

WORKING CLOSELY WITH YOU TO PROMOTE YOUR BRAND



MARKETING

SOCIAL MEDIA

Social Media is one of the more difficult marketing initiatives to navigate. The authenticity of social media is critical. People recognize fake messaging. We offer multiple levels of social media across the board. We offer light services for businesses that have capacity to do some of the social in conjunction with our team. The heavy social is for clients that have a large customer base and work with OpGo on several fronts. OpGo can only be an authentic voice of the brand if we are completely integrated with your team.



Week One

Plan The Content

Week Two

Find Images



Week Three

Edit Images (If Needed)
Begin Scheduling

Week Four

Finish Scheduling



We most commonly post to and utilize tools for Facebook, LinkedIn, Twitter, Instagram, and Google My Business. Do you have another platform in mind? We are more than ready to tackle and learn about different platforms.



LIGHT

- ▶ **Content Development**
OpGo Does 50%
- ▶ **Frequency**
1-2 Posts Per Week
- ▶ **Number of Channels**
1 - 3
- ▶ **Google Business**
No
- ▶ **Meet**
Once A Month

MEDIUM

- ▶ **Content Development**
OpGo Does 50%
- ▶ **Frequency**
2-3 Posts Per Week
- ▶ **Number of Channels**
3-5
- ▶ **Google Business**
Yes
- ▶ **Meet**
Once A Month

HEAVY

- ▶ **Content Development**
OpGo Does 50%
- ▶ **Frequency**
2-3 Posts Per Week
- ▶ **Number of Channels**
3-5
- ▶ **Google Business**
Yes
- ▶ **Meet**
Once A Month
With direct
communication
with our Social
Media dept.

QUESTIONS:

What is the complexity of product and/or service?
Imagery, Photography, Stock images will these be provided?

CREATING ENGAGEMENT

Social media involves so many moving parts. Our team fits in where you need us most to help increase engagement. Increased engagement yields reach and audience growth through authentic messaging. The fan base becomes your advocates.

54%
OF SOCIAL BROWSERS
USE SOCIAL MEDIA TO
RESEARCH PRODUCTS

GlobalWebIndex.com

