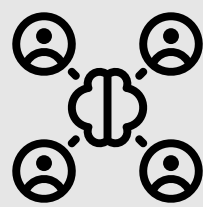


Strategic Social Media Audit with Cyrius

In the dynamic realm of business, a well-crafted social media strategy is paramount for success. The critical starting point on this strategic journey? A comprehensive social media audit. This foundational step plays a pivotal role in shaping an effective social media marketing plan, allowing your business to unlock the full potential of these platforms.



Key areas covered

Unveiling Insights: Gain a profound understanding of each social media channel's dynamics, delving into what's working and areas needing refinement within your social media landscape.

Tackling Competitor Dilution: Identify and discern the impact of rival entities on your efforts, enabling a fine-tuned approach to retain a devoted following or target the right audience.

Pruning Outdated Profiles: Weed out outdated profiles to ensure your online presence aligns with your business's current trajectory.

Seizing New Opportunities: Uncover new avenues for audience expansion and engagement, presenting fresh possibilities for business development.

What's included

Our process adheres to the "4E" framework of social media marketing – Educate, Empower, Entertain and Engage. This holistic approach ensures that your social media presence is not just a fleeting trend but a sustainable and impactful facet of your business.

Account Consolidation:

- Track down and efficiently consolidate all your social media accounts, conducting an overall performance review and crafting a mission statement tailored to your goals.

Brand Consistency:

- Scrutinise each account to guarantee alignment with your current brand image and corporate guidelines. Examine profile elements, links, pinned posts, and verify account authenticity for a consistent and appealing brand presentation.

Identifying Best Posts:

- Sift through posts to identify high-engagement gems, guiding content and fine-tuning for optimal impact.

Audience Understanding:

- Delve into demographics and personas, unravelling intricacies within the data to enable targeted and effective communication through each channel.

Results Tracking and ROI:

- Thoroughly examine results over time, analysing variations and measuring the return on investment for both paid and organic campaigns.

Strategic Decision-Making:

- Armed with comprehensive information, assist in making strategic decisions, focusing efforts where they matter most. This involves setting goals, identifying target audiences, and aligning your social media strategy with your business objectives.

Talk to us about a project – Call Stefan info@cyrius.com.au

02 9877 5544 / 0408 868 292

Strategic Social Media Audit with Cyrius

Experience the transformative power of our social media audit, propelling your business towards sustained growth and success.

Unlock the benefits

- Enhanced Audience Engagement
- Improved Brand Visibility
- Targeted Communication Strategies
- Maximised Return on Investment
- Strategic Decision Empowerment.

What we'll need from you

- Complete the Audit-Brief Sheet with comprehensive information.
- Provide required files and information for the audit.
- We'll provide an estimate, scope, and timeline for your approval in a kick-off meeting.

Pricing

Cyrius is committed to fair pricing and will quote your job in line with your scope. Book now!

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