



NT MEDIA

SOCIAL MEDIA MANAGEMENT & BRANDING

SPECIALISING IN: INSTAGRAM, TWITTER & YOUTUBE

PRESENTED BY NISSY TEE



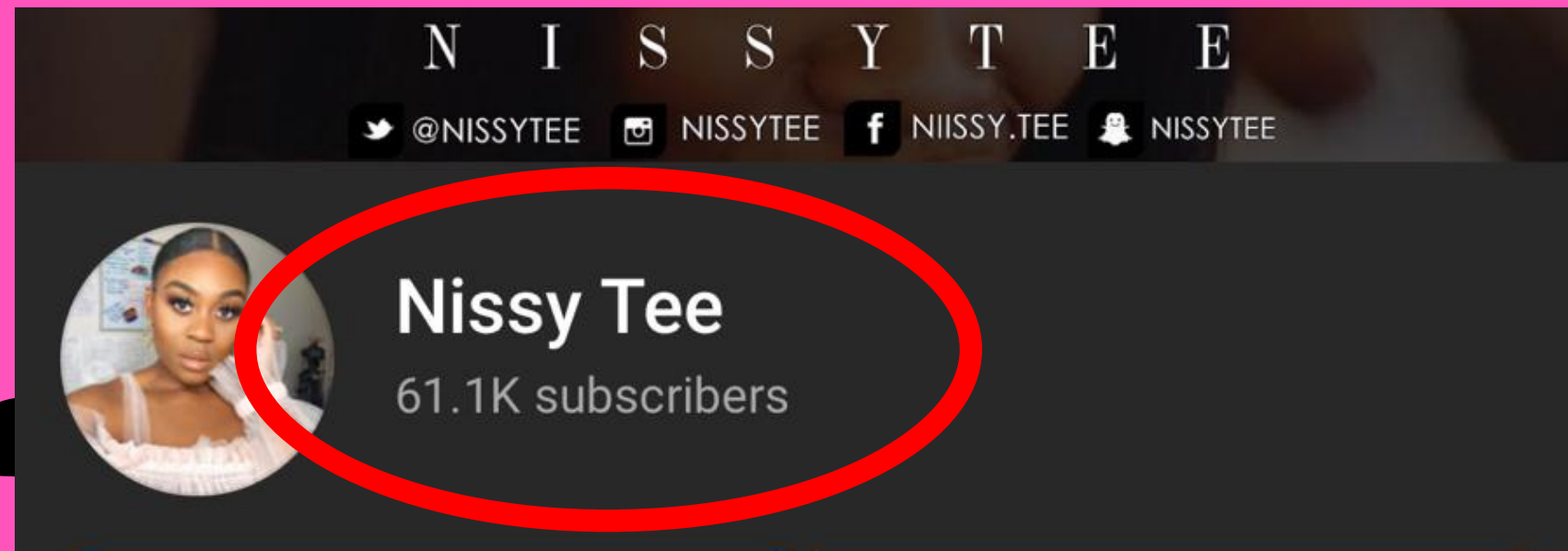


YOUR BRAND, OUR PRIORITY

You know that social media is important to your business but why does it have to cause you stress? Don't worry, we're here to make social media easy.

Relax & let us do the work!





PEOPLE DO.
BUT NUMBERS **DON'T LIE**



WHETHER WE LIKE IT OR NOT SOCIAL MEDIA PLAYS A VITAL ROLE TO OUR DAY TO DAY LIVES, AND NOW IT PLAYS A VITAL ROLE TO THE SUCCESS OF OUR BUSINESSES TOO!

YOU ARE QUITE LITERALLY LIMITING YOUR GROWTH POTENTIAL IF YOU CHOOSE TO IGNORE SOCIAL MEDIA OR DON'T TAKE THE TIME TO UTILISE IT EFFECTIVELY.

I USED TO THINK THAT BEING SUCCESSFUL ON SOCIAL MEDIA WAS RANDOM OR THAT SOME JUST GOT LUCKY, BUT OVER THE PAST 4 YEARS THAT I HAVE BEEN BUILDING MY PERSONAL BRAND, I HAVE ALSO BEEN DOING EXTENSIVE RESEARCH INTO THE WORLD OF SOCIAL MEDIA & DEVELOPED A FORMULA THAT RESULTS IN GREATER **BRAND AWARENESS AND ORGANIC GROWTH.**

A FORMULA THAT IF PROPERLY IMPLEMENTED CAN CHANGE THE ENTIRE TRAJECTORY OF YOUR BUSINESS/ BRAND.

MY **UNIQUE ADVANTAGE IS THAT I HAVE EXPERIENCE BEING ON BOTH SIDES: I AM NOT JUST TELLING YOU THAT THIS WORKS, I CAN ACTUALLY SHOW YOU THAT IT HAS WORKED FOR ME. I HAVE **BUILT A PERSONAL BRAND FROM SCRATCH** AND I AM CURRENTLY A SOCIAL MEDIA INFLUENCER WITH **OVER 140,000 FOLLOWERS ACROSS SOCIAL MEDIA PLATFORMS!****

SO IF YOU'RE READY TO BUILD YOUR SOCIAL MEDIA FOLLOWING, BOOST YOUR PRESENCE ONLINE & GENERATE LEADS... MY TEAM & I ARE READY TO HELP.

PRESENTATION OVERVIEW

- Why Bother?
- Initial Questionnaire
- Full Audit
- The Strategy
- Account Set-Up
- Content Creation
- Account Management
- The Numbers: Analytics
- Guaranteed Results
- Contact Us

WHY BOTHER?

More than 3 billion users have active social media accounts

On average people have at least 7 social media accounts

On average people spend around 2hrs a day on social media

There are:

Approx. 2.3 BILLION Facebook users, 1 BILLION Instagram users, 1.9 BILLION YouTube users

Social media platforms like Instagram are especially popular among 18- 24 yrs



ALL OF YOUR FAVOURITE BRANDS ARE USING SOCIAL MEDIA MARKETING TO BOOST SALES... WHAT ARE YOU WAITING FOR?

The world as we know it is changing! The number of people that watch television is rapidly declining, magazines are closing down and word of mouth just doesn't cut it anymore! Social Media is a CHEAPER yet more effective way to boost your business & we're here to help you utilise it!



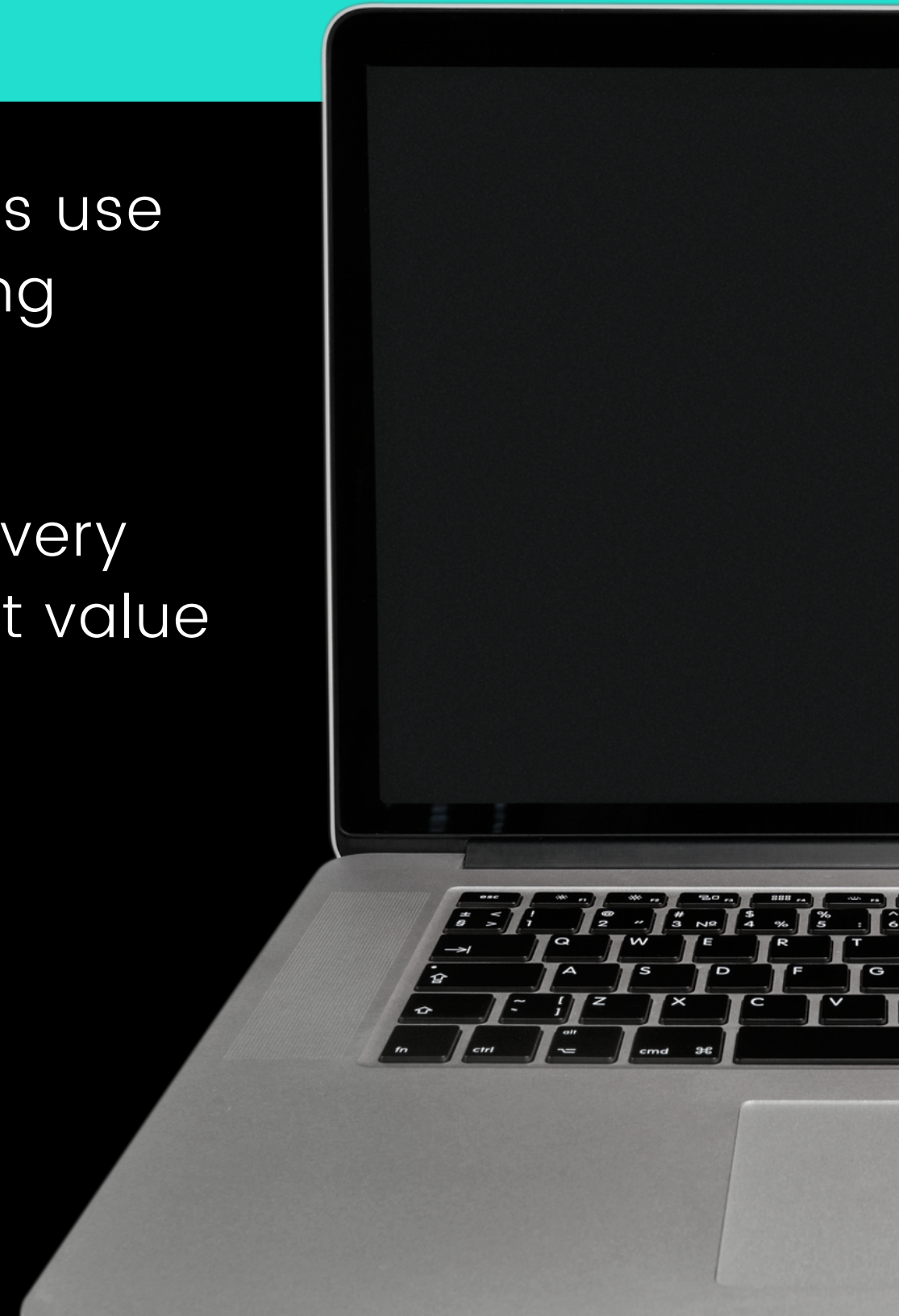
HOW THIS APPLIES TO YOU...

The internet has now become the most common tool that consumers use to find information on products and services that they are considering buying.

However, we understand that Marketing costs can add up, and not every business can afford to splurge on huge campaigns... But you can get value for your pound with social media marketing/ advertising.

If done properly you can:

- Improve the way your business reaches your target customers
- Create a distinctive voice (or what we call your Digital DNA) that represents your brand across the globe
- Generate real leads and propel your monthly revenue by over 40%





**How do I build my
platform online &
generate REAL leads?**

**HOW CAN OUR
SERVICES HELP
YOUR BUSINESS?**



Consulting

Whether you just need some help coming up with new ideas for your re-brand or you're wondering how often you should be posting on Instagram, we're here to ensure that you get it right! Social media can feel like a whole other world, a world that we understand, and a world we want to make accessible to everyone!

Innovative Content Strategy

Sometimes all you need in order to boost the impact you can make on social media is some new, FRESH content! Don't have the time to think about this? Well don't worry... you can kick back and relax as we come up with new ways you can bring the 'WOW' back to your business!

Social Media Management

We know that running a business is already incredibly time consuming, let alone having to worry about managing social media accounts too! That's why we're here! You stay focused on the logistics of your business while we post, like, share, engage and get your follower count up!

In-House Content Creation

Perhaps you've got the management of your social media accounts covered but you just need content! Well with our in-house videographers and photographers we've got everything you need to create amazing content without the hassle of outsourcing!

WHAT WE OFFER

BRANDING IT BETTER

You may run a business, you may be a coach or you may be a public speaker, whatever your profession we know that having a strong online presence is helpful in so many ways.

Your social media platforms are a reflection of who you are and/or your business, and we want to make sure that it says all the right things!

So when we say: branding it better, we mean it! NT Media is ready to get your brand to where it needs to be so that you can get more clients coming through your doors.





OUR WORK



GRAPHIC DESIGN/ BRAND IDENTITY

We are proud to say that we work with the best graphic designers in the business in order to provide you with everything your brand could possibly need including:

Brand & Identity Development
Brand Strategy
Brand Guidelines
Advertising and Branded Campaigns
Book Cover Design
Visual Merchandise
Graphic & Visual Design
Illustration
Motion Design
Art Direction
App UX & UI Development



PHOTOGRAPHY

We get flooded with images daily, so why do you only have 3 on your Instagram page?

We know that taking out the time to either take a whole bunch of pictures or even to hire someone to do it for you can be really stressful... so we make it nice and simple!

With just one click you can book a professional photographer to capture moments worthy to be shared on social media.

So whether you're a beauty blogger and need new pictures for your blog or the founder of a fitness brand and have an event coming up that you want to capture, we just made getting regular content a whole lot easier!



VIDEOGRAPHY

Video content is king at the moment across all social media platforms, hence the sudden popularity of platforms like 'tik tok' and 'triller'.

Video content is an easy way to get better connected with your audience, reveal products and services that might otherwise be dismissed and keeps your brand relevant.

So whether you run a salon and need hair focused video content, have a podcast and need videos to upload on YouTube or you run a design and build company and need content to show the process, our in-house videographers can create the absolute best content that can be used for your website, blog or purely for social media without all the hassle of trying to out-source!



BRAND CONSULTING

We also work closely with people who run both personal brands and businesses selling products and/or services, on a consultation basis.

This consists of advising on things such as: colour schemes, layout concepts, post frequency, tone of voice, layout, influencer campaigns and even providing ideas on the type of content to produce.

One of these is International Keynote Speaker and author Hayley Mulenda. Since our consultation last year Hayley's following has doubled and she now has over 10,000 followers, and her engagement has increased to 9.9% which is above average.

Another client is Kubi Springer, who is an International Author and Branding Expert and has worked with Nike and Facebook. We are working with her on content strategy and we were able to advise on: content ideas for Instagram, Youtube, when to post and layout concepts. We also an official sponsor for Kubi's online Youtube show which is being aired in America.

The collage features two Instagram profiles for Hayley Mulenda. The left profile shows 284 posts, 5,789 followers, and 995 following. The right profile shows 349 posts, 10.4 k followers, and 999 following. Both profiles list her as a Public Figure, International Keynote Speaker, and Author. Below the profiles is a red vertical bar with the word 'LOOKBOOK' written vertically. To the right of the bar is a section titled 'LOOKBOOK' with a list of content integration points: 'To be integrated into Vlogs (On The Go)' and 'Showing behind the scenes while recording Boss Squad TV'. Below this is a section titled 'EXAMPLES OF LOOK-BOOK STYLE VIDEOS' with four video thumbnails. The thumbnails are titled 'WHAT I WORE THIS WEEK | CASUAL OUTFITS', 'FALL LOOKBOOK 2018', 'WINTER LOOKBOOK 2016 - 2017 | Shay Mitchell', and '10 WINTER OUTFITS'.

Hayley Mulenda
Public Figure
BE THE CHANGE YOU WANT TO SEE
International Keynote Speaker
Author
Change-Agent
#ThisIsNewham
Matt 5:16
www.hayleymulenda.com
Followed by calledoutmusic, socialrichy and 183 others

284 Posts 5,789 Followers 995 Following

Following Message Email

MASTERCL... SPEAKER TESTIMONY WISDOM LIFE

Hayley Mulenda
Public Figure
BE THE CHANGE YOU WANT TO SEE
REAL MODEL
International Keynote Speaker
Author... more
linktr.ee/hayleymulenda

349 Posts 10.4 k Followers 999 Following

Following Message Email

WISDOM

LOOKBOOK

Kubi mentioned that one of her main interests is fashion, so an area that we believe should be integrated into her content:

- To be integrated into Vlogs (On The Go)
- Showing behind the scenes while recording Boss Squad TV

EXAMPLES OF LOOK-BOOK STYLE VIDEOS

WHAT I WORE THIS WEEK | CASUAL OUTFITS

WHAT I WORE THIS WEEK

Winter Lookbook 2016 - 2017 | Shay Mitchell

WINTER LOOKBOOK

FALL LOOKBOOK 2018

THE LINEUP

10 WINTER OUTFITS

SOCIAL MEDIA MANAGEMENT

As a social media management and branding agency we are committed to making social media as easy as possible by helping clients reduce the time they spend on managing their social media platform.

This means that we are able to commit our trusted team of social media specialists to manage your page daily. This can be in the form of posting on your social media pages (including all copywriting), interaction i.e. liking and commenting, or even responding to queries that may come in the form of DM's and messages; leaving you, the client with more time to focus on logistics and other parts of your business.

One of the clients we worked with was Spoke. Spoke is a digital platform that is introducing a new alternative way to practicing mediation. We worked with Spoke for 3 months on content strategy and the full social media management package. Within 3 months we increased their following from 300 to 800 followers.





**What could you
possibly offer my
business that we don't
already have?**

**HOW DOES IT ALL
WORK?**



OUR FORMULA

Some people say that being successful on social media is a fluke or that you can NEVER guarantee real leads that can help to boost your business.
What if we told you that's false!

Social Media just like most things in this world, Follows a pattern.

And so here at NT Media we have created a formula which if used properly can help propel your business further than it has ever gone before. Our formula is simple and the best part is: that it works! Let us prove it!



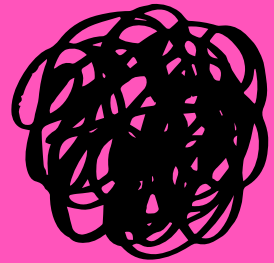
IT'S ALL VERY SIMPLE...



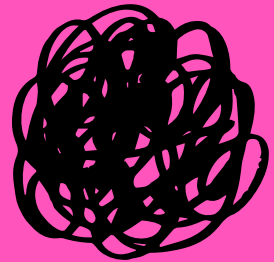
DISCOVER YOUR DIGITAL DNA



DEVELOP A STRONG BRAND STRATEGY



CREATE AMAZING CONTENT



STAY CONSISTENT



Think of Social Media like a traditional Sales Funnel...

In sales we use this funnel to remind ourselves that in order to sell you must first take the person on a journey.

The same can be applied to your social media platforms and this is what we base our formula on.





**Great now we've got
the formula but how
do we implement it?**

**HOW DO WE
APPLY THIS?**



I. QUESTIONNAIRE

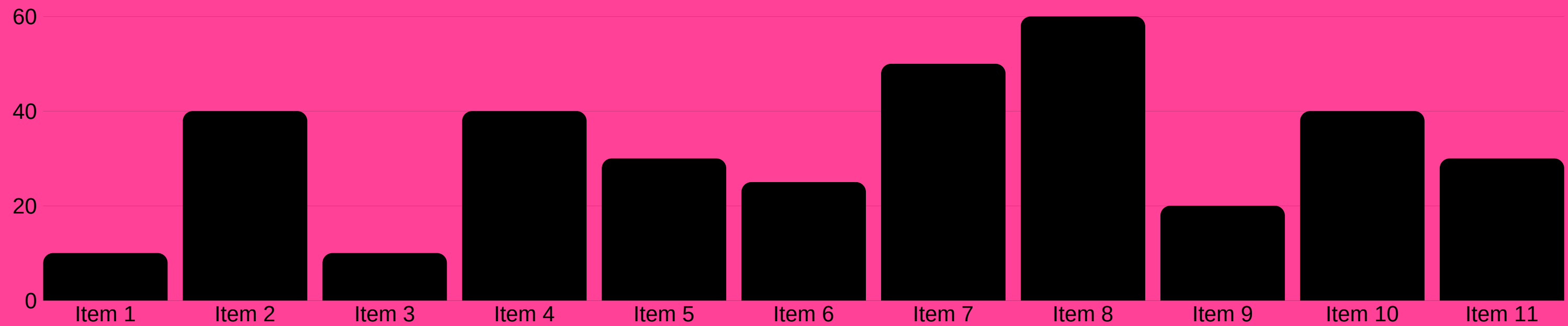
LET'S GET TO KNOW YOU FIRST...

In order for us to get to know you better we send over a short questionnaire that gives us a better indication of what you need and how we can deliver it.

Think of it like a first date.

- The typeform is short and easy to complete
- It asks questions about your current profiles & helps us understand your vision better
- It's also an easy way to collect links to all existing social media profiles (Twitter, Instagram, Snapchat and LinkedIn, Facebook, YouTube)

II. FULL AUDIT



Once we've gone through the questionnaire it's time to get you under that microscope...

Our aim is not to criticise what you may or may not already have in place but it's important that we take a close look at your brand in relation to the industry you're in.

Some of the things we're looking out for:

- How often you post & the quality of your posts
- Is there a clear message?
- Branding: colours, tones, themes?
- Key influencers in your market
- What are your competitors doing on social media?

Once the questionnaire is complete we take everything we've learnt about your business according to your social media presence (if you are not already on social media we look at your website and any alternatives available) and turn it into a full report.

III. Strategy

Now that we have identified your strengths and the areas of concern it's time to create a clear road map to help you move forward.

Indeed, we recognise that every brand and every business is completely different, hence why we create a strategy specifically tailored to suit your business needs.

For you perhaps we need to focus on creating a strong campaign online that galvanises people to getting behind your message, or perhaps we need to focus on influencer marketing and pairing you up with big names in your industry in order to legitimise your product.

Whatever it is that works for your brand... that's what we focus on!



IIIIV. ACCOUNT SET UP

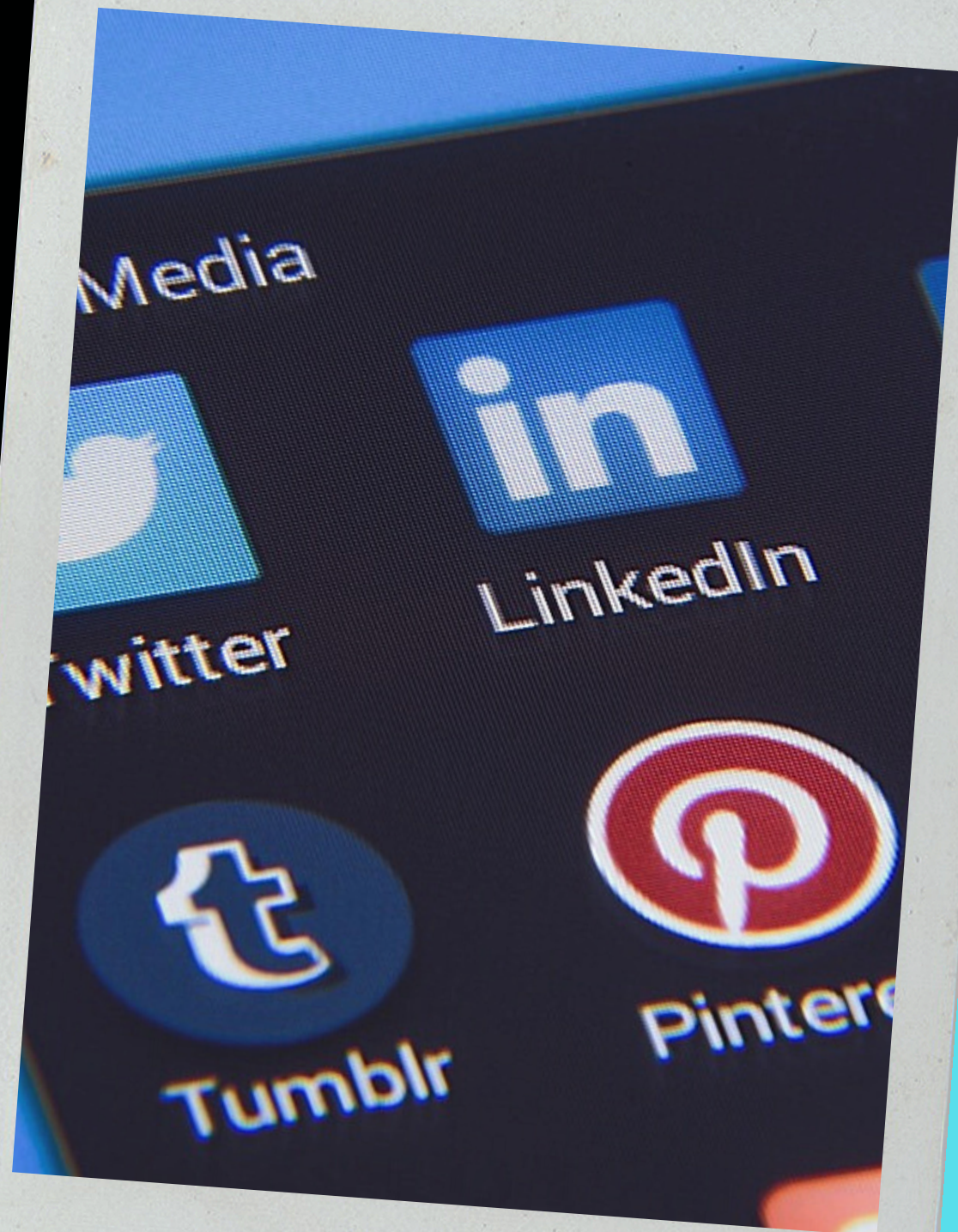
Time to get the ball rolling...

If you're starting from scratch and have no social media platforms at all, don't worry. We'd start by setting up the appropriate social media accounts for you.


If however, you already have a profile we may need to clear your page and start afresh.

We may even find that your brand/business may not require certain platforms so again we would focus on what works best for you.

Then we get to the fun part...



V. CONTENT CREATION



We work over the course of about 4 weeks to create a bank of pictures, images, videos, gifs, Instagram stories etc. That can all be used on your page over time.

The aim is to create a bank of images/ content that works within your budget and gives your social media platforms a clean cut and professional feel.

It's also a way to ensure that we stay consistent with content.

What we've found is that most business owners are not necessarily concerned about how and when to post; but rather WHAT to post!

Well we're here to say bye bye stress and hello peace of mind! We work alongside you to create the most creative & innovative content that best represents your brand.



MORE.

VI. ACCOUNT MANAGEMENT

We know that sometimes there just aren't enough hours in the day! Between meetings, business development and book keeping you already have enough to think about let alone thinking about what you want to post on your Instagram stories at 6pm on Monday...

But why worry when you have us? If you choose to go with this service it means that we will: schedule and deliver posts, optimise your posts, retweet, share, like other peoples content, engage with people online, customer service (we will determine your most frequently asked questions and the appropriate answers) and much more! We've got you covered so YOU don't have to worry about it!

Paid advertising is highly recommended but dependent on your budget.



Instagram



YouTube



Twitter



TikTok

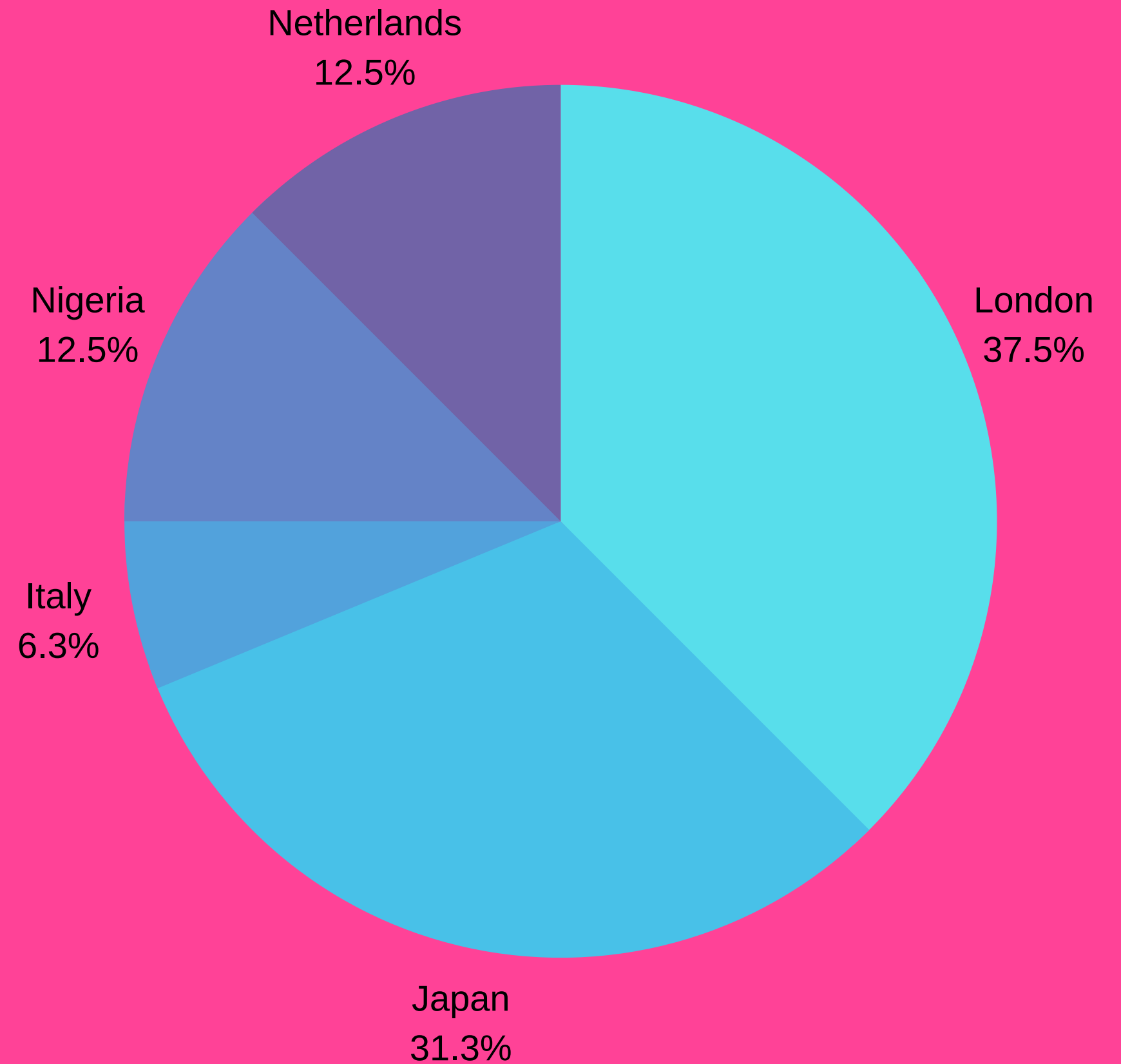
IX. REPORTS & ANALYTICS

If you do choose the option of us managing your social media pages, at the end of every month we create a report so that you are able to keep up with the progress being made.

We find that providing reports is the best way to ensure transparency throughout the process and so that you are able to measure your success.

We use programmes that help pull together analytics/ statistics from across your social media platforms and highlight the impact of your investments into social media.

This is also dependent on your budget and the length of the contract.



VIII. GUARANTEE RESULTS

Let's Set Goals

You may be a little hesitant & think HOW can this all work but it's possible. Let's just set those goals...

See your numbers & sales rise

And of course the best thing about social media is that it is measurable! So sit back relax and WATCH as your numbers go up!

Apply the right strategy (the formula)

with the right strategy in place you can create a powerful and impactful brand...

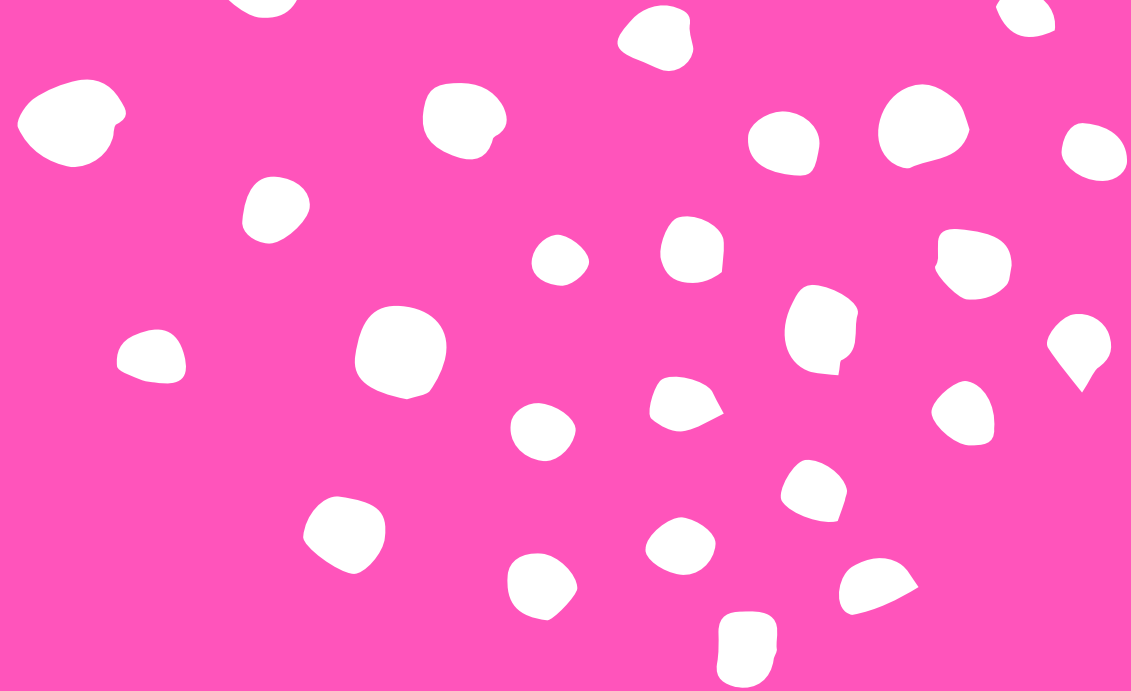


CLOSING REMARKS

**“SOCIAL MEDIA IS ABOUT THE
PEOPLE! NOT ABOUT YOUR
BUSINESS. PROVIDE FOR THE PEOPLE
AND THE PEOPLE WILL PROVIDE FOR
YOU.”**

MATT GOULART





**THANK YOU FOR YOUR TIME
& WE LOOK FORWARD TO
WORKING WITH YOU!**

