

||| BARCODE CREATIVE |||

EST. 1988

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ONLINE REPUTATION MANAGEMENT

# ABOUT US

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***“We are an experienced & vibrant agency offering...”***

- Advertising:
  - In-Mall Digital Advertising: Largest Network In The Kingdom Of Swaziland.
  - Traditional Advertising: Outdoor, Print, Etc
- Brand Communications:
  - Multimedia & Graphic Design: Corporate Branding, Billboards, Print & Motion Picture Adverts, Etc
  - Online Reputation Management: Websites, Social Media & Online Marketing, Etc
  - Brand Communications Solutions: Brand Communications Strategies & Tactics.
  - Digital Media Solutions: Digital Signage, Interactive Media Solutions.
- Creativity:
  - Collaboration, Sponsorships & Contributing To Creative Industry Development.

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# DIGITAL MEDIA SOLUTIONS

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## Online Reputation Management - ORM

- ORM is the process of controlling what shows up when people search for you or your business online & the perceptions therein.
- In today's #DigitalEra your online image can make or break your business.
- Key ORM Focus Areas & Tools:
  - Search Engine Reputation Management – “Googling you or your business”
  - Website presence & appearance.
  - Online marketing tactics & strategies.
  - Social Media Marketing – Engagement!
- What are the benefits of good ORM?
  - Valuable asset in shaping stakeholder opinions.
  - Brilliant tool for stakeholder engagement, brand marketing & corporate communications
  - Builds brand presence & equity.

# Search

Search engine

# reputation



Web Images Videos

38,000,000 found result

Did you mean : reputation

<http://searching=info.7680742952.html>

Synonyms for the word **reputation** with free online antonyms , thesaurus , and definitions. We provide services and products in the area for enquiries please contact...

[Contact us](#) - [Ranking](#) - [other stories](#)

ing Results for reputation

</searchengine=info.7680742952.html>

search of the word **reputation** have resulted in about 38,000,000 results in 0.52 seconds. The word is ....

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# SOCIAL MEDIA MARKETING

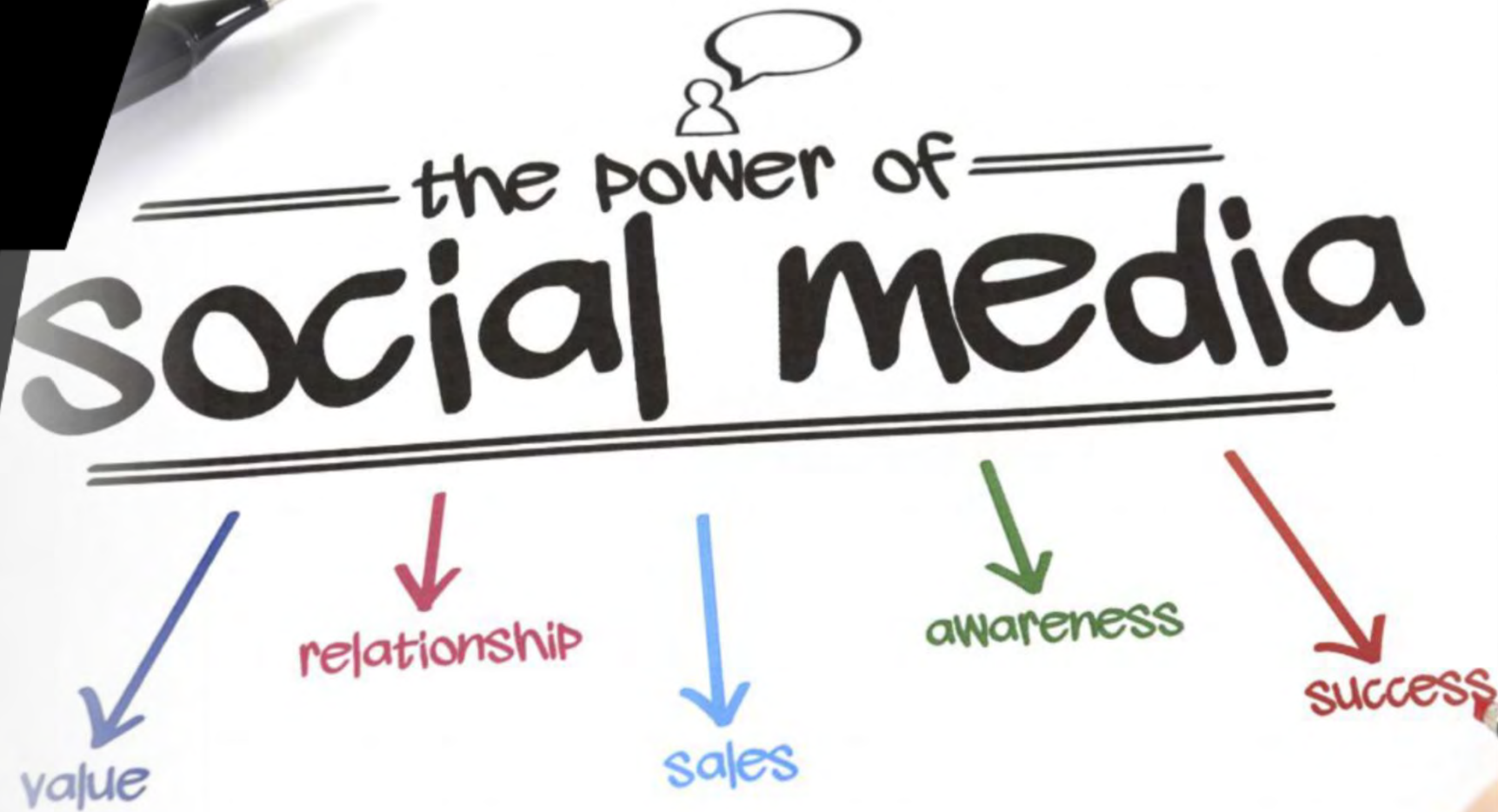
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**“Social media is here. It is not going away; not a passing fad. Be where your customers are in social media”**

Lori Ruff (Top 50 Social Media Influencer - [www.linkedin.com/in/loriruff](http://www.linkedin.com/in/loriruff))

## About Social Media Marketing.

- Presents one of the greatest opportunities to manage ORM.
- Generates valuable business opportunities.
  - Sell product & services.
  - Obtain customer feedback.
  - Grow business networks.
  - Build awareness & brand presence.



# MAKING THE MOST OF SOCIAL MEDIA

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*Which social media services are best for you and your business?*

- Social Media Marketing solutions offered?
  - Facebook Account Management.
  - Twitter, Instagram, LinkedIn, Youtube and other social media platform account management services.
  - Social Media Advertising.
  - Social Media Marketing Strategies.
- The primary social media marketing platform of choice is Facebook!.



In Social Media **content** leads to **conversations**, conversations lead to relationships and **relationships** lead to **ROI**

Roberto Caruso - CEO Bundle Post

# FACEBOOK MARKETING®

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## Why Facebook Marketing?

- Facebook is the world's largest social media platform with over 1.5 billion users & a dominant "sweet spot" age group for businesses of 25 – 35.
- Facebook provides the most dynamic ORM opportunities.
- Brilliant platform to springboard ORM activities.
- Easily links to other online platforms and offline brand communications actions.
  - Cross-Platform Marketing.
  - Report on offline business news.
  - Productive business, marketing & CRM tool – when used appropriately.
- How Facebook fares in Swaziland?
  - Approx. 63 700 Facebook users in 2012
  - +150 000 Facebook users by 2016
  - Many small & large companies adopting Facebook & Social Media Marketing as standard marketing tools



# FACEBOOK MARKETING®

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## Facebook Marketing Solutions On Offer?

- Facebook Account Management.
  - Account Set-Up, Optimization & Monitoring.
  - Audience Engagement Management.
  - Content Design & Management.
  - Page & Post Advertising & Promotion.
  - Turnkey & Tailored Solutions Available.
- Facebook Advertising Management?
  - Page & Post Advertising & Promotion.
  - Content Design & Management.
- Facebook Marketing Strategies.
  - Account Optimization.
  - Content, Audience Engagement & Promotion Strategies.

# FACEBOOK MARKETING

With over 1.5 billion users, Facebook is the biggest social network in the world, meaning there is a massive opportunity to get your brand's message in front of your target audience through Facebook advertising.




# FACEBOOK MARKETING®

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## Facebook Account Management Packages

- Basic Package.
  - CRM: Client Meetings & Admin.
  - Content Design & Management.
  - Audience Engagement Management.
- Standard, Intermediate & Premium Packages
  - CRM: Client Meetings & Admin.
  - Content Design & Management.
  - Audience Engagement Management.
  - Page & Post Advertising & Promotion.
- Tailored.
  - Custom Designed Packages – P.O.A
- All Packages Subject To A Min 3 Month Contract.

A magnifying glass is positioned over a computer monitor. The monitor displays the Facebook for Business logo, which consists of the word "facebook" in its signature font followed by "for business" in a white sans-serif font on a dark blue background. Below the logo, there is a white navigation bar with a mouse cursor pointing at it and a blue envelope icon. The background of the image is a blurred blue and white, suggesting a digital or office environment.

facebook for business



Whose Business Ma

# FACEBOOK MARKETING<sup>®</sup>

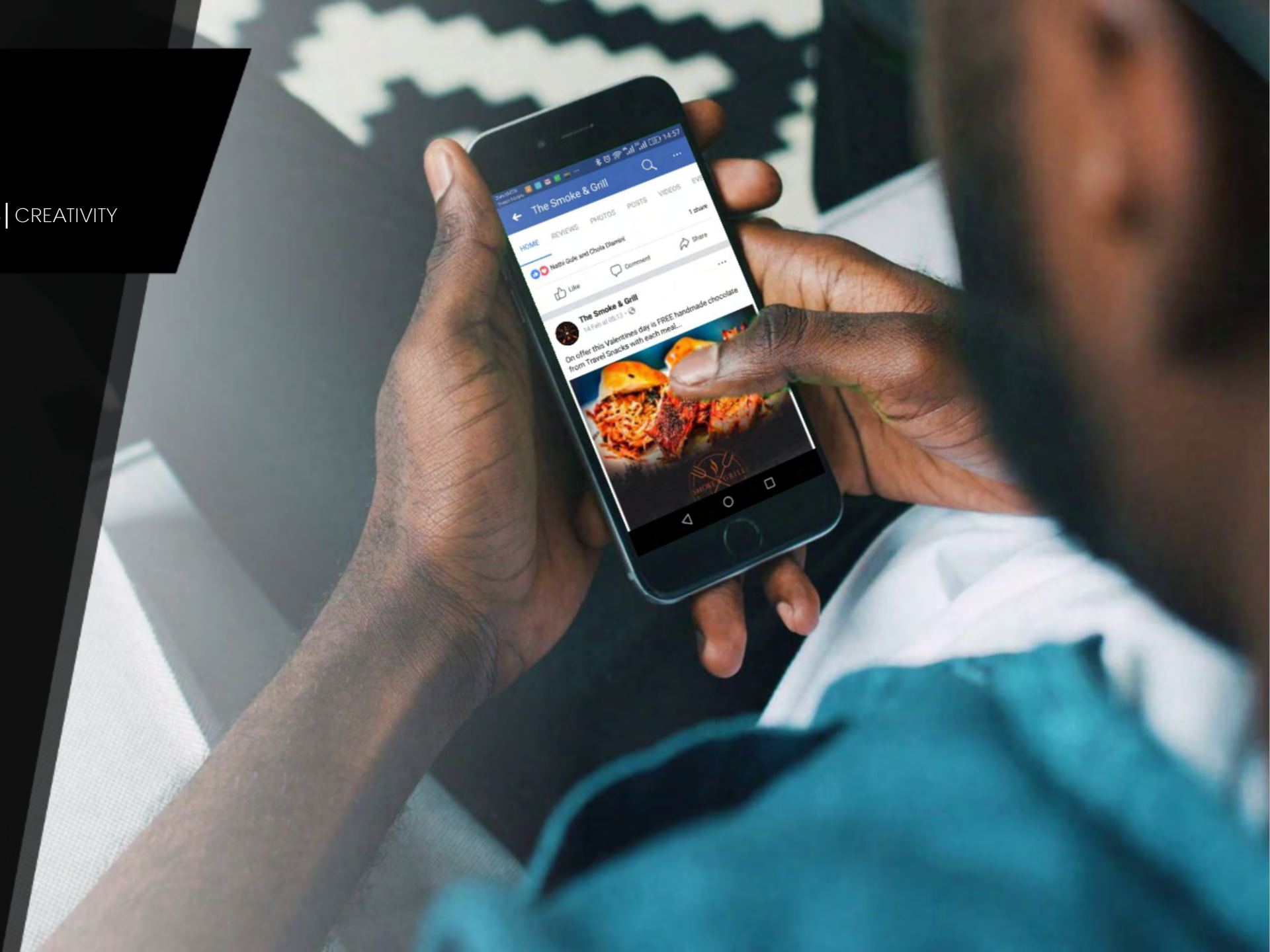
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## Facebook Account Management Basic Package – E2200.00/month

- CRM: E450
  - Client Meetings (Max 4 per month).
  - Administration, Communications & Reports.
- Content Design & Management: E1000
  - 4 posts per month.
  - 4 post designs – still image graphics.
  - 1 Cover Page Image.
- Audience Engagement: E750
  - Generating likes, responding to comments, etc.

### \* OPTIMIZATION: ONCE-OFF FEE

- E1650 – New Accounts.
- E825 – Existing Accounts.



# FACEBOOK MARKETING®

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## Facebook Account Management Standard Package – E4490.00/month

- CRM: E450
  - Client Meetings (Max 4 per month).
  - Administration, Communications & Reports.
- Content Design & Management: E1250
  - 8 posts per month.
  - 4 post designs – still image graphics.
  - 2 Cover Page Images.
- Page & Post Promotion: E2040
  - Page Promotion: 10 – 50 Likes/Day x 28 Days.
  - Post Boost: 2 Day Boost Per Post
- Audience Engagement: E750
  - Generating likes, responding to comments, etc.

### \* OPTIMIZATION: ONCE-OFF FEE

- E1650 – New Accounts.
- E825 – Existing Accounts.



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## Facebook Account Management Intermediate Package – E8760.00/month

- CRM: E650
  - Client Meetings (Max 4 per month).
  - Administration, Communications & Reports.
- Content Design & Management: E3000
  - 12 posts per month.
  - 8 post designs – still image graphics.
  - 2 Cover Page Images.
- Page & Post Promotion: E4160
  - Page Promotion: 20 – 75 Likes/Day x 28 Days.
  - Post Boost: 2 Day Boost Per Post.
- Audience Engagement: E950
  - Generating likes, responding to comments, etc.

### \* OPTIMIZATION: ONCE-OFF FEE

- E2250 – New Accounts.
- E1125 – Existing Accounts.



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## Facebook Account Management Premium Package – E13 940/month

- CRM: E650
  - Client Meetings (Max 4 per month).
  - Administration, Communications & Reports.
- Content Design & Management: E4000
  - 16 posts per month.
  - 12 post designs – still image graphics.
  - 2 Cover Page Images.
- Page & Post Promotion: E8040
  - Page Promotion: 30 – 150 Likes/Day x 28 Days.
  - Post Boost: 2 Day Boost Per Post.
- Audience Engagement: E1250
  - Generating likes, responding to comments, etc.

### \* OPTIMIZATION: ONCE-OFF FEE

- E2250 – New Accounts.
- E1125 – Existing Accounts.



# FACEBOOK MARKETING®

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## Facebook Account Management Additional Services Rates

- Content Design: Standard Design Rate E550/hr
  - Still Image – From E1650.
  - Motion Graphic – P.O.A
  - Photography – P.O.A.
- CRM: Standard Call Out Charge – E350/hr
  - Additional Meetings Charged at E75/hr.
  - Event Coverage, Call Out, etc – P.O.A
- Strategy: E5500.00
  - Strategy Development.
- Non Contract Client Account Optimization: P.O.A

\* All Packages Subject To Min 3 Month Contract.



# GROWING YOUR SOCIAL MEDIA REACH

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**“For enhanced online reputation effectiveness, integrate cross-platform online marketing”**

- We also offer social media marketing services for the following platforms
  - Twitter
  - Instagram
  - LinkedIn
  - YouTube
  - Blogs
- For improved audience reach we develop cross-platform and domain specific marketing communications strategies.

\* All Packages Subject To Min 3 Month Contract.



# TAP INTO YOUR AUDIENCE NOW!

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Contact Us Today To Get Your Online Reputation Trending.

At Barcode Creative we place your business on relevant social media platforms to provide simple and effective online reputation management solutions for your business.



**50% OF SEARCH TRAFFIC IS BRAND RELATED**

WHAT DOES YOUR BRAND SAY ABOUT YOU ON SEARCH ENGINES?

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END – THANK YOU