



Social Media Management

PepperStorm Media offers Social Media Management for several clients across a wide variety of industries.

Our services include content creation, scheduling, community management, ad management and promotion. From boutique accounts to those with 1M+ followers, our social team has years of experience in representing our clients' brands via social media.

The details of our services are outlined below; if you'd like us to tailor a bespoke package to suit your requirements, please get in touch at david@pepperstormmedia.com.

David Harfield

CEO

[PepperStorm Media LTD](#)

Communication	2
Social Media Manager	
Account Manager	
Content Calendar	
Content	3
Platforms	
Frequency	4
Scheduling	
Community Management	
Hashtag Research	
Growth & Ad Management	
Additional Services	5
Blog Content	
Newsletters	
Testimonials	6
Pricing & Next Steps	7



Content

If you'd like PSM to create your social content then we will discuss how best to capture your brand voice in order to deliver your message with engaging, on-brand copy and images. We can share a draft content calendar to ensure that we have your correct brand voice before posting.

Our aim will be to convey your company's message, update your followership with any announcements and direct them towards your website and/or make a purchase.

Platforms

We can manage any social platform that your company uses, the most popular being Facebook, Twitter, Instagram and LinkedIn. Depending on the industry that your business is in, certain platforms will be more suitable; we can cover this in a consultation and discuss which will be the most beneficial.

Frequency & Scheduling

The optimal frequency of posts varies from platform to platform; for example, many clients prefer to post on Instagram just once per day while posting on Twitter 3-5 times per day.

We recommend a 1/4 Promotional/Informative basis, so one post will be a call-to-action or blog post that leads to your website, and the other 2-3 will be posts/retweets from relevant publications, blogs and accounts (but not from rival companies!).

This is when having regular blog articles will be a huge benefit; with fresh content on your blog, there's always a new reason for your social audience to visit and explore the website.

We will work out the best times to schedule your posts based on the location of your audience and the level of engagement at various points in the day.



Community Management

Part of the onboarding process will involve learning and developing your brand voice; it's important for us to represent you in an appropriate manner when engaging with your audience online, so we'll discuss what tone to use, phrases to avoid, etc.

We usually offer daily management on the weekdays, replying to customer queries every day and provide monthly progress reports.

Hashtag Research

Hashtags are very important on Twitter and Instagram (although especially Instagram) in terms of getting your posts seen by the right audience. Our Social Media Manager will research the latest trending hashtags every month in order to make your posts reach as many of the right people as possible.

Growth & Ad Management

If you're looking to increase your audience and/or boost your posts' reach then we can manage ad campaigns or boosted posts. These tend to work best on Facebook, so we can target certain demographics with Boosted Posts or Follower Ads.

We've grown several accounts from 0 into the thousands with follower campaigns and are always as budget-conscious as possible with you being able to say how much you want to spend down to the last cent.



Communication

While every client is different, we use a similar communication process to provide our ongoing monthly service that can be tailored to suit your requirements. Included in the cost of any ongoing monthly package is a Social Media Manager and an Account Manager who will be your points of contact.

Social Media Manager

Our Social Media Manager will be responsible for posting, growth and audience interaction. You'll be able to communicate with them directly via email and phone regarding any updates, feedback or strategy ideas.

Account Manager

You'll also have an Account Manager who will be a point of contact between you and the editorial team as well as working in unison with the SM Manager.

This will be particularly useful if PSM is also creating blog content for your website, as they'll be able to plan the social content calendar around promoting your blogs, therefore directing audience traffic towards your site.

Content Calendar

We usually create a content calendar for the forthcoming month and schedule the majority of posts ahead of time. We can either take care of the whole process, allowing you to be completely hands-free, or we can send the calendar over to you for approval. Alternatively, we can always accept a content calendar from your team and take care of the scheduling and community management.



Additional Services

PSM also offers several other services that can work in unison with Social Media Management, the most popular being Content Creation & Blog Management and Newsletters.

Content Creation & Blog Management

PSM offers Content Creation & Blog Management services in which our writers create SEO-charged content based around relevant topics each month and our editor proofs, uploads and schedules the posts on your blog.

The old adage that 'content is king' has never been more true than it is today. Anyone looking to launch a successful online business and see their website climb the search engine rankings needs to post high-quality, SEO-charged content on a regular basis.

Content Creation and Social Media Management go hand in hand, as the main aim of social promotion is to get customers engaging with your brand, preferably on your website; regular blogs give you a great excuse to direct new and existing customers to your site.

Newsletters

Newsletters are an efficient and affordable way of engaging with a brand's customer base on a regular basis and we recommend sending them on a monthly basis although we can scale up to any frequency.

PSM can share the newsletters on social media and feature blog articles in the newsletters in order to attract readers to your site and give them branded content to share.

Learn more about our [Content Creation & Blog Management](#) and [Newsletters](#) services.



Testimonials

"It's been a pleasure to work with PepperStorm Media. Always on point, polite and attending to all detail. Would recommend to people looking for a go-to social media plan." - Mike Richards, Campaign Manager, [Richard Branson's Necker Cup](#)

"We've worked with PepperStorm for the last few years and they've delivered excellent, relevant content to the MMJ blog, created regular newsletters for our mailing list and taken our social accounts to the next level. Highly recommend." - Faisal Ansari, CEO, [MMJRecs](#)

"PepperStorm Media has never failed to impress. During the time we have worked together PSM have managed to grow our social media followers on a constant basis, they produce fantastic and well-researched SEO blog articles as well as newsletters and most importantly they are fun and wonderful people to work with. I can highly recommend David and his team to anyone who is looking for a great media agency who care about their clients and help them get to the next level!" - Fritzi Nicolaus, Managing Director, [Make Well](#)

"PepperStorm Media has supplied our blog with SEO articles that are well-researched, in-depth and engaging. They've also grown our social following with genuine engaged users. Two thumbs up!" - Dr Brian White, Chief Medical Officer, [Moosh](#)

Pricing & Next Steps

Every business that we work with is unique, which is why we tailor our services and pricing to suit each individual client.

To learn more about costs, deliverables and timelines, please get in touch at david@pepperstormmedia.com.