARKETING



Our Services For Your Business

HOLLOGRAM LTD
Canal House, Lisle Street, Loughborough, Leicestershire, LE11 1AW
T +44 (0)1509 398 002
WWW.HOLLOGRAM.COM





Hologram

WHAT DO WE DO FOR YOU?

Put simply, we let **YOU** run **YOUR** business, we know you are great at doing that [trust us we wouldn't understand how to run **YOUR** business!] so put all **YOUR** efforts into that...

Let **US** take all the strain on your social media.

We will take all the hassle away from you, and deliver engaging social media content on your behalf.

We **CREATE** the content – the photos, images, videos

We **PUBLISH** the content – onto **YOUR** social media channels

Your customers will simply think **YOU** are great at your business **AND** great at social media... it will be our little secret!

OUR SERVICES FOR YOU

Generate sales and leads

Build your brand online

You will be found and be remembered

Grow your social media channels for you



Hologram

HOW DO WE RUN YOUR SOCIAL CHANNELS?

Dedicated Account Manager

You receive a dedicated account manager as your point of contact who works on your profiles each week, so you will always have the same person you can call or email to chat with if you have any questions.

We offer a personal service for every client, and our account managers are critical in building a great relationship with you to ensure our joint success!

Social Media Audit & Reporting

We start by performing an audit of your target audience and cross reference this with your current channels set up – however many this may be. This is a key stage in the process as we'll make sure the right channels are set up for the right audience in mind. We'll also make sure these profiles are optimised for best practice too. We will provide comprehensive reports detailing how your social media profiles are having a positive effect on your business, ensuring it's meeting (and exceeding!) key targets set out at the audit stage. These will be delivered either on a quarterly basis or monthly depending on your plan with us.

Brand Building

Our creative team will ensure your BRAND is strong, vibrant, and consistent across all social media platforms and your website, so when a customer sees YOU they know they are always getting the same strong messages.

Social Media Graphics, Video and Copy creation

Social media success is underpinned by great imagery. Bespoke, eye-catching images for social media can be created by our team or we can work closely with your existing graphic designer.

Build Your Audience

We'll strategically target users and influencers in your industry to follow/monitor in order to put your brand front and centre to those who will make a positive difference.



Hologram

HOW DO WE RUN YOUR SOCIAL CHANNELS?

Engage With Influencers

Not only do we target influencers to follow, but we'll engage with them too. We'll work closely with your business to define a tone of voice that suits your brand's style and start conversations with influencers in your sector.

Social Posting

We'll also provide you with social post schedules which will promote content already on your site as well as content we may create for you. Our team of experts will know exactly what hashtags to use for your sector and will also incorporate your agreed upon tone of voice too.

Social Advertising

Social advertising can turbo boost engagement and website traffic to unprecedented heights. Our different plans INCLUDE this as part of our monthly cost agreement, so there are NO hidden additional costs from us.

Social Campaigns

We can also deliver bespoke social media campaigns designed to drive social engagement, capture data and boost the visibility of a new product.

Competitions

We offer a variety of competitions we can run on your channels, which are highly engaging and ensure likes, shares, retweets and lots of online interaction.

Community

Keep your customers happy and maximise the value of your existing network by securing reviews and brand ambassadors, working within local online social media groups to bring your business to their attention.



Hologram

WHAT DO WE DO FOR YOU?

Influencer marketing

Influencer marketing now plays a major role in the way consumer brands engage their audience. We work to your requirements to create a strategy involving Instagrammers and bloggers

SEO and PPC

Search marketing plays a vital role in how businesses generate leads. We work with SEO and PPC specialists to deliver a comprehensive digital strategy, increasing your visibility on Google.

Blogging

Blogging can be a tricky, time-consuming exercise but one that has several benefits to your business. We blog for a wide range of clients, adopting a voice and the expertise to create great content.

E-newsletters

Email marketing is a great way to keep your audience engaged and generate new enquiries. Growing a loyal and active mailing list is challenging but incredibly valuable to your business.

Social Media Training

Whether you're completely new to social media or are looking to broaden your knowledge and skill base, social media training is a great place to start. Our training services give you and your team the confidence to create and share great content that resonates with your audience. We'll also show you the best ways to generate leads and return on your investment. Read more about our bespoke services and training options below.



Hologram

MEET THE HOLLOGRAM KEY TEAM

We believe in creating amazing marketing ideas for your business to engage with your customers. We have a brilliant mix of creative talent to help market **YOUR** business this year...



MARKETING

PHILLIP HOLLOWAY
Marketing Director
+44 [0] 7968 418 660
phil@hologram.com

scan me & connect



FINANCE

EMMA HOLLOWAY
Financial Director
+44 [0] 7976 841 383
emma@hologram.com

scan me & connect



CONTENT

JAKE HOLLOWAY
Head of Content Creation
+44 [0] 7549 134 228
jacob@hologram.com

scan me & connect



PUBLISHING

SAM HOLLOWAY
Head of Content Publishing
+44 [0] 7845 721 487
sam@hologram.com

scan me & connect





Hologram

**READY TO EARN MORE MONEY
FROM YOUR SOCIAL MEDIA MARKETING?**

Get in touch with us today...

HOLLOGRAM LTD

Canal House

Lisle Street

Loughborough

Leicestershire

LE11 5AW

T +44 [0] 1509 398 002



WWW.HOLLOGRAM.COM