

SOCIAL STRATEGY DEVELOPMENT



A division of CPT Bookings (PTY) Ltd



We can no longer think about social strategy as smart, engaging content alone. These days, we must understand it to be the thread that weaves together, supports, and amplifies the brand experience for the user – as a component of their daily digital lives – enabling them to become brand advocates, make recommendations, and engage on their terms.

The Social Strategy Consultation will cover:

1. Ensure accounts are optimized over all platforms
2. How is social furthering your overall business objectives?
3. How does social media fit into your overall paid, owned, and earned ecosystem?
4. What channels will best serve your audiences?
5. What types of content will resonate best with them?
6. Have you built a truly integrated experience for your audience?
7. How are you measuring the success of your efforts?
8. How can your measurement inform an adaptive strategy?

Investment: R650 per hour
Hours 10h00 to 17h00
Plus travelling costs as per AA Rate

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