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Social Media Packages

Why EPS as your marketing experts?

EPS has been a successful company for over 40 years, and with those years of software development comes the experience of creating and readjusting marketing strategies for our own products. Due to the invention of the internet in the late 90's, marketing became a rapidly changing environment and thus, EPS saw the need to bring in expert marketers who could reach their customers worldwide and do so in English.

EPS's marketing team is located in South Africa and apart from the benefit of being in the same time-zone, the pricing structure is competitive when comparing them to local Swiss companies. The marketing team has brought in results and new ideas which has had a massive impact on brand awareness, trust and sales for EPS. Using Confluence and Jira as documentation and project management tools, the team in South Africa and Switzerland have been able to easily communicate over the years.

The blend of South African and Swiss knowledge, norms and standards have assisted us in producing many successful marketing plans and the strength in our combined methods are unique.

There is power in a knowledgeable marketing team and strategy that can change your business, forever.

MARKETING PACKAGES

SOCIAL MEDIA BENCHMARKING

To know where you need to go, it helps to know what is needed, it helps to know what your competition is doing. EPS will access your existing social media channels based on comparative analysis of other companies. This enables you to set out a strategy for your business.

What EPS will do:

- Investigate your needs and marketing objectives.
- We assess your current social media presence.
- Create benchmark document.
- Suggests additional social media networks and social media advertising channels.

Tasks & Prices:

Desktop research	CHF 213
Analysis	CHF 133
Reporting	CHF 34

CHF 380.00

Once Off

SOCIAL MEDIA PLATFORM MANAGEMENT

What EPS will do:

- If you have existing platforms we can take over the management of these.
- One platform, 2 posts per week (Facebook, LinkedIn Twitter, Instagram - Price per platform).
- If EPS has to set up an account for you, including creating design elements, there will be a once-off setup fee of CHF 31,65*.

Tasks & Costing:

Platform management – Posting content, liking, reposting, replying on all social media platforms.	CHF 100
Content creation/curation	CHF 240
Design - Making sure posts visuals are aligned with company CI.	CHF 400
Monthly reporting	Included

*Prices may vary based on the industry, size of company or increased scope.

CHF 740.00

Monthly

GOOGLE ADS

Google Ads campaigns can maximise conversions while minimising expenditure. We maintain, manage and report on your ads to keep them running at optimal performance. Our consultants will advise on your monthly budget expenditure.

What EPS will do:

- If EPS has to set up an account for you, including creating design elements, there will be a once off setup fee of CHF 31,65.

Tasks & Prices:

Ad management	CHF 290
Hourly rate	CHF 45

N/A

Monthly

SPECIALISED LINKEDIN MARKETING

What EPS will do:

- If EPS has to set up an account for you, including creating design elements, there will be a once off setup fee of CHf 31,65 (This excludes the cost of professional studio Photos).

Tasks & Prices:

Platform management – Posting content, liking, reposting, replying on all social media platforms.	CHF 100
Content creation/curation	CHF 240
Design - Making sure posts visuals are aligned with company CI	CHF 300
Copywriting and editing articles (x5)	CHF 100
Trolling (excludes sales navigator or premium subscription)	CHF 250
Monthly reporting	Included

*Prices may vary based on the industry, size of company or increased scope.

CHF 990.00

Monthly

ADDITIONAL CONTENT CREATION

What EPS will do:

- This is applicable for the Social Media Platform package as well as the Specialised Linkedin Marketing package.
- This is fully customisable as you choose what you want to add to your plan at anytime.

Tasks & Prices:

Meme Creation (Incl. 2 changes)	CHF 75
Blog posts between 300 and 600 words	CHF 80
Animations & GIFs (per hour)	CHF 45
Additional post	CHF 30

N/A

Once Off

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Social Media Benchmarking

Social media benchmarking means that EPS will analyse your company's current social media presence, compare it to your competitor's social media presence and then suggest social media platforms and tools that your business should be using in order to remain competitive.

How do we do this?

EPS's first step is to gather information from you as to what your business does and which social media/digital platforms your business is currently using to promote its products and/or services.

Thereafter, EPS will need access to your account/s to analyse your use of the social media/digital platforms.

EPS will need a list of your company's main competitors (EPS may also find potential competitors during research which will be brought to your attention). EPS will then compare your digital marketing strategy to that of your competitors.

Lastly, EPS will write up a formal report on your social media, your competitors' social media and suggested platforms that your company will need to use to reach potential clients and outsmart your competition.

Why is this important for your company?

Social media is apart of our everyday lives and as the new generation of decision-makers come in, it is important to note that a big majority of these decision-makers and innovators grew up in a world with fast evolving technology, including social media. Social media influences the purchase decisions of consumers worldwide and therefore, it is imperative as a business in the 21st century that you are not only active on social media but on the correct social media platforms in your business.

Social media has a range of uses for each industry, some industries use social media to sell their products, others use it to create brand awareness or simply, connect with potential clients. Therefore, it is vital that your business is using the correct platforms, posting relevant information, and using this low cost, high exposure way of marketing to its full potential.

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Social Media Platform Management

Social media platform management means that EPS will take over your current social media accounts to optimise the marketing opportunity on that platform. This allows you to be comfortable knowing an experienced marketer is assisting in building your brand name. You still approve the content and are made aware of marketing results at the end of each month.

How do we do this?

EPS will require all account information from you and will use that initial opportunity to better the look and UX of the company's page to create a bigger appeal for consumer.

EPS will then begin the process of marketing on the platform which includes content research, content creation, graphic design, scheduling, reposting and if needed, sponsored advertising (not included in monthly price). This package has a limit of one platform and two posts per week.

This package also includes the monitoring of any communication between your company and consumers on the various platforms.

If EPS needs to first create the account for your company, there is an additional fee.

You are consulted with each post that is made to ensure that all stakeholders are happy with the graphics, wording and methods used.

Marketing results are provided to you at the end of each month.

Why is this important for your company?

In 2019, the WHO estimated that worldwide an average of 153 minutes a day is spent on social media. This means you have 153 opportunities a day to connect with your consumers when using social media.

You may have your company on the correct platforms but are you optimising the platform to its full potential and reaching the customers you are looking for? Our experienced marketing team can take your content and use new age marketing strategies to increase brand knowledge, retention, trust and ultimately sales.

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Specialised LinkedIn Marketing

We have a Specialised LinkedIn marketing package as LinkedIn is an online tool that can be used to build your brand name, connect on a deep level with consumers, build partnerships with other companies, and to market your products. It is a versatile platform that should be used for all companies in any industry. The marketing team at EPS uses LinkedIn on a daily basis to build the EPS brand.

How do we do this?

EPS will require all account information from you and will use that initial opportunity to better the look and UX of the company's page to create a bigger appeal for consumer. If EPS needs to first create the account for your company, there is an additional fee.
EPS will then begin the process of marketing on the platform which includes content research, content creation, graphic design, scheduling, reposting and if needed, sponsored advertising (not included in monthly price). There is no limit on the amount of posts included in this package however, research will be done as to the amount of posts required according to the industry that your company is in.

This package also includes the monitoring of any communication between your company and consumers on LinkedIn.

You are consulted with each post that is made to ensure that all stakeholders are happy with the graphics, wording and methods used.

Copywriting is included in this package and assists in creating content that belongs to the company instead of content that is made by another party and reposted. This helps in sharing the company's personal beliefs, experiences, customer success stories and creates brand trust.

A big part of LinkedIn marketing is what we call Trolling. Trolling is the activity of finding past and current customers of your company and to connect with them. However, the bigger opportunity is to connect with potential customers and companies for collaboration.
Marketing results are provided to you at the end of each month.

Why is this important for your company?

LinkedIn has over 250 million active users and is used mainly as a networking platform however, many companies are not aware of the marketing benefits of LinkedIn and how subtle marketing efforts can assist in building your brand. A company page on LinkedIn creates brand trust as customers as well as other companies can see the success of the company and the company details.

Some industries, such as the software industry, do not have the right type of products or services to be active on certain social media platforms such as Instagram however, all companies can be active on LinkedIn and use it for a variety of purposes.

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Google Ads

Google Ads is a SEM tool that is used to advertise your company's products or services on the Google search engine. Google Ads is an advert that is displayed on Google search engine when consumers search specific keywords, that you choose to describe your product/service. You can specify a range of different requirements such as location, demographics, keywords etc in order to make sure your ads are shown to the correct target market. Google Ads also works on a pay-per-click system therefore, you only pay for your advert if it is clicked on by a consumer and this is why Google Ads is a great tool to use for marketing.

How do we do this?

EPS will require all account information from you and will use that initial opportunity to look over past adverts and campaigns that have been run to see where improvements can be made. If EPS needs to first create the account for your company, there is an additional fee.

EPS will begin with some research on your products, your competitors products as well as the Google Ads that your competitors are running. This will give a good indication of their Google Ads marketing strategy and ways that your company can do better on Google Ads.

Month 1:

Month 1 is a "trial and error" month. This means that EPS will be doing a lot of research, changes, improvements, removing and tweaking of the adverts as the daily reports come in. Continuous research is taking place during the first month.

Month 2:

Month 2 is where adverts start to find their feet and researching starts to slow as some adverts start to show results.

Month 3:

Month 3 should be the final month of major tweaking and at the end of the month the first round of good results should come through.

Thereafter, there are changes made if and when necessary – for example when a new competitor enters the market or a new product, the adverts might need to be changed.

You are consulted with each advert that is made to ensure that all stakeholders are happy with the wording and settings used.

Marketing results are provided to you at the end of each month.

Why is this important for your company?

There are 3.8 million searches on Google every minute and if you have to think where you go to search for a need you have whether it be for personal or business use, it is most likely the internet or more specifically, Google. Apart from the fact that Google Ads has a great pay-per-click system and they assist you in optimizing your adverts to reach the right consumers, your competitors are most likely already using or thinking about using Google ads to promote their products or services. Your company as well as its products or services need to be easily found and information easily accessible in order to assist in swaying your consumers purchase decision. If your competitors are using Google ads and your company is not, you are missing out on a huge opportunity to create brand awareness, retention and sales.

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Additional Content Creation

This is applicable for the Social Media Platform package and the Specialised LinkedIn Marketing package.

How do we do this?

Alongside your Social Media Platform package or Specialised LinkedIn Marketing package you can request additional services such as Meme Creation, Blog posts, promotional GIF's and videos and additional posts on existing platforms.

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