



# JitterJam<sup>TM</sup> Advisor

*Social Marketing Advisory Services*

## *Social Marketing*

*Strategy Development*

*Policy Development*

*Implementation Education  
& Coaching*



It's important to lay the proper foundation and determine the goals and strategies of your social marketing efforts in order to achieve measurable success. A strong strategy and implementation plan will have you achieve your business goals, increase your visibility and grow your business. JitterJam Advisor provides you with the resources and expertise you need to develop and implement your social marketing strategy and policy in conjunction with the JitterJam Social Marketing platform. Our program will help you in four key areas:

### **1** Strategy Development

Creation of a social marketing strategy tailored to your business goals and needs; includes an actionable implementation plan.

### **2** Policy Development

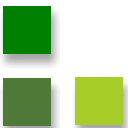
In addition to your social marketing strategy, we can develop policies and acceptable employee practices for your business' social and online interactions.

### **3** Implementation Education & Coaching

We'll help implement your strategy and coach you on the activities, tools and best practices you need for the long-term success of your social marketing efforts.

### **4** Supplementary Services

We provide on-going advisory, education and coaching service packages to ensure you stay on track and continue to reap the benefits of your social interactions.



# JitterJam Advisor Packages

We have created core JitterJam Advisor packages based upon a typical engagement with a single business location, brand or function. These packages include a core number of hours for project completion and are priced based upon this time estimate. During your initial consultation, we will determine if your business' unique circumstances will fall within the limits of each core package or if your situation requires additional hours for completion of the deliverables. Note that the packages include consultations via phone and web conferencing. On-site services are available for an additional fee.

## 1 Social Marketing Strategy Development

**Typical Cost:** \$1800

**Total Hours:** 12 hours (over 4 weeks)

**Deliverables:** Situational Analysis document, Social Marketing Strategy document

This process is the key to creating measurable success from your social marketing activities and initiatives. The process is split into two phases—Analysis and Strategy Development.

*Phase I: Analysis*  
*Phase II: Strategy Development*



### Phase I: Situational Analysis

During the Analysis phase, we will work with your team to learn about your company, brands, products/services, resources and competitors. At the end of this phase, we will have a thorough understanding of your business, your goals for social marketing and your available resources and business processes to achieve these goals. This phase will include the following activities:

- Interviews with key personnel (up to 3 for a typical client)
- Review of internal and external social marketing resources
- Audience analysis: Online habits, behaviors, engagement practices, culture
- Competitive analysis: Online presence, habits, behaviors
- Influencer analysis: Identification of influencers and thought leaders in your market
- Development and review of the findings (Situational Analysis document)

### Phase II: Strategy Development

During the Strategy Development phase, we will create a strategy document with clear goals, recommendations for implementation and management that leverages your company's staff and resources, and core metrics for you to measure your social marketing success. The Social Marketing Strategy document will include:

- A summary of the findings from Phase I
- Statement of social marketing goals and objectives
- General outline of your content concept(s)
- Communications strategy and plan
- Communication channels and measurement metrics
- Staff roles, responsibilities and content
- Implementation plan (including JitterJam actions and usage)

## ② Social Policy Development

**Typical Cost:** \$1350  
**Total Hours:** 9 hours  
**Deliverables:** Social Policy document  
**Pre-requisites:** JitterJam Advisor Social Marketing Strategy

Each company, brand, product or even department within a company can have their own definition of acceptable practices when it comes to social media and online interactions. As online and social media grow in acceptance and use, companies need to provide their employees with rules and guidelines of how social media can and should be used when representing the company as well as for personal communications.

JitterJam Advisor's Social Policy Development package helps you traverse the issues surrounding the use of online and social media. We'll work with you to develop policies that fit your company's culture and values and that clearly articulate the guidelines you're your employees' professional and personal use of online and social media.



### Tailoring Your Social Policy

Each company's needs are different. Depending on your business' needs, your Social Policy Development process may include the following considerations:

- Tasks and responsibilities for online and social accounts/communities
- Process for dealing with public comments, compliments and criticism
- Representing employment in conjunction with personal accounts, interests and commentary
- Speaking "on behalf of the company"
- Acceptable use and online access to social networks during work hours
- Personal use of online and social networks
- General Code of Conduct
- Language usage (profanity, prejudice)
- Tone of communications

### ③ Implementation Education & Coaching

**Typical Cost:** \$2400  
**Total Hours:** 16 hours (over 8 weeks)  
**Pre-requisites:** JitterJam Advisor Social Marketing Strategy

Now that you have a clear social marketing strategy in hand, it's time to kick-start your efforts and put you on the path to success!

Our Implementation Education & Coaching package will provide you with the real-world instruction that you need to ensure the smooth launch and the long-term success of your of your social marketing activities. We'll teach your staff how to implement your social marketing programs. We will instill them with the best-practices skills they need to address issues, take advantage of opportunities and grow your social presence in the market.



#### Implementation Education & Coaching Delivery

We typically provide our coaching and education services over an eight-week period to get your plan put into action.

- Primary education and coaching focused on the key individual(s) tasked to implement your social marketing strategy
- One-on-one coaching to answer questions, provide guidance, troubleshoot and educate on best-practices using your company's unique implementation situation as the learning experience
- Coaching and education services spread out over a period of eight weeks from time of launch to support and refine efforts during and after initial implementation
- Higher concentration of interaction over the first two weeks of implementation, naturally tapering off over the next six weeks
- Group education can optionally be incorporated into the education process to introduce additional staff to the social marketing strategy and implementation plan

#### Typical Concentration of Hours

Week	1	2	3	4	5	6	7	8
Hours	4	4	2	2	1	1	1	1

## 4 Supplementary Services

**Typical Cost:** \$600  
**Total Hours:** 4-hour packages  
**Pre-requisites:** JitterJam Advisor Social Marketing Strategy

While your social marketing efforts may be taking off, there are times when you need extra help with implementation coaching, campaign strategy or even implementation services. JitterJam Advisor is here to help you generate successful outcomes from your activities.

Our Supplementary Services package will provide you with additional expertise and resources to assist with your on-going social marketing planning and implementation.

This service is packaged in 4-hour blocks of time to give you the flexibility to draw on additional resources as your requirements change.

Utilize this service to:

- Address specific issues or situations that may require significant analysis or consideration
- Broaden the scope of your social marketing strategy to include additional businesses, locations, products/services or brands
- Update your plan to address changes to your business, your market, your strategy
- Guide the implementation of a specific social marketing campaign
- Train new or additional staff



## Schedule A Consultation

Your JitterJam Advisor services are just a phone call or click a way! Contact us for an initial consultation regarding your requirements. We will work with you to determine which packages best suit your needs and devise a program and delivery schedule to get you Jammin'!

Email: [advisor@jitterjam.com](mailto:advisor@jitterjam.com)

Toll Free: 877-600-0681

