



Social Media Management Services

Our social media management services are a part of the overall strategy and hands-on methodologies that we offer our clients to expose their personal Branding with their services and products. You know that you need to have a strong presence on social media, it's where all your customers hang out. You understand its importance and the potential it packs in terms of bringing new business and increasing brand awareness.

But who has time for that, right ?

Managing social media effectively can take time out of your day time you know you could invest elsewhere. We definitely get you.

Let us handle your social media management so you'll get back to do what you do best... Social media management is no rocket science, but it does require methodical work that over time gives you a huge ROI.

In the past, we worked with businesses that knew how to swim in the social media waters.

Those businesses knew that effective social media management requires a dedicated community manager. This community manager needs to create posts, actively engage their community on all the social platforms and so on a regular basis.

We have just the right **community manager for you**, our community manager specializes per vertical which means you're going to work with someone who knows what they're doing!

Whether you're social savvy or not, having time and experience on your side matters!

Your social media should be managed in a timely fashion, you need to know **what** to publish, **when** to publish it and **how** to respond when someone talks to you.

In addition, you need constantly to track performance and implement changes to your strategy.

Here is how we roll...

First, we create your content strategy and publish that content on your social outlets.

Followers who interact with that content will be engaged followed by spread the media further through paid and earned channels.

Every week we will review the content strategy, analyses data points and make required changes.

Our Social Media Management Strategy Includes

- **A Dedicated Social Media Community Strategist.**
 - Your social media will be managed by a dedicated professional.
- **Crafting Social Media Content That Fits Your Branding & Voice.**
 - We customize the content on your social outlets to both deliver your messaging and interact with fans and followers in a special way, your way!
- **Social Media Outlet Analytics and Performance Reporting.**
 - We will track which posts increased interactions and engagement so we'll be able to craft more like them
- **Social Business Page Creation with Cover, Profile Image and Messaging.**
 - In case you don't have one, we will create for you a page from scratch!
- **Targeted Social Media Campaign Management Across All Platforms.**
 - We'll run social media campaigns to increase your user base and keep them sticky!
- **Providing Services on All Social Platforms Including: Facebook, Twitter, LinkedIn, Google Plus, Instagram, YouTube, Pinterest, Medium and many more!**
 - Crafting dedicated posts to each and every platform

Pricing

Package Name	Social	Social Pro	Social Pro+
Pricing / Month	5500 Rs	11000 Rs	20000 Rs
No. of Social Media Posts - Custom Creatives / Month	20	30	40
Dedicated Relationship Manager	Yes	Yes	Yes
Sharing in Groups per Post	50	100	150 above
Live Sharing	150	250	350
Facebook Group Managements	No	Yes	Yes
Estimated increase likes or Followers per Months	500 above	1000 above	1500 above
Hashtag research	Yes	Yes	Yes
Platforms - 	Any 1	Any 2	Any 3&4
Free FB Adverts Credits for Page Likes & Promoted Posts / Month	nill	1000	1500
On boarding Call with Social Media Marketing Expert	Yes	Yes	Yes
Creation of Social Media Platforms, if required	Yes	Yes	Yes
Social Media Platforms - Audit & Remedial Action	Yes	Yes	Yes
Unique content, specifically created for your business	Yes	Yes	Yes
Custom Designed Creatives	Yes	Yes	Yes
Scheduling & Publishing	Yes	Yes	Yes
Enhanced Social Media Visibility by use of relevant Hashtags	Yes	Yes	Yes
Content seeding into relevant communities to increase visibility	Yes	Yes	Yes
Contests & Promotions	Yes	Yes	Yes
Social Customer Care*	Yes	Yes	Yes
Performance Report with Analytics	Yes	Yes	Yes
Specialized Facebook Adverts Campaigns**	Yes	Yes	Yes
SEO Audit of Website	Yes	Yes	Yes

Terms and Conditions

- Business Hours: Monday to Friday - 10 AM to 6 PM IST. Holidays List as per Government of India will be applicable as well.
- Specialized Facebook Adverts Campaigns will be undertaken by us as per your requirement. The Facebook Adverts spend will be billed on actuals & we will be charging a commission of 15% on the spend.
- Social Media live Poster not included in Plan it will charge of 250 per Design.

Frequently Asked Questions

General

What is DIGITAL VASU ?

DIGITAL VASU is a platform that helps small & medium enterprises build & maintain their social and online presence, Personal Branding And make business growth all at the comfort of a button, and that too without spending a bomb. We understand that due to paucity of time & resources, many small businesses fail to build an impressive presence on social media and online platform, which affects their business. DIGITAL VASU aims to resolve this issue through an effective & easy-to-use platform.

What do you do?

We have a wide range of experience, and expertise to create and implement your social media strategy - to creating awesome content, to optimizing it online. We not only connect you with your target audience, but also, generate content and optimize social media for you, so that you can concentrate on your business. In short, we make your Brand look world class and communicate effectively on Social Media. We also working for business visibility to online platform by Website Creation and Advertisements on Social Media & google. We providing Growth business consultancy for better guidance to increases no of customer and more sales.

Who can use DIGITAL VASU ?

Anybody (personality or business) who wishes to build & maintain their social media presence and grow their business by Digital Marketing can use DIGITAL VASU! So whether you are the new business & School in town or an upcoming Rockstar, DIGITAL VASU can help you be social and make your online presence with better growth and Branding!

What all packages do you have?

Instead of packages, we offer custom solutions specific to your brand, the payment of which can be done either monthly or quarterly. More details can be Contact Us .

Account Related

How does the account works?

Your account has 4 sections - Create, Approval, Library, and Analytics.

- a) Create: If you have a special request pertaining to a particular event/occasion or any other requirement, you can use the create tab.
- b) Approval: All the posts come to you first for your approval. If you approve them, they will be scheduled and posted on all chosen social media platforms. If you deny a post, we expect you to share feedback so that we know what you really like! Once the changes have been made, it will come for your approval, and once you approve then only it will be posted on the chosen platforms.
- c) Library: An easy way to know it all! In Library you can see all your Published posts, Scheduled & Upcoming posts.
- d) Analytics: Impressions, Engagements, Growth, that is what we like to see in Analytics, don't we? This is

exactly what you see here and we are continuously working to make it stronger and powerful, so that DIGITAL VASU can help you make business decisions, better and faster than anyone else!

Do you have a feature for showing Notification or pop-up when posts are uploaded in the panel?

Yes, we do have this feature. On the top right corner, you can check the bell icon for all the notifications.

Can we schedule the posts by ourselves?

If you have generated the request then you can schedule the post, but if we have created the post then you can't schedule it. However, you can send us an enquiry, if you wish to schedule the post at a specific time with the post ID.

What is an Engagement post?

Engagement posts are interactive posts, used to break the monotony of regular posts with the aim to increase the engagement on your page. Eg. Did you know, Facts & Myths, Comment below kind of posts.

How can I reset my password?

Login to your account and under the Profile Settings, click on the change password option.

Difference between an Enquiry and a Request?

Enquiry: It is meant for general queries

Request: If you want us to generate a post around something - a particular event, occasion etc. then you have to make a request for that.

I am not able to see the posts in the account at times, what can I do?

That might happen due to network issues, we suggest you to check your network and refresh the page. If the problem still persists drop us a mail at digitalvasu2.0@gmail.com

I have approved the post by mistake, what can I do now?

If you have approved a post by mistake, just send us an enquiry mentioning the same.

Do you create GIF files?

Yes, we do create GIF files. Please find below the packages we offer for the creation of GIFs

Which format do you need for the Logo?

We require the open file of the Logo. It should be in either PSD, PNG or PDF

When can I expect the first set of posts?

Once we have received all the required information from your end, we will share the first set of posts within 24 - 48 hours.

How can we provide the admin access of Facebook?

Kindly follow the instructions mentioned below:

- 1) Click Settings at the top of your Page.
- 2) Tap on Page Roles in the left column.
- 3) Type a name or email in the box:
- 4) Click Admin to select a role from the dropdown menu.
- 5) Click Save and enter your password to confirm.

Sales

• What happens after I pay for your customized solutions?

Once you pay for our services, you will receive a Welcome email from our sales team. The mail will have credentials for your account, a Brief Capture Form and other information that you will have to share with us. After you provide us with this information, a conference call will be arranged, in which our team will get to know your business better.

• Who will be managing my account?

We have an in-house team of social media experts, who have tons of experience in social media marketing. To get your requirements right, we match your project with the team members best-suited to it. Getting under the skin of your goals and delivering the best content is our motivation and mission.

• What is a Brief Capture Form?

A Brief Capture Form is a questionnaire that has questions about your business, target audience etc.; it helps us in understanding your business and requirements in a better way.

• What if I am not happy with the posts?

If you are not happy with our service, you can just drop us a mail at digitalvasu2.0@gmail.com and we will do our best to resolve the issue.

• How long is the subscription period?

Each cycle is 1-month long and you will be required to renew the plan every month. Alternatively, you can connect with us and get a quote for annual contracts.

• How can I make the payment?

You can make the payment by Cheque, Online Transfer (NEFT, RTGS), Cash or through Paytm, Phone Pay, google Pay, PayPal.

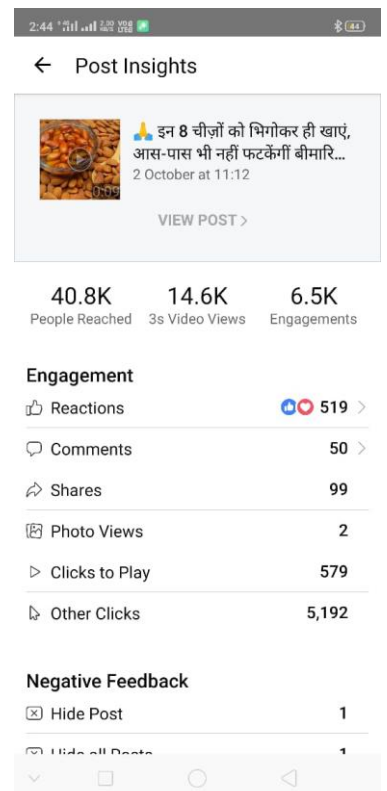
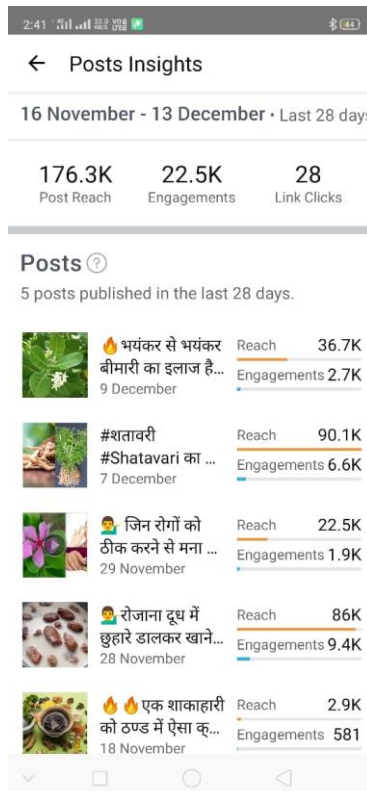
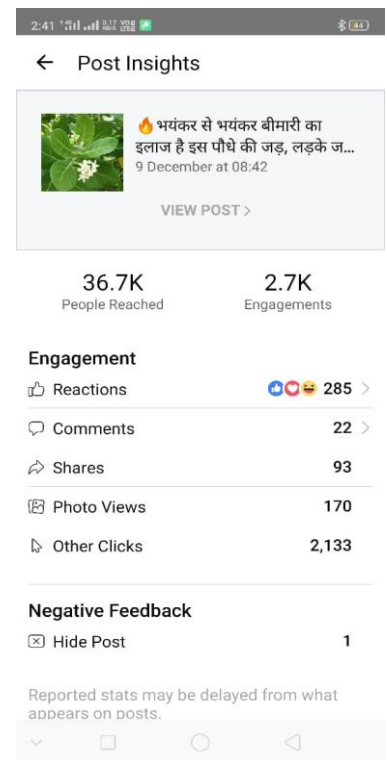
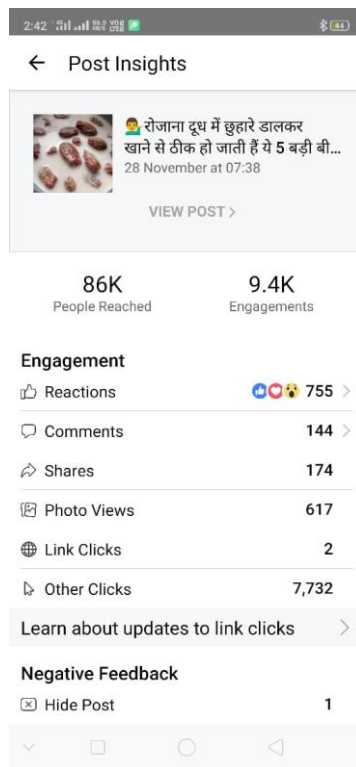
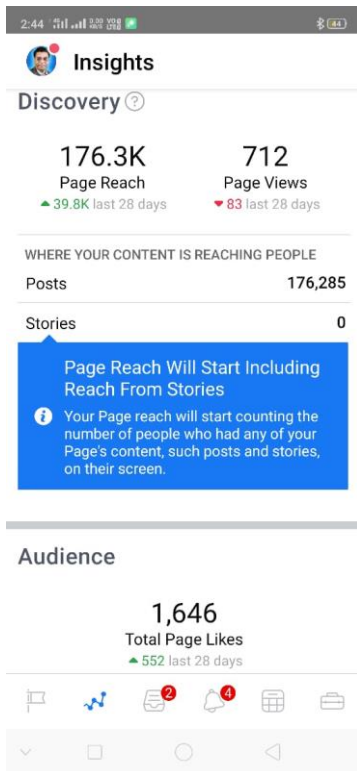
• Can I upgrade the plan?

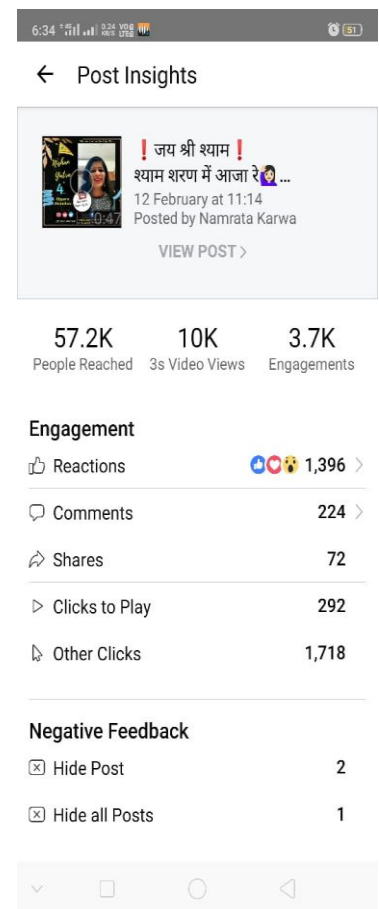
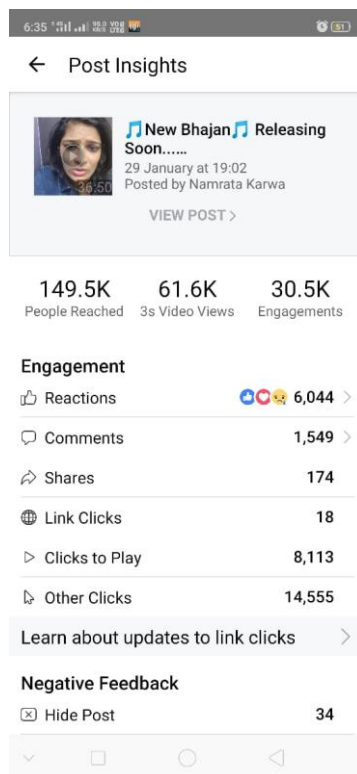
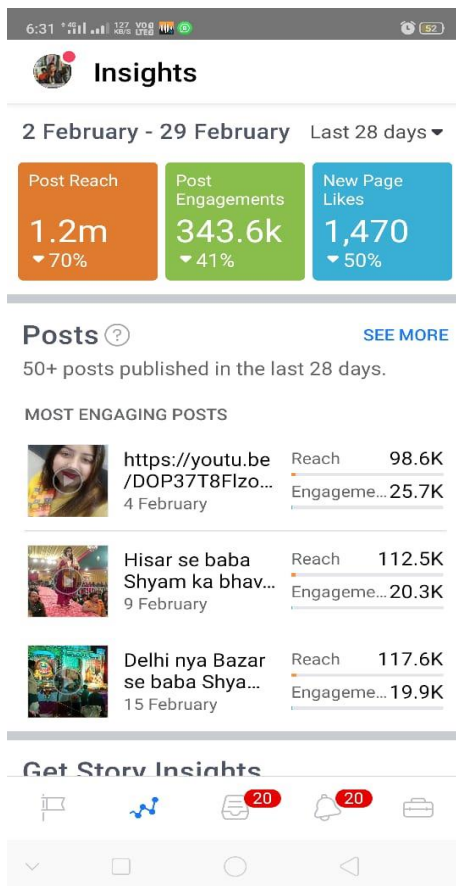
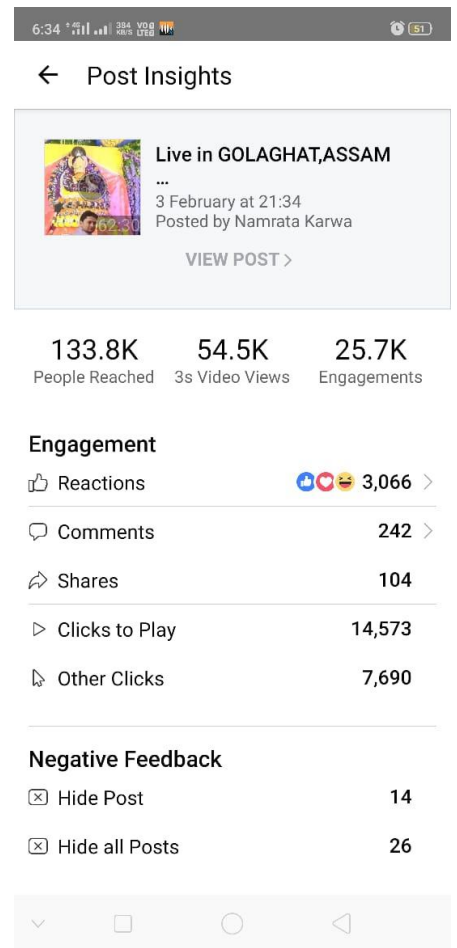
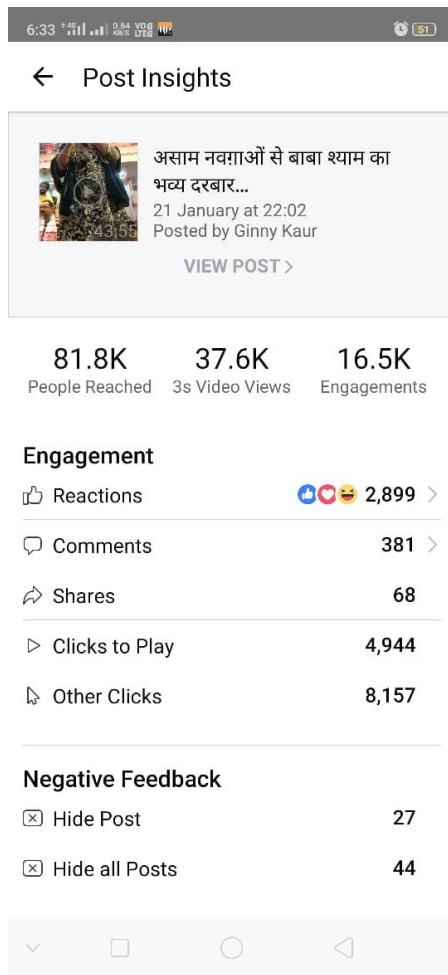
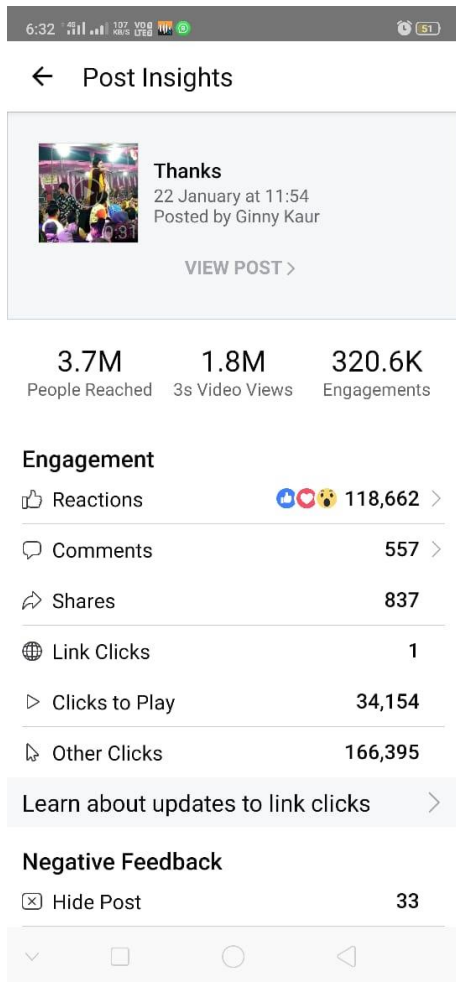
Yes, you can upgrade the plan. If you wish to do so just drop us a mail at digitalvasu2.0@gmail.com and your plan will be activated from next monthly cycle.

• How do I cancel the subscription?

Please mail your concerns to us at digitalvasu2.0@gmail.com, Our team will get in touch with you.

Work Results of last Client





Contact Information

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