



Social Media Examples



Hello!

We are excited about the opportunity to work with you!

On the following pages you'll find information about the services we offer as well as descriptions of deliverables, project timelines and examples of our work.

Please let us know if you have any questions!

Thanks!

Kerri Gaither

Kerri Gaither, M.A.

Owner & Chief Traffic Controller

Kerri@BambooMarketing.net

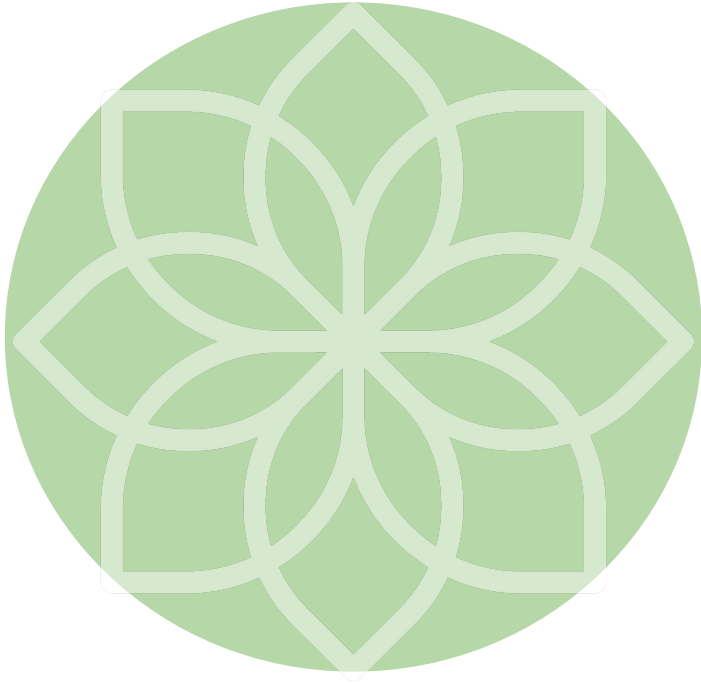


BAMBOO MARKETING

All the things we do...

Social Media Management, Design, + more

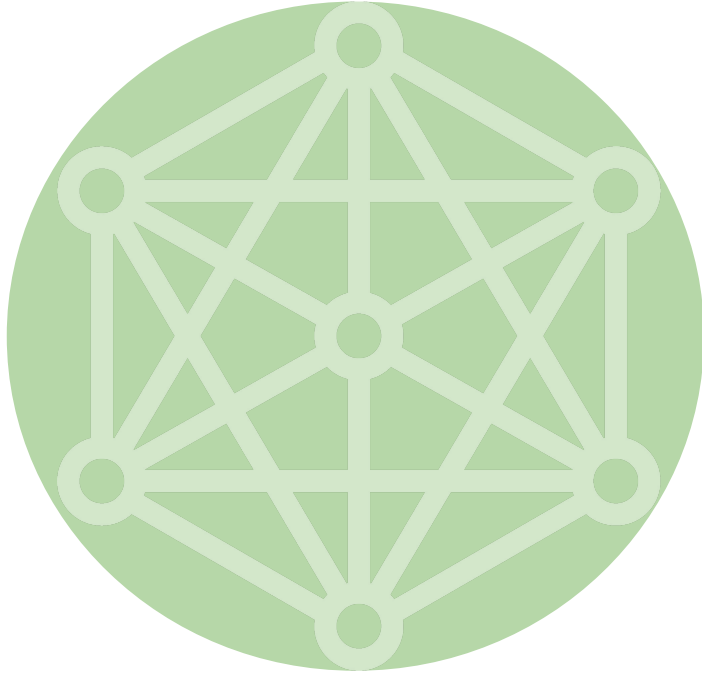




Your brand, your way.

We understand and appreciate the importance of representing your brand to clients. And also tapping into their own brands in all content. We pride ourselves on matching your style, colors, tone, fonts, and imagery to create a seamless and engaging presentation of your brand to customers.

The following are examples of branded content social media we've created for clients in the past that have gotten them wonderful results.



Covering all industries.

With 10+ years' experience, we've touched upon nearly every industry. [Click the link below to see examples from a specific industry in our example slides:](#)

[Beauty](#)

[Wedding](#)

[Fashion](#)

[Real Estate](#)

[Blogging / Consultant](#)

[eCommerce](#)

[Travel](#)

[Technology](#)

[Legal](#)

[Healthcare](#)

[Medical](#)

[HR](#)

[eCommerce -Food](#)

[NeuroBehavioral Sciences](#)

...and more! Please ask if there is another example industry you'd like to see.



Helping you grow...

Click the link below to see examples from a specific platform in our example slides:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[LinkedIn](#)

[Pinterest](#)

[Google My Business](#)

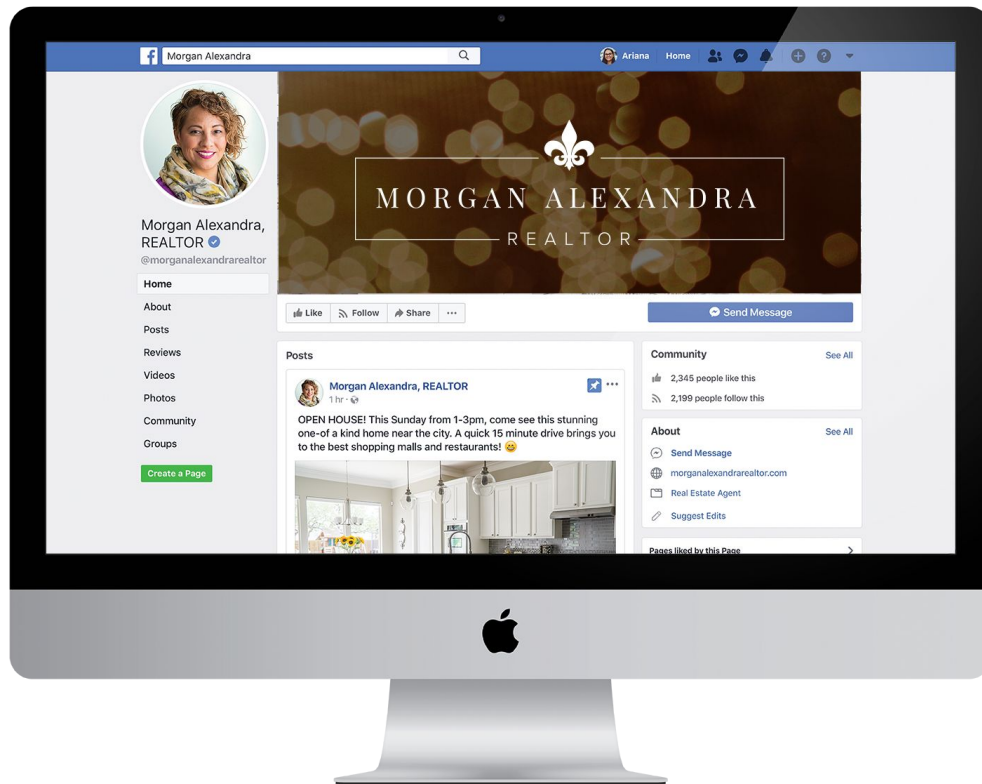
Engaged Feeds = Buying Customers

Bamboo Marketing understands the correlation between an engaged audience and conversion rates. We use our industry knowledge and insights to get the high levels of engagement across all channels, ultimately resulting in a trusting and purchase-ready audience.



Fresh and poppin’

We optimize your social profiles to make sure they represent your brands voice and style in a fresh and fun way!



Examples of Our Work

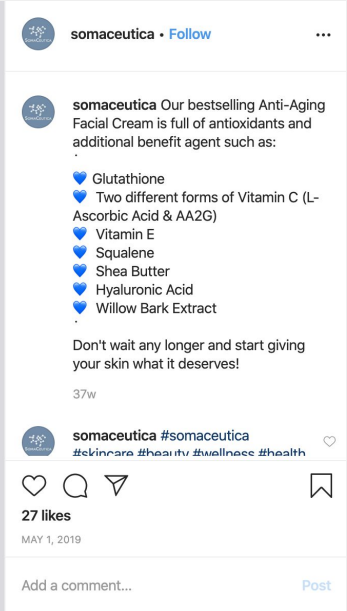
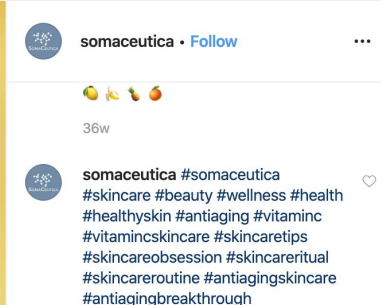
[Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#), + [Pinterest](#)





Instagram

Here we create the right tone, the right style and add the right hashtags so that your brand shines and is found (and loved!) by your target demographic.



MOTHERHOOD IS PERFECT FOR PEOPLE WHO NEVER WANT TO EAT A WHOLE SANDWICH BY THEMSELVES AGAIN.

TwinSavvy

twinsavvy • Follow

twinsavvy I can't remember what that's like...
48w

twinsavvy #twins #twinbabies #babiesofinstagram #twinlife #momoftwins #doubletrouble #dailyparenting #raisingtoddlers #toddlers #parenting



108 likes
FEBRUARY 15, 2019

Add a comment... Post

Got Twins?

TwinSavvy

twinsavvy • Follow

twinsavvy Send us an email or check out twinsavvy .com to find out how we can help! Get one-on-one guidance and practical advice tailored to your parenting style, lifestyle, and specific circumstances.
52w

twinsavvy #twins #twinbabies #babiesofinstagram #twinlife #momoftwins #doubletrouble #dailyparenting #raisingtoddlers



78 likes
JANUARY 18, 2019

Add a comment... Post



TwinSavvy
GIVEAWAY!

twinsavvy • Follow

twinsavvy 🎉 TWINSAVVY GIVEAWAY 🎉
Last chance! Keep reading and enter below to win the perfect holiday gift for any mom, a HelloBaby Baby Monitor! 📺 The winner will be announced this Friday, Dec. 21st 🎉 Good luck everyone!

HOW TO ENTER:
- FOLLOW Twinsavvy



46 likes
DECEMBER 20, 2018

Add a comment... Post

TwinSavvy
GIFT CARD



twinsavvy • Follow

twinsavvy 🎉 TWINSAVVY GIVEAWAY 🎉
Have you entered our 4th giveaway yet? Keep reading and enter below to win a \$100 Amazon Gift Card! 📺 The winner will be announced on Friday, March 8th. Good luck! 🎉

HOW TO ENTER:
- FOLLOW @twinsavvy
- Tag a mom/someone



54 likes
FEBRUARY 26, 2019

Add a comment... Post

“Be cheerful —
the problems that
worry us most
are those that
never arrive.”

— Benjamin Franklin

cheerful spirit
CREATIONS

“The most certain
sign of wisdom
is cheerfulness.”

— Michel de Montaigne

cheerful spirit
CREATIONS







Facebook

Facebook is still one of the best ways to find and be found by your ideal customers. Let us help create content that will get the conversation started about your brand on Facebook.



 **Fan C Designs**
Published by Social Connector [?] · January 8 at 3:33 PM · 🌐

The process of selecting a song for the first dance can be a little stressful when planning a wedding, so check out these tips to help you choose the perfect love song that should actually make your guests' hearts flutter 🎵💍



WEDDINGWIRE.COM
How to Choose a Non-Cliché, Totally Unique First Dance Song
Let us help you take some of the stress out of figuring out how to choose a...

 **Fan C Designs**
Published by Social Connector [?] · January 18 at 4:11 PM · 🌐

Thinking about doing your own makeup for your wedding day? Here are some great tips! 💡



ELLE.COM
Everything You Need To Know About Doing Your Own Wedding Make-Up



 **Threads & Trends Boutique**
 Published by Kelly Bennett [?] · November 10, 2017 · 🌐

Just in! Winter White Quilted Utility Winter Jacket. Right on trend. Available in Sm, Med, Lrg.
 \$59 plus Free Shipping when purchased on Facebook. Leave a comment.
 Or go to poshmark.com/closet/kmb42



Very pretty
and
comfortable!



Threads & Trends



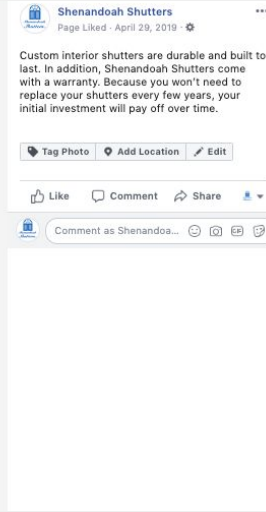
Threads & Trends





Shenandoah Shutters
 The Most Beautiful Name In Plantation Shutters

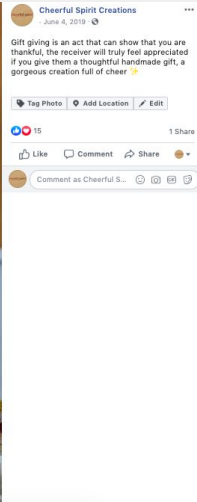
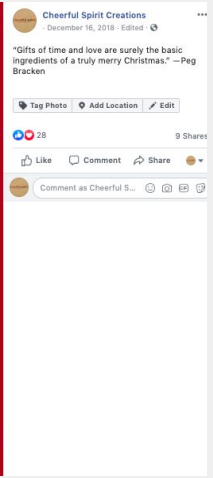
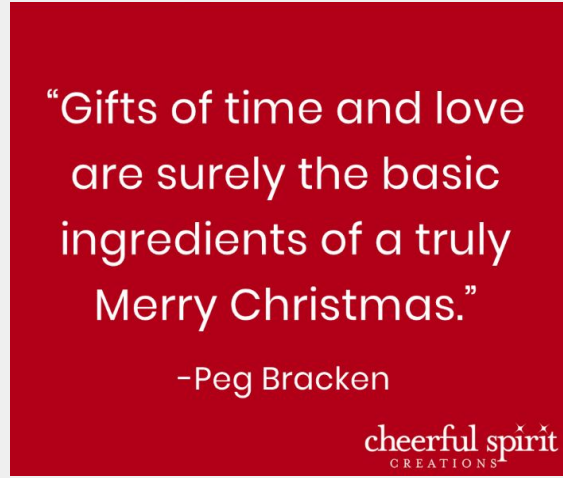
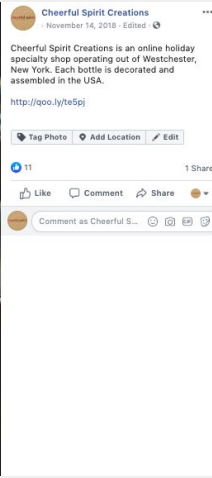
**WE PROVIDE A 100-YEAR
 LIMITED WARRANTY
 TRANSFERABLE WITH THE HOME
 ON EACH SHUTTER
 AND A 25-YEAR WARRANTY
 ON THE FINISH!**



**WE'RE CONTENT TO BUILD
 OUR REPUTATION
 ONE SATISFIED CUSTOMER
 AT A TIME.**

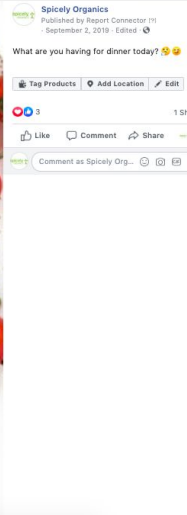
Shenandoah Shutters





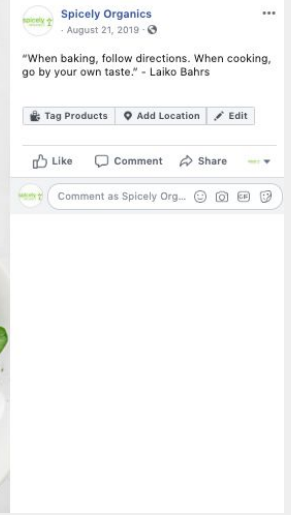
“One cannot think well, love well and sleep well if one has not dined well.”

- Virginia Woolf

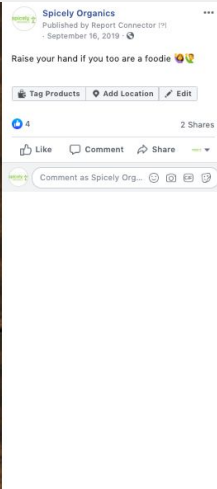


“When baking, follow directions. When cooking, go by your own taste.”

- Laiko Bahrs



- Julia Child



SPICELY ORGANICS CLUB SIZE IS NOW

Available at Walmart.com



Morgan Alexandra, REALTOR
 Yesterday at 08:24

On our team we value integrity, passion, and knowledge. That's why every team member takes continuing education courses provided by our stunning broker, to offer you the best service possible!



11 Likes · 6 Comments · 3 Shares

Like Comment Share

Most relevant ▾

Write a comment...


John Ardisonn I'm excited for next week's class! 4 Likes · Reply · 3 hr

↳ 4 Replies · 41 mins

View more comments

Morgan Alexandra, REALTOR
 Yesterday at 14:12

Biltmore Estate is a French Renaissance Revival-style mansion, it was built for George Washington Vanderbilt II between 1889 and 1895, and has 35 bedrooms, 45 bathrooms, and 65 fireplaces.



BILTMORE.COM

Visit the Biltmore Estate and enjoy a self-guided tour through this Historic property.

21 Likes · 25 Comments · 10 Shares

Like Comment Share

Most relevant ▾

Write a comment...

Danny Gaither I've been here! It was so awesome! 3 Likes · Reply · 1w

Morgan Alexandra, REALTOR
 Yesterday at 08:24

After 3 years of being recognized as an Honorable Mention for best Real Estate Team in the County, we have been awarded the TOP Real Estate Team for 2019! Thanks to everyone who voted for us!



23 Likes · 11 Comments · 8 Shares

Like Comment Share

Most relevant ▾

Write a comment...

Sara Wynne I can't like this enough, hahah 2 Likes · Reply · 1 hr

↳ 2 Replies · 12 mins

View more comments

NeuroBehavioral Associates
Published by Social Connector [?] · January 11 at 4:08 PM · 🌐

Children with ADHD often need a creative outlet, but art projects for kids can make a mess. No matter how messy things get, saying no to craft ideas is not the solution.



QOO.LY

She's Crafty: Teaching a Creative Kid with ADHD to Clean Up
The fact of the matter is that a creative ADHD mind needs an outlet...

NeuroBehavioral Associates
Published by Social Connector [?] · January 6 at 2:38 PM · 🌐

Routines are said to provide the all-important structure that children with ADHD need to thrive. But many of the kids are brimming with spontaneous imagination and creativity. Does too much structure stifle all that?



ADDITUEMAG.COM

Is Your Morning Routine Killing Your ADHD Child's Creativity?

WHAT IS DYSLEXIA?

Over half of the UK population has a very limited understanding of dyslexia and think it's just about getting letters back to front.

Dyslexia is about abilities being out of balance

While dyslexics may struggle with:

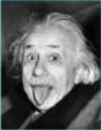
- Organisational Skill
- Planning and Prioritising
- Time Keeping
- Background Noise

They may be brilliant at:

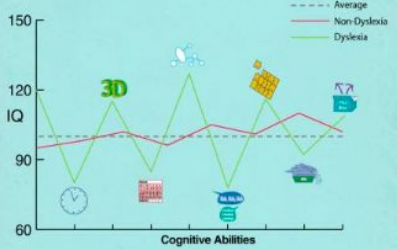
- Connecting Ideas
- Out of the Box Thinking
- 3D Thinking
- Seeing the Big Picture

It is estimated that **1 IN 10** people have dyslexia

Einstein was dyslexic
IQ = 160*
*estimated



But Dyslexia is NOT tied to IQ




People who demonstrate dyslexia tendencies can have HIGH or LOW IQ the key difference is the spikes on the profile

20% believe dyslexics would do better if they just worked HARDER

This is not True

Unlock your hidden genius by compensating for your weak points and learning to play to your strengths



ATC Medical
January 14, 2019 · 🌐

Shop the best selection of urological products such as catheters, leg bags, and accessories at ATC Medical.
<http://qoo.ly/uqyfn>



THE BEST SELECTION OF UROLOGICAL PRODUCTS & ACCESSORIES

ATC MEDICAL
AROUND THE CLOCK

ATC Medical
December 31, 2018 · 🌐

The innovative CS7™ has already become the industry standard for long-term care beds. With an Auto Contour feature that simultaneously raises both the head and the knees, residents stay comfortably in place while being better positioned for reading, watching TV or talking to family members.
Call us today for a **SPECIAL PRICE!**
<http://qoo.ly/uemik>

INVACARE CONTINUING CARE CARROLL CS7 BED

CALL US TODAY FOR A **SPECIAL PRICE!**



ATC MEDICAL
AROUND THE CLOCK

ATC Medical
January 9, 2019 · 🌐

We love getting feedback from our customers! Here's what Kathryn had to say about <http://qoo.ly/ukqm4>

"Very convenient to shop there for what I was looking for. Fast delivery also. Thank you!!!"

- Kathryn
Customer Review, 18 Dec 2018

ATC MEDICAL
AROUND THE CLOCK

Sequoia Products and Technology 44 followers 2w •  [+ Follow](#) 

Companies offer a variety of perks to support employees' physical wellbeing. The most popular one, according to our 2019 report, is providing ergonomic equipment.

#Workplace #CorporateWellness #Wellbeing #Perks



80% of companies are offering **ergonomic equipment** to support the physical health of their employees

 **SEQUOIA**

Sequoia Products and Technology 44 followers 2w •  [+ Follow](#) 

LAST 2 DAYS! Don't miss out on partaking in this year's Employee Experience Benchmark Survey. The final full report is only delivered to participants who complete the survey. Take the survey now: <https://qoo.ly/33my9t>



LAST 2 DAYS!

Don't miss out on Sequoia's 2020 Employee Experience Survey

Receive the most comprehensive benchmark in the business!

Sequoia Products and Technology 44 followers 3w •  [+ Follow](#) 

Employers who submit ACA reporting must distribute Forms 1095-B or 1095-C (as applicable) to employees by March 2, 2020. Learn more: [...see more](#)



COMPLIANCE UPDATE

Employer Deadline to Furnish Forms 1095-B/C to Employees Extended to March 2, 2020

 **SEQUOIA**

Sequoia Products and Technology 44 followers 2w •  [+ Follow](#) 

Only 3 more days to fill out the Employee Benchmark Survey! Don't miss your chance to get valuable data on how people-first companies invest in their employee experience and the opportunity to win fantastic prizes! [...see more](#)



2015-2016 Employee Experience Benchmarking Report



FIND YOUR CALM

“

Every moment is
a fresh beginning

T.S. ELIOT



a place for everything

AGILITY PLANNER

“

To be calm is the
highest achievement
of the self.

ZEN PROVERB



AGILITY PLANNER



sprint to success
WITH STRUCTURE +
CLARITY



4:32 PM 100%

morganalexandra

355 posts 2,048 followers 1,002 following

Follow

Morgan Alexandra
REALTOR

REALTOR® with 12 years of residential experience based in beautiful Howard County, MD. Contact me today for all of your real estate needs!
morganalexandrarealtor.com

2:12 PM 100%

Photo

morganalexandra

DID YOU KNOW THAT...?

Biltmore Estate is the largest privately owned house in the USA, at 178,926 sqft of floor space (135,280 sqft of living area).

48 likes

morganalexandra Biltmore Estate is the largest privately owned house in the USA, at 178,926 sqft of floor space (135,280 sqft of living area). It has 35 bedrooms, and 45 bathrooms! 😊

View all 12 comments

stephieflowers I went here last year! So pretty.

bonnie23gal I could fit so many dogs haha!

1 DAY AGO

morganalexandra

84 likes

morganalexandra This beautiful blue Cape Cod is the perfect place to create new memories. Whether on the beautiful front porch, or on the manicured backyard lawn, welcome home! 😊

View all 12 comments

14winterlily I can see us on that porch @aggie22

mason154 I love this neighborhood

2 DAYS AGO



Twitter

We get your brand into the global conversation with meaningful and trending hashtags, shortened links, and relevant RTs (re-tweets) to elevate your reach.



BabyDuck
@babyduckshampoo

#BabyDuck gently cleans your little one's hair and body without stripping away natural oils. Created by a mom of little ones with sensitive skin, we know the importance of skin care!



2:04 PM · Sep 11, 2019 · [Twitter Web App](#)

33 Retweets 97 Likes



BabyDuck
Shampoo



Following

BabyDuck

@babyduckshampoo

Joined October 2013

2,357 Following 18,334 Followers

Tweets

Tweets & replies

Media

Likes

📌 Pinned Tweet



BabyDuck @babyduckshampoo

Now through 10/2, #BabyDuck essentials are 50% off, both online & in store! <http://babyduckshampoo.com/products/>



28

112

243



Aerospike @aerospikedb · Jan 18

Developers: Understanding Aerospike Transactions. Learn how to implement transactional semantics in your applications using Aerospike from Neel Phadnis, Director, Developer Ecosystem ow.ly/iGbb50xXF5M #transationalsemantics #Developer #Aerospike #NoSQL



The image shows a presentation slide titled "Understanding Aerospike Transactions". The slide features the Aerospike logo in a red box at the bottom. The background of the slide shows a person's hands typing on a laptop in a modern office setting with multiple monitors displaying data and code.

🗨️ 📄 ↺️ ❤️ ↗️

Aerospike @aerospikedb · Jan 10

Learn how we outperform our competitors in our benchmarks. See our easily reproducible benchmarks methodology for your environment so you can be successful. ow.ly/fMn950xREhH #Aerospike #Cassandra #Redis #Couchbase #DynamoDB #Benchmarks



The image is a graphic with a blue and black color scheme. It features a glowing globe with network lines and data points. The word "AEROSPIKE" is written in white on a red background at the top left, and "BENCHMARKS" is written in white on a dark background in the center. A hand is visible at the bottom, interacting with the globe.

Aerospike @aerospikedb · Jan 4

Packing for @NRFBigShow? Add our speaking session to your calendar! Our CSO and Ken Bakunas from @Wayfair will be presenting: Merging the online and in-store experience on 1/13 from 4-4:30pm at the Stage 3, Expo, Level 1. Visit us at Booth #959 #NRF2020 ow.ly/vb9150xKcoD



The image shows a presentation slide for the NRF 2020 Vision event. It features the Wayfair logo in the top left and the Aerospike logo in a red box at the top right. The main image shows several cardboard boxes with shopping cart icons on them, resting on a laptop keyboard. The NRF 2020 Vision logo is in the bottom right corner.

Aerospike @aerospikedb · Jan 6

Zero downtime upgrades in Aerospike have been made easier. Aerospike was designed to be 'always on'. Our resilience features are proven in production deployments, with customers able to report 100% uptime over periods of up to 8 years. ow.ly/1Uov30q6XgZ #DataModeling #NoSQL



The image is a graphic with a blue and grey color scheme. It features a hand interacting with a digital interface showing various data points and numbers like "996.38", "1213.43", and "980.47". The text "YOUR DATABASE SHOULD ALWAYS" is written in large, bold, red letters on the left side.



VentureHealth @venture_health · Jan 19

UPMC is seeing success in a two-year-old remote patient monitoring program for new mothers with hypertension. qoo.ly/33xc83
#Telemedicine #Telehealth



UPMC Uses Telehealth to Help New Moms Dealing With Hypertensi...

Two years after launching a remote patient monitoring program for new mothers dealing with hypertension, UPMC is looking at lesson...
qoo.ly



VentureHealth @venture_health · Jan 18

Brain scans have revealed for the first time how people with schizophrenia have reduced levels of a key protein which helps brain cells to communicate. qoo.ly/33wwij #Healthcare #Medtech



New imaging method reveals lack of key brain protein in schizophr...

A team of UK researchers has, for the first time in living human brains, demonstrated how the cognitive dysfunction seen in ...
newatlas.com



VentureHealth @venture_health · Jan 17

Neuroimaging may become a key tool in the diagnosis of mental health disorders, including anxiety and depression. qoo.ly/33wen9 #Medtech #Innovation



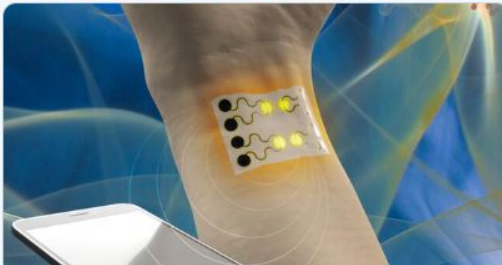
Brain imaging may improve diagnosis and treatment of mental heal...

Neuroimaging may become a key tool in the diagnosis of mental health disorders, including anxiety and depression.
neurosciencenews.com



VentureHealth @venture_health · Jan 18

A highly sensitive, wearable gas sensor for environmental and human health monitoring may soon become available for everybody, according to researchers at Penn State and Northeastern University. qoo.ly/33wt6n #Wearable #Technology



A wearable gas sensor for health and environmental monitoring

The sensor device is an improvement on existing wearable sensors because it uses a self-heating mechanism that enhances sensitivit...
qoo.ly



LinkedIn

LinkedIn is an ideal place to find employees, garnish your businesses reputation and engage with B2B opportunities. Here, we create content that will help you find and create relationships with other businesses that supports your own.

**Florida Pain Relief Centers**

417 followers

1d • 🌐

Florida Pain Relief Centers is excited to share our new e-book "The Ultimate Guide to Back Pain and a Road Map to Relief" with you! Here, you'll find helpful information about back pain — including causes, symptom ...see more

**Florida Pain Relief Centers**

417 followers

1mo • 🌐

The Marine Toys for Tots' mission is to collect and distribute toys to millions of less fortunate children during the holidays. Florida Pain Relief Centers is excited to contribute this year to such a great program to ensure that many kids as possible have a joyous holiday season.

**Florida Pain Relief Centers**

417 followers

3w • 🌐

Our warmest wishes for a happy holiday season and a wonderful New Year! ✨
From all of us at Florida Pain Relief Centers.

**Florida Pain Relief Centers**

417 followers

1mo • 🌐

Living with chronic pain shouldn't stop you from enjoying travel. Follow these helpful tips to make every trip pleasurable.



Chronic Pain Keeping You Cooped Up? Get Out & Explore with our Helpful Travel Tips

news.yourpainreliefcenters.com

Garcia-Zamor Intellectual Property Law, LLC

GARCIA-ZAMOR

36 followers

4d • 🌐

We offer a wide range of Intellectual Property (IP) services across the Baltimore-Washington Metropolitan area. Visit our website to find out more about our Copyright, Trademark and Patent services. [...see more](#)



Garcia Zamor | Intellectual Property Attorney for patents and trademarks serving Columbia, Maryland and clients worldwide

garcia-zamor.com

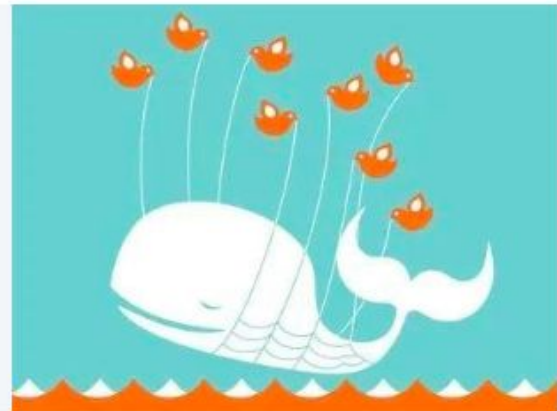
Garcia-Zamor Intellectual Property Law, LLC

GARCIA-ZAMOR

36 followers

1mo • 🌐

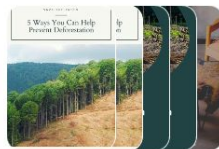
Twitter may be worth billions, but it still can't claim ownership over the word "tweet". The trademarks office rejected Twitter's application because of an earlier claim by a third-party developer. Twittad, a Twitter-based a [...see more](#)





Pinterest

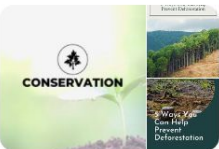
Pinterest is one of the most promising ways to promote your products, service, or brand. With an enormous and eagerly engaged audience, it just makes sense.



All Pins
181 Pins 4w



Golden Coast Burls
22 Pins 4w



Conservation
12 Pins 4w



Sustainable Living
12 Pins 14w



Golden Coast
8 Pins 16w



Coastal Inspiration
39 Pins 16w



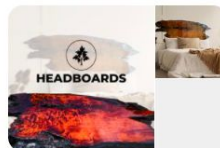
Beautiful Interiors
34 Pins 16w



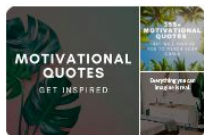
Woodworking
5 Pins 16w



Live Edge Tables
47 Pins 16w



Headboards
2 Pins 16w



Motivational...
1,274 Pins • 2 sections 34w



Delicious &...
208 Pins 16w



DIY Goals | Life Hacks
247 Pins 30w



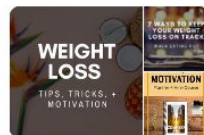
Laugh it Up | Funny
91 Pins 2y



Self Care & Mental...
410 Pins 34w



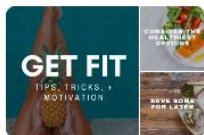
Partners | Affiliates &...
24 Pins 1y



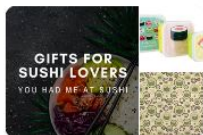
Weight Loss Tips,...
308 Pins • 2 sections 34w



Relationship Goals |...
183 Pins 1y



Get Fit Tips, Tricks &...
111 Pins 1 section 38w



Great Gifts for Sushi...
70 Pins 2y



Fun & Unique Gifts
666 Pins • 1 section 34w



Coffee Love
73 Pins 6w



Journaling...
43 Pins 2y



Organization Product...
362 Pins 29w



Business Goals |...
253 Pins 41w



Goal Affirmations
136 Pins 30w



Plan on Positivity
111 Pins 30w



Organization | Tips,...
247 Pins 35w



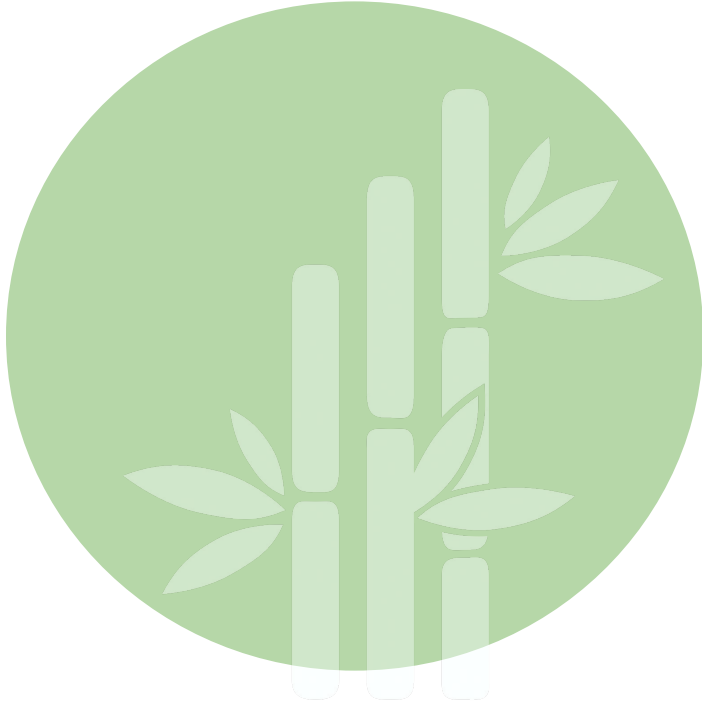
Kids & Family Fun
17 Pins 6w



Friendship Quotes
17 Pins 2y



Money Making & Savi...
66 Pins 1y



Social Media Growth

Numbers don't lie!

We not only keep your feeds rocking with beautiful, branded, and engaging content, but we also get some awesome, data-driven

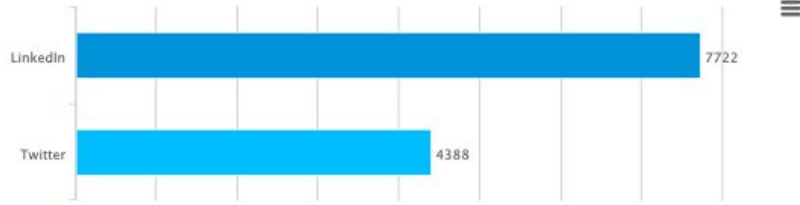
RESULTS.

HR Company

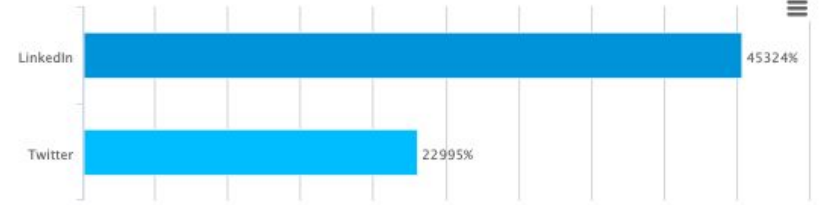
Organic Follower & Engagement Growth

Timeframe: 12 Months

Engagement Totals



Engagement Change



LinkedIn accounted for the most engagement growth, with 7722 new actions, and had the biggest change in engagement of 45323.53%.

Total Posts By Network



Posts Per Day By Network

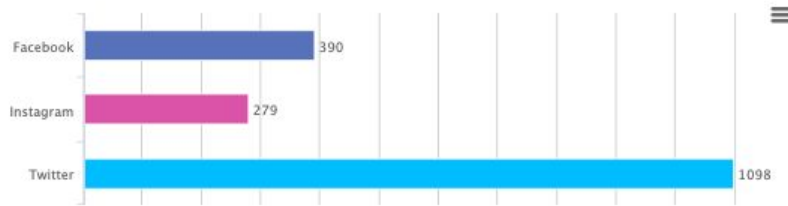


eCommerce & Retail Organic Product

Organic Follower & Engagement Growth

Timeframe: 12 Months

Audience Growth Totals



Audience Growth Rate



Engagement Totals



Engagement Change

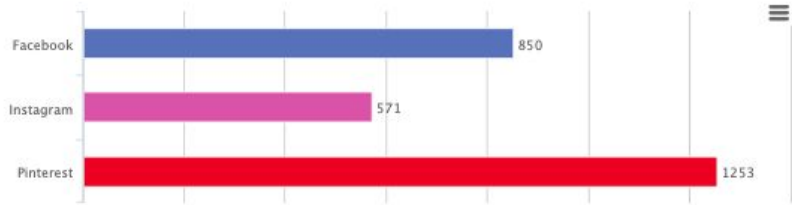


Blogger / Consultant

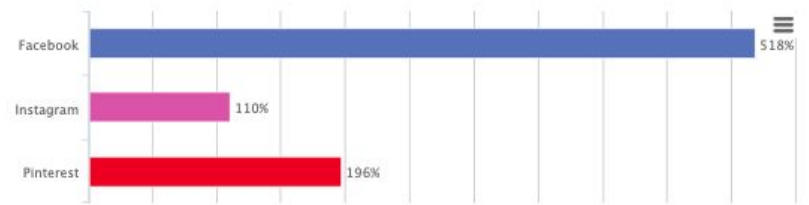
Organic Follower Growth & Engagement

Timeframe: 12 Months

Audience Growth Totals



Audience Growth Rate



Engagement Totals



Engagement Change

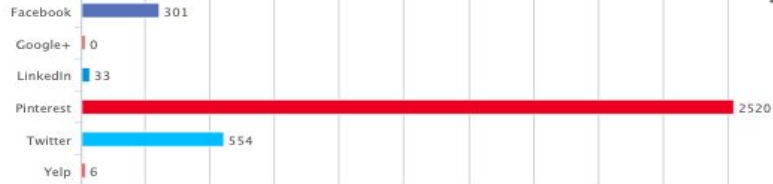


Brick & Mortar Products & Services Business

Organic Follower & Engagement Growth

Timeframe: 12 Months

Audience Growth Totals



Audience Growth Rate



Engagement Totals



Engagement Change



Wedding Gown Designer

Organic Follower Growth

Timeframe: 12 Months

Audience Growth Totals



Audience Growth Rate





Content Types

Post Types:

- **Curated posts** - interesting/engaging/educational industry-related content (non-competitive)
- **Branded posts** - custom graphics and branded images.
- **Company Generated Content** - Pics/videos of products/services.
- **Web Content** - Blogs & Promo content inspired from the website.
- **Etc.** - We continuously brainstorm and perform research of trending industry topics and hashtags to keep content on trend.

Social Media Execution Strategy

Social Media Goals:

We will work with you to identify goals and ensure that the social strategy is set up to meet these goals. Typical monthly goals include:

- Brand trust and awareness
- Brand Story Sharing
- Social Proof
- Word of Mouth Marketing
- Additional goals may be:

- Web traffic
- Promotion of specials, deals or discounts
- Email lead capture
- Event promotions and/or sign ups
- Etc.

Hashtag Research:

Each month we research to fully optimize all written and digitally posted content to ensure that it is trending with current social topics and conversations.

Social Media Execution Strategy

Social Content:

For all content, we utilize the 80/20 rule of social media marketing which ensures that 80% of all content is engaging and shareable (to grow followers and counter-balance the social networking algorithms that reduce views).

The other 20% of the content will be custom, branded promotional content and provide links directly to your website, products, services, specials, deals, discounts, etc.

ADD ON: Follower Growth

Follower Growth is achieved through both Ads and Manual User Engagement. Manual User Engagement includes: Following/Unfollowing target profiles (to keep follower ratio steady) Liking, Commenting and engaging in other ways to grow followers month over month.

Social Media Content Details

FACEBOOK

Content:

- Fun, engaging, shareable industry-related content (80%)
- Royalty-free images
- Shortened links
- Promotional posts with CTA's and links (20%)

When Appropriate:

- Re-posting appropriate posts from non-competitive sources
- Tagging non-competitive B2B and/or influencer pages
- Tracking ideal target audience through hashtags

ADD ON: Facebook Follower Growth Strategies:

- Ad Management for Likes to the Page Ads
- Boosted Posts for Engagement with new Audiences
- Manually inviting new audiences to like the page from boosted posts

Social Media Content Details, *continued*

INSTAGRAM

Content:

- Fun, engaging content
- Royalty-free images
- Trending hashtags

ADD ON: Instagram Follower Growth Strategies:

- Following ideal followers
- Unfollowing accounts that don't follow back (to keep follower ratio balanced)
- Tracking ideal target audience through hashtags
- Tracking and following ideal target audience through competitor's audiences and lists
- Favoriting ideal content

Social Media Content Details, *continued*

TWITTER

Content:

- Fun, engaging content
- Royalty-free images
- Shortened links
- Trending hashtags
- Promotional links
- Re-tweeting appropriate tweets from non-competitive sources

ADD ON: Twitter Follower Growth Strategies:

- Following ideal followers
- Unfollowing accounts that don't follow back (to keep follower ratio balanced)
- Tracking ideal target audience through hashtags
- Tracking and following ideal target audience through competitor's audiences and lists
- Favoriting and retweeting ideal content

Social Media Content Details, *continued*

LINKEDIN COMPANY PAGE:

LinkedIn Company Pages are ideal to show your expertise to potential B2B prospects. In this case, there may be other inspirational brands that we can partner with to run some co-branded advertising initiatives or campaigns together.

Content:

- Fun, engaging, sharable content
- Royalty-free images
- Trending Hashtags

LINKEDIN PERSONAL PROFILE:

Personal Profiles are ideal to help grow B2B relationships.

Content:

- Fun, engaging, sharable content
- Royalty-free images
- Trending Hashtags

Social Media Content Details, *continued*

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Facebook Ads

Facebook is still one of the best ways to find and be found by your ideal customers. Let us help create content that will get the conversation started about your brand on Facebook.

BAMBOO MARKETING SOLUTIONS

bamboomarketing.net

Facebook Ads

Ad Goals:

To increase sales and ROI

To create a new audience to drive traffic to the site and or products/services or landing pages

Helping to optimize landing pages

Retargeting those who visit the website

Optimizations:

We perform A/B split tests to find which are best received by the target audience. We optimize ads for the lowest CPC/CPM, depending on the ad design. We help design landing pages to best coordinate with the ads and lead to the highest conversions.

Budget:

Budgets for specific ads to be discussed.

Facebook Ad Management Fees:

Ad Budget:	Monthly Management Fee:
\$1,000 - 2,999	\$800/mo.
\$3,000 - 6,000	\$900/mo.
\$6,000-\$10,000	\$1,000/mo.

Facebook Ads

Monthly Deliverables:

Consultations:

We will consult and brainstorm with you to come up with the ideal ads to create and audiences to target.

Research:

We will research competitors in this space and utilize best practices from our own experiences.

Creative Development & Optimization: We will create graphics, write the copy and write the copy and create strategic split tests.

Monitoring:

We continuously monitor ads and make changes to the targeting based upon the data collected.

Reporting:

We'll provide regular updates and reports on the ads and work together to continue to optimize based on the returns



Thank you!

We look forward to working with you!

BAMBOO MARKETING