

*Humanize
your brand!*

SOCIAL LEMONS
BUILDING BRANDS & CONNECTIONS



Why partner up with Social Lemons?

Using social media marketing to reach business objectives requires a clear positioning and a personal approach. Social Lemons knows how to dress up your brand: giving it a personality, a face and a voice to start the conversation - ready to build lifetime relationships. Next to that we work smart, effective & fast; to always deliver the best results.

What we can do for you?

Whether you want to drive people to your website, offer effective customer service or stimulate sales; our goal is to successfully deploy social media marketing for your business.

Your goal?

- Increase brand awareness
- Drive traffic to your website
- Generate new leads
- Grow revenue (By increasing sign-up or sales)
- Boost brand engagement
- Community building
- Effective social customer service
- Increase press mentions
- Social Listening (track brand mentions)

There is a **story** waiting
to be told.



Our services



Strategy development:

Let us help you to choose direction with an unique social media- and content (marketing) strategy.



Social media campaigns:

Boost your brand with effective social media campaigns.



Social Media management:

We create, publish, advertise, monitor, contribute, filter, measure and guide the social media presence of your brand.



Consulting:

You have a question? We have the answer. Hire one of our consultants for one session or to support you on a monthly basis.



Visual communications:

Our designers are ready to create your brand's visual statement: corporate identity design, social media visuals, GIF's & video's, webdesign and offline marketing materials.



Copywriting:

We're here to help with your story, social media copies, press releases, newsletters, blogs, web texts and more.



Online advertising:

Let us help you to choose from the many options available – from PPC and paid social to online display advertising and in-app ads.



Data analysis:

The analysis of your social media marketing data is key for progress.

"We have been working with Social Lemons for over a year now and we have to say: the results are great! They have great service, fresh ideas, and a creative style" - Joshua Pancer, Ackerman N.V.



Packages

Whether you are a local brand or a multinational, our social media solutions cater to any size of business. Social Lemons offers the perfect fit to reach your business objectives and our 'a la carte' style options are designed to maximize your ability to communicate with your target audience.

Within all of our packages: content creation (design & copywriting), advertising, reporting and day time monitoring are included. Our solutions are customized to address your needs and offer peace of mind by maintaining these channels.

Due to the delivery of a monthly content calendar and a monthly report on progress you will retain control, yet you'll have your hands free for other important aspects of your business.

Small-sized business package

Whether you have just started a small consulting business, run a restaurant or café, you are constantly looking for ways to attract business without breaking the bank. Social Lemons its small business package offers everything you need: knowledge, creativity and experience to let your business outshine its competitors.

With the Social Lemons Small business package your business will be represented on multiple channels, relevant for your audience.



Facebook



Instagram



Twitter



LinkedIn



Google My Business

Are you a store owner?

In order to drive in-store traffic offline, nowadays you have to execute your strategy online. It might feel counterintuitive, but **90%** of shoppers turn to social media for retail and often look for help with buying decisions. With that shift, consumers paved a new purchase journey for retailers to follow.

Are you a restaurant owner?

80% percent of people will look at a restaurant online prior to going there for the first time. This means it will check out a restaurant website and browse through online reviews. Eighty-Eight percent of people looking up a restaurant online will take action the same day and visit that establishment.



Medium-sized business package

Also known as our 'smart business package': Outsource your social media marketing to an experienced team of professionals. We are tasked with identifying the best possible content marketing strategies to drive engagement, purchase consideration and conversion; within your budget.

With the 'smart business package' you'll provide our team with relevant marketing insights from within your business while we on the other hand deliver you with valuable insights on your customer's needs & expectations. Due to an extended report and a monthly meeting, progress and quality will be secured.

Large-sized business package

Whether you are a multinational or a corporate brand; accurately measuring ROI from content marketing is still one of the biggest challenges. Our tip: partner up with the best.

Our agency lives and breathes content and has a proven track record for successfully marrying strategic insights and scalable content production. We believe that a scientific, data-driven approach to content will always be better than a strategy built primarily around trends and hype.

Our social media + package can be extended with 'a la carte' style options such as a clock round web care (ticketing software), advanced social media monitoring of your brand, the creation of other marketing materials and more.

Extend your package with:

A la Carte

- Round-the-clock webcare
- Monitoring brand reputation
- Social media campaigns

Marketing

- Brand strategy
- Marketing communication strategy
- Media planning

Design (Ask for our 'Strippenkaart')

- Corporate identity design
- Posters/flyers
- Menu card
- Newspaper ad's



Maria Triana (McDonald's Caribbean)

"Social Lemons is the perfect partner for building your brand in a digital world. They satisfy your needs while being proactive and creative in their job. Excellent service and perceptive attitude."



Portfolio

Optimum
Brand positioning

InselAir
Webcare

McDonald's
Sales

Starbucks
Awareness & Sales

Aqualectra / MiKuenta
Lead generation

Some of our clients:





Packages

	SMALL (13 hrs)	MEDIUM (22 hrs)	LARGE (35 hrs)	SPECIAL
Price indication per month	\$780	\$1210	\$1750	\$999
Social media strategy (excluded)	\$750	\$750	\$1250	\$750
Content strategy	X	X	X	X
Social media identity (templates)	X	X	X	X
Optimization social media channels	X	X	X	X
Channels (1,2 or 3)	1 channel	2 channels	3 channels	2 channels
Content creation	12 post p/m	15 post p/m	25 post p/m	12 posts p/m
Advertisement				
Facebook advertisement	2 target groups	3+ target groups	4+ target groups	2+ target groups
Different ad forms (photo ad's, link ad's, lead ad's)	2	3	5	2
Facebook campaign	X	3 posts p/m	5 posts p/m	3 posts p/m
Facebook retargeting			X	
Instagram advertisement		X	X	
Monitoring & webcare				
Monitoring & interactie	X	X	X	X
Webcare		X	X	
Conversie tracking				
Facebook tracking pixel			X	
UTM tracking			X	
Advertising A/B testing		X	X	
Account management				
Personal account manager	X	X	X	X
Monthly consult	X	X	X	X
Reporting	X	X	X	X
Social data reporting extended (incl. webcare)			X	
Advised advertising budget (excluded)	\$100	\$150	\$200	\$150



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