



SOCIAL MEDIA CONSULTING FOR PUBLISHERS

Double Your Readership with Social



The Problem

Difficult to use professionally + Too generic of an audience

For channels that are designed around user experience, using them for business purposes can be very complex. The only way to create an effective, affordable strategy that beats the industry averages is to have years of experience, something only social professionals have. Additionally, with over 2 billion social media users and generic info, finding your niche audience can feel impossible without costly trial and error.

The Solution

Experts that know publishing + Can customize social media strategies

Looking at industry reports, trends, and social habits, we developed numerous social media strategies specific to helping niche publications. Then we customize those strategies based on audiences, content, ads, and posting calendars, all to help increase readership and revenue. We offer both the creation of the strategy, as well as implementation and consulting services.

CASE STUDY



In January 2018, BUILD Magazine asked us to manage their social presence. Starting point: essentially from scratch. 5 titles with 5 unique markets, and only one had a social page, which wasn't active. The publisher's request was two-fold: build a unique audience for each title, and make Facebook the focus. We took a month to evaluate and audit the industry, audit their web presence, and build the strategy. We officially started implementing in February, starting with 1 title, with the intention to scale into more.

Early August marked 6 months in, so we took stock of our progress. Now managing the social for 7 BUILD titles, we are crushing the industry standards, and helping BUILD scale its reach overall. In fact, 2 of the titles haven't even gone to print; social is how we are building the demand. We have even started incorporating other social channels to develop more readership. It has been such a success that we are now working with the publisher to monetize each social audience for ad revenue.

In total, over 6 months, we scaled from managing 1 title and 1 social channel to 7 titles and 21 social channels. Here are the results:

BUILD MAGAZINE'S AVERAGES FOR SOCIAL MEDIA MARKETING

\$0.23	2/day	0.22%	18	\$75
1/4 the industry average for spend per page like/follow	2x the industry average for posts per channel	2x the industry average for rate of engagement	1.5x the industry average for post engagements	1/2 the industry average for channel ad spend per month

INDUSTRY AVERAGES FOR SOCIAL MEDIA MARKETING

\$1.03	1/day	0.11%	11	\$150
Industry average for spend per page like/follow	Industry average for posts per channel	Industry average for rate of engagement	Industry average for post engagements	Industry average for channel ad spend per month

To learn more about Social Media Consulting from Publication Printers Marketing Group, please contact **Landon Dorssey, Social Media Manager**

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Social Media Consulting

Price List



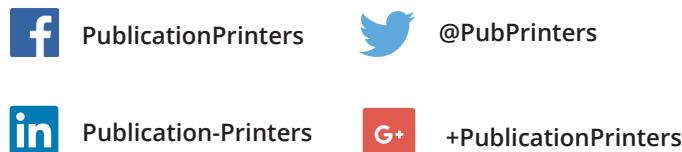
We are here to help your team understand the value of social media when partnered with print. We will show you the benefits of highlighting your advertisers with creative sponsored content and work with you on how to advertise to your target market with measurable results.

We offer 3 prebuilt packages – The Basic, the Advanced, and the Professional – or in the case you need something more custom, *you can contact us for our A La Carte menu.*

Choose Your Package	Basic \$250 (one-time)	Advanced \$499 (monthly)	Professional \$999 (monthly)
Comprehensive Online Audit	✓	✓	✓
Best Practices Training	✓	✓	✓
2 Social Strategy Sessions	✗	✓	4/month
Social Media Advertising Overview	✗	✓	✓
Setup/Cleanup for 2 Social Channels	✗	✓	3 channels
Manage Ads* on 2 Channels (We do the work for you!)	✗	✓	3 channels
5 Posts per Week on 3 Channels (We do the work for you!)	✗	✗	✓
Advertising Credit*	✗	\$50/month	\$100/month

*It is the client's decision and responsibility to apply any additional ad spend beyond the provided ad credit.

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