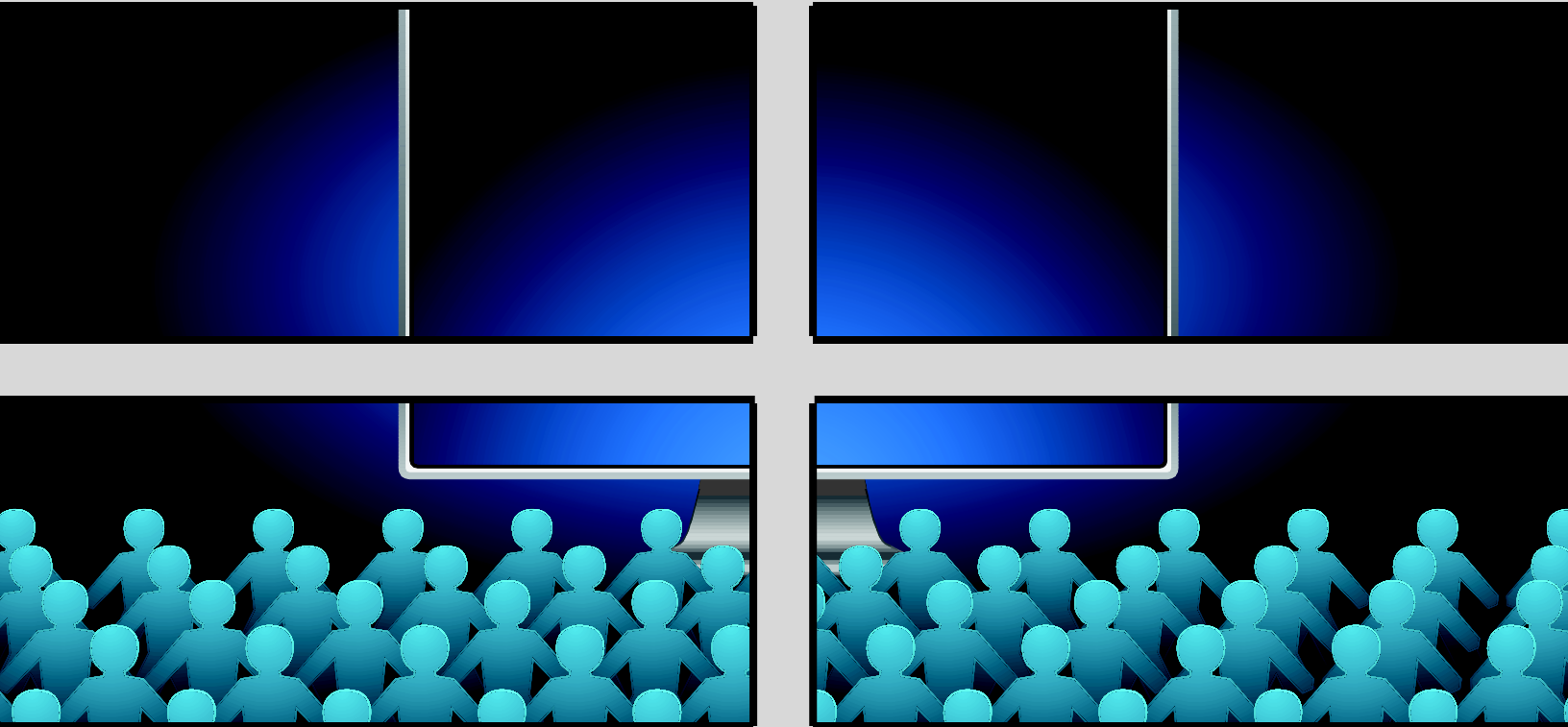


Social Media Marketing

Using social media applications to enhance your marketing objectives



A solution to capitalize on today's most effective, low-cost marketing platform

- ✓ Effective strategy plan for social media marketing
- ✓ Relationship marketing through social media applications
- ✓ User-friendly social media program aligned to organizational goals to promote buy-in
- ✓ Social media risk and oversight analysis

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Social Media Marketing



Solution: Social Media Marketing Program

The advent of social media and web 2.0 has changed the landscape of marketing. Organizations are using social networking to actively engage their customers, enhance brand identity and create buzz. In this rapidly developing field, there are emerging best practices, tools for measurement and strategies for risk avoidance. However, success is still largely dependent on sound strategic management and execution.

Social Media can positively influence your organization. This highly interactive medium has become the voice of branding driven by user participation. A forum for people to listen, share and express opinions related to an organization. If done right, there are great opportunities available through effective social media marketing. Gateway Management has designed a solution for organizations that are interested in social media marketing, but need assistance with strategic development and deployment of social media marketing.

Strategies for social media

Facebook
Twitter
LinkedIn
YouTube
Blogs
And more...

Social media marketing drives:

Sales
Marketing
Public Relations
Customer Service
Brand Value

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Social Media Marketing



Gateway Management's **Social Media Marketing Program** is a step by step framework for developing a successful social media marketing plan. Through a combination of training and consulting, we provide you with a seven step process for achieving your marketing 2.0 goal.

Seven step program includes:

Phase One:

Stakeholder meeting including needs assessment and goal projection

Phase Two:

Online training course for stakeholders covering tools, best practices and case studies

Phase Three:

Program development including strategies, measures, targets and execution

Phase Four:

Pitch the program for internal branding and buy-in

Phase Five:

Launch program through cascading execution plan

Phase Six:

Examine results, discuss outcomes, improve program

Phase Seven:

Provide a performance management system and hand off program to you

Social Media Marketing Program is a comprehensive solution that will help drive your program success. A Gateway Management *SolutionTeam* member is available today. Please contact us to learn more about how this solution can benefit your organization.

\$ 9,500



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