

BroadSocial™

Social Media Management Platform

- 100% Done for You Service
- 12-Month Contract
- Dashboard Experience
- Online Content Strategy



The Most Comprehensive Social Media Management Platform!

Do you realize that 94% of businesses don't have a Social Media Strategy?

Building a social media marketing strategy involves 8 steps. The BroadMoar Agency has developed BroadSocial, a complete managed service dedicated to building a strong social media strategy. We will guide you through the steps to building your customized strategic social media marketing plan.

Our goal is to help you create a strategic social media marketing plan that maps out how to approach social media and has a clear strategy for each social media channel you use.

We know a strong digital strategy starts with a clear understanding of what is already happening. To accomplish this, we teach you to "**Listen**" to the landscape and show you the tools and techniques we use.

Next, we work on defining your overall goals and determining what you want to achieve from your online efforts.

Identifying your target customers is our next step. This is very important for digital marketing. Being able to reach your target audiences with laser focus, being much more specific than what is possible in traditional marketing. This is key in digital marketing.

We then help you define and build your overall *strategic marketing blueprint* to create a clear and effective social media strategy for your business or organization. Once we have defined your overall marketing goals, the next step is to build your online strategy to achieve those goals.

At BroadMoar Agency, we realize the importance of keeping your strategy and approach flexible so it can be adapted to changes in social media marketing, your customers, and able to react to things that you discover over time. We recommend revisiting your social media marketing plan quarterly to review your strategy and make any necessary adjustments.

What would it cost you to hire and train someone to manage all your social media services? BroadSocial can save you time and money and improve your social media presence. Contact us today!

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