



SOCIAL MEDIA MARKETING

Social Media Posts

- **Accounts:** Assist in setting up new accounts, or review and provide recommendations for any existing account(s).
- **Posting Schedule:** Research and provide a posting schedule (best platforms, days and times to post). On average, we recommend posting 2-3 times per week.
- **Copy Creation:** Create illuminating, click-worthy copy, a link to your product page or store, and relevant hashtags.
- **Images and Videos:** Utilize existing assets or enlist our creative team to develop new attention-grabbing images for posts, and short product videos to use for reels or stories.
- **Management Platform:** Sign up for our preferred social media management platform, Loomly. Utilizing a management platform allows us to simplify the scheduling and approval process - saving you time.

Social Media Advertising Campaigns

- **Accounts:** Connect your Meta business ad management account for Facebook and Instagram with Awesome Dynamic.
- **Budget:** We work with you and review the analytics your ads generate month-to-month to establish an appropriate budget.
- **Campaign Payment:** All ad campaign billing will be charged to the credit card you have on file within your Meta business manager account. You will pay for your advertising directly to Meta.
- **Attribution Tracking:** Collect attribution links and thoroughly review data to determine how many sales on Amazon can be directly attributed to the social media ads.
- **Target Marketing:** Utilize demographic parameters to ensure your ads target potential customers on all campaigns.