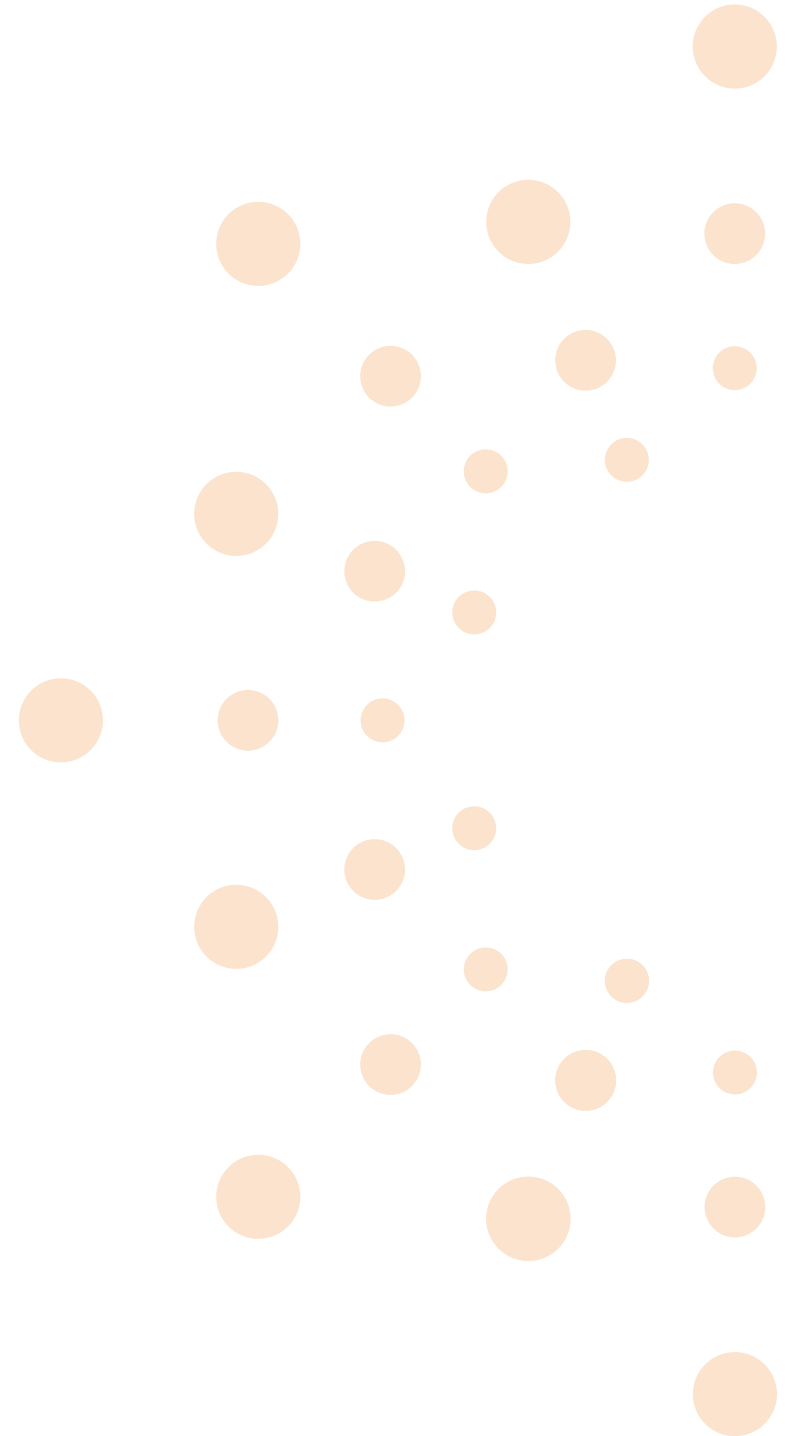


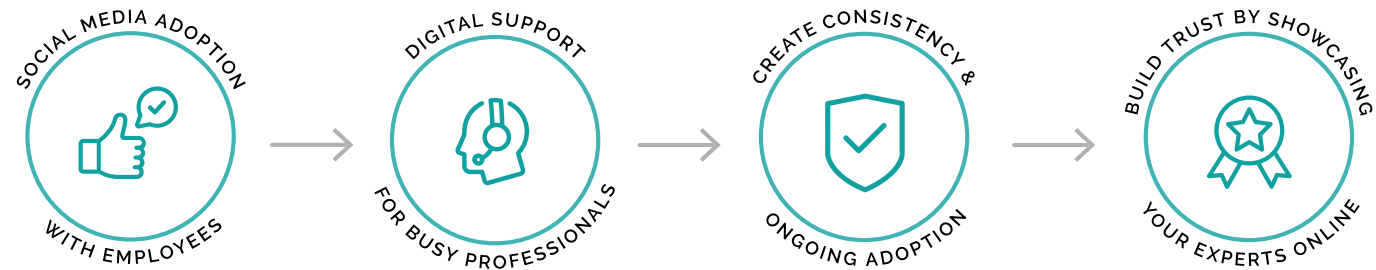
Expert Social Kick Start Program:

Accelerate the digital impact of your experts and leaders with a social media kick start

www.tribalimpact.com
@tribalimpact



Expert Social Kick Start Overview:



OVERVIEW

- Four-month fully managed social media profiles program
- Designed to accelerate the online profile of selected leaders and experts
- Includes profile optimisation, social listening, content curation, sharing and engagement
- Focused on LinkedIn and Twitter only
- Includes a one-month hand-over period with support & coaching.

EXPECTED OUTCOMES

- Grow personal LinkedIn Social Selling Index to above 60
- Increase quality follower count in an organic measured way (we never buy followers)
- Recognition within the industry as social-savvy thought leader
- Identify and connect with other influencers within expert sector
- Deepen relationships with customers, partners and prospects.

IDEAL FOR ORGANISATIONS THAT

- Want to elevate the social media profile of selected experts
- Need to show customers that the organisation is listening and engaging online
- Are looking to boost organic social media efforts with influencer marketing
- Are a service-based business and need to humanise the brand and make it more accessible
- Want to attract more non-sponsored 'speaking' opportunities for their team.

IDEAL FOR PROFESSIONALS THAT

- Need to build their professional profile quickly and professionally
- Want to establish their credibility online as an expert
- Feel they have tried themselves but need a structure and routine to follow
- Have the desire to build their profile but not the time.

82% of buyers are more likely to trust a company whose leaders engage in social media

- INSEAD



OVERVIEW CONTINUED

The Expert Social Kick Start Program is one of our most popular services. In brief, we help busy people get social quicker. We kick start their journey by optimising their existing profiles (LinkedIn & Twitter) with relevant keywords and keyword phrases to help them be found.

We work together with them to understand their line of business, audience and expectations. We construct a dedicated social listening dashboard that we use to manage their accounts for the first three months. Each month we report progress and recommendations.

Our services help your busy experts and leaders create their social footprint, find and connect with influential peers and build their reputation from the ground up.

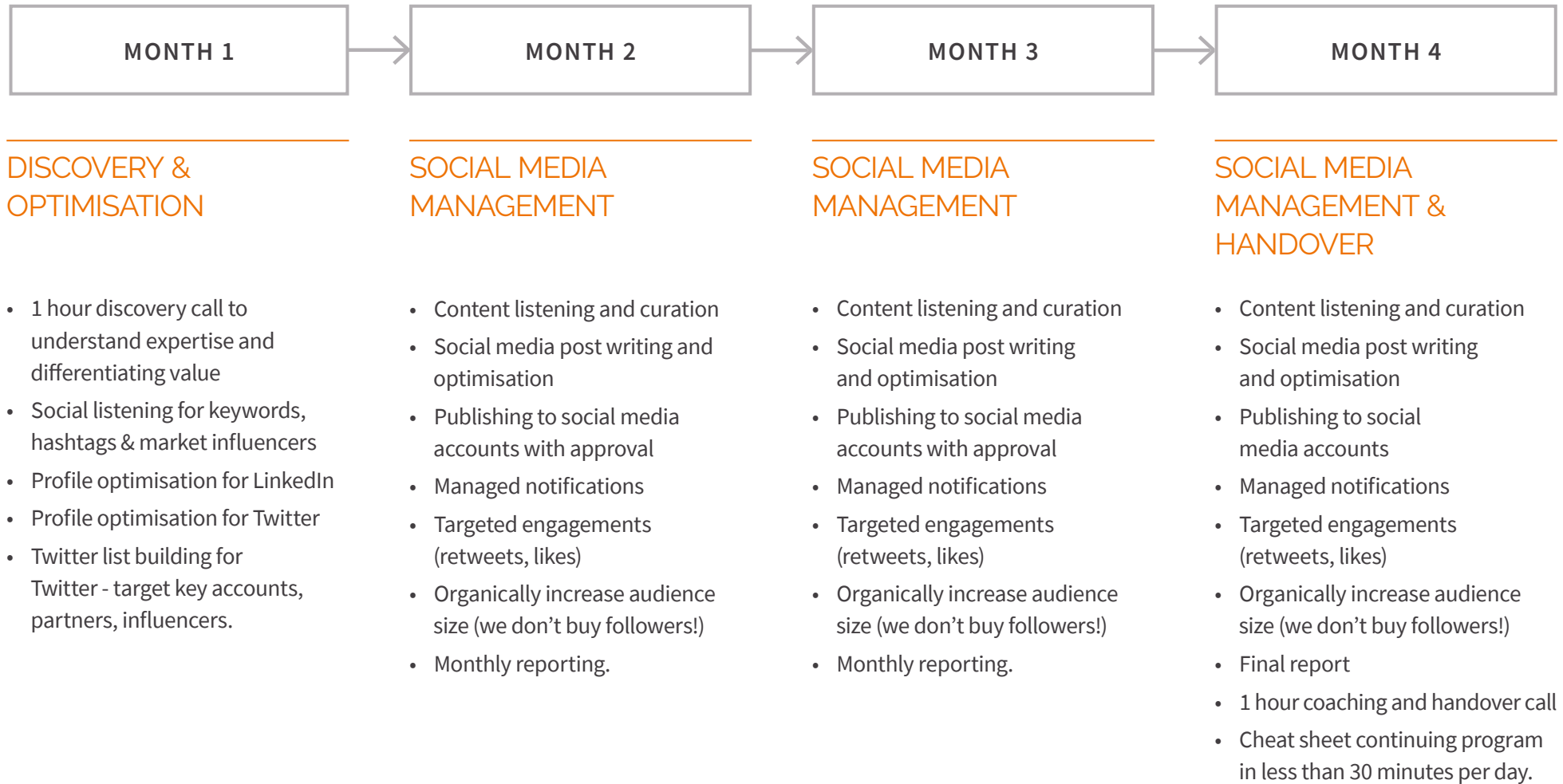
We will be a dedicated safe pair of hands tailored specifically to their needs.

On completion of the kick start period, we can either hand back full control of the accounts to their owner with coaching to support the transfer, or, where there is limited time to manage the accounts, continue with a reduced service to “keep the lights on”.

Buyer trust technical (63%) and academic (61%) experts most when making purchase decisions

- Edelman Trust Barometer (2018)

Expert Social Kick Start Overview Timeline:



Contact us for more information on our Expert Social Kick Start Program:

BY PHONE:

+44 (0) 208 123 1662

BY EMAIL:

hello@tribalimpact.com

OUR ADDRESS:

Tribal Impact Ltd,
Ground Floor Building 1000,
Lakeside North Harbour,
Western Road,
Portsmouth,
PO6 3EZ

Tribal Impact specialises in social media advocacy. We work with B2B organisations that are frustrated because they can no longer cut through the digital noise to reach their audience. We do this by helping them join the dots between Social Selling, Social Media Marketing and Employee Advocacy.

Learn more at www.tribalimpact.com

Creating impact with...

tinyclues

STEWARTS

RBS

TIBCO

gavdi

BRADY

sapphire
software • services • solutions

Merit
INTELLIGENCE • DATA • TECHNOLOGY

SAP

WPGROUP
Fuels & Lubricants

Henkel

ca technologies | Automic

Wilmington plc

Panasonic

opentext

HITACHI
Inspire the Next

ip solutions
BORN IN THE CLOUD