SOCIAL MEDIA CAPABILITIES DEVELOPMENT

We build social media skills for executives, sales leaders, & their employees to expand credibility, sales, brand awareness, engagement & trust.

SOCIAL MEDIA BRAND ALIGNMENT

- ▸ Clear Messaging Across Platforms
- ▸ Greater Visual Recognition
- ▸ Definitive Voice for Advocates & Leadership
- ▸ Brand Validation & Trust
- ▸ Stronger Messaging & Greater Reach

EMPLOYEE ADVOCACY

- ▸ More Concise Brand Voice
- ▸ Thought Leadership at the Forefront
- ▸ Greater Confidence in the Company
- ▸ Guidelines & Compliance
- ▸ Campaigns & Increased Engagement

PROGRAM OVERVIEW

BRAND ACTIVATION FOR EVENTS

- ▸ Lead Generation - Increased Traffic & Sales
- ▸ Greater Awareness Around Event & Brand
- ▸ Amplification of Leaders' Voices
- ▸ Compelling Content for Social
- ▸ Measurable ROI for Event

SOCIAL CONTENT CREATION

- ▸ Consistent Content Creation
- ▸ Graphic Design & Copywriting Support
- ▸ Story-Telling & Campaigns
- ▸ Content Calendar
- ▸ Scheduling & Publishing

As consultants, Merge Forward, will assess and build your skills in social media - from determining the right platforms for your business to helping your team grow into thought leaders. You will discover your target audience and voice while laying the groundwork for ongoing content that your followers truly value. Informed by years of hands-on experience and armed with proven techniques, we tailor the SMCD Program to meet your goals.

YOUR CHALLENGE

Done well, establishing your organization's social media presence can set you apart in today's digital landscape. In order to see a return on your investment in social media, you need a clear strategy, executive buy-in and the requisite resources. Whether your brand is starting from a blank social media slate or struggling to see the value of your current efforts, the way forward requires a comprehensive program that addresses your individual needs.

Much of the last two decades have focused on the terms B2B and B2C. From our many years of marketing work with Fortune 500 companies, small businesses, start ups and non-profits, we have found that the focus should be H2H: Human to Human. That is, why people should prefer to buy from people they know and trust - and social media, done correctly, builds that trust and credibility.

We have personally witnessed executives lose a sale because potential clients have tried and failed to find a digital trail that validates that executive's expertise. Conversely, we have witnessed executives close a sale because they were validated online. Invest in your discoverability and reap the dividends for the life of your business.

SOLUTION

If you are focused on sales or thought leadership, start by thinking about why someone would listen to you. Effectively, it comes down to your relationship with your audience, your reputation, and your digital footprint.

By developing your social media capabilities, you'll drive brand awareness and earn the trust that fuels conversions.

When your brand becomes active and engages with your audience on social media, you will build connections and relationships that serve as a catalyst for achieving your goals:

1. Expanding Brand Awareness
2. Establishing Trust
3. Earning Credibility
4. Increasing Sales

MERGING CAPABILITIES = STRONGER RESULTS

Unlike other programs, we utilize a consultative, organizational change management approach to build these mission critical skills. After all, this skill set underlines the digital transformations taking place across all organizations of all sizes.

OUR APPROACH

Program Phases Include:

- Assessment & Goal Alignment
- Strategy, Plans & Communication
- Process Creation
- Exec & Employee Training
- Event Support (Increase Content, etc.)
- Program Handover / Agency Support

The Merge Forward SMCD Program will teach you how to turn your team into a trusted social resource within your organization. Additionally, the SMCD Program offers:

1. Alignment of organization marketing with clarity on vision and goals
2. Enhanced, more responsive communications
3. Increased collaboration and knowledge sharing
4. Optimized workforce capabilities
5. Established standards and implementation of best practices
6. Deployment of proven approaches to implementing solutions
7. Increased cost savings and cost control

CLIENTS WE'VE WORKED WITH