

## Social Media Marketing



A **social media** plan is now a basic requirement of all marketing programs. Using *social media* outlets as satellites to your main website, you can interact with your customers by providing great content and “attracting” them back to your site with the promise of more helpful content. Social media is a key ingredient to audience development and building your customer database – your most valuable asset. We will help you design a social media strategy that supports your business goals and objectives by providing your customers the

engaging content they’re looking for. Analytics provide metrics for evaluating your success.

### What people are saying

*“I highly recommend Annie Teich as one of the smartest, most insightful, and forward-thinking consultants in the education industry. She has provided invaluable advice to me as the founder of edWeb.net, a professional social network for the education community. Annie understands both traditional and new media and how to blend them into an effective communication program. She can both advise and execute which is a rare combination.”*

**Lisa Schmucki, Founder & CEO, edWeb.net**