

## 12.1 Social Media Marketing Services

Unisoftwares helps businesses grow their social presence, engage audiences, and drive conversions through strategic social media marketing.

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## 12.2 Social Media Platforms We Manage

### 12.2.1 Facebook

- Best For: B2C brands, local businesses, community building
- Content Types: Posts, videos, stories, live streams, events
- Ad Types: Traffic, lead generation, conversions, engagement

### 12.2.2 Instagram

- Best For: Visual brands, lifestyle, fashion, food, travel
- Content Types: Feed posts, reels, stories, IGTV
- Ad Types: Brand awareness, reach, engagement, shopping

### 12.2.3 LinkedIn

- Best For: B2B, professional services, thought leadership
- Content Types: Text posts, articles, videos, documents
- Ad Types: Lead generation, website visits, engagement

### 12.2.4 Twitter (X)

- Best For: News, tech, real-time engagement, customer service
- Content Types: Tweets, threads, polls, spaces
- Ad Types: Reach, engagement, followers

### 12.2.5 TikTok

- Best For: Gen Z brands, entertainment, viral content
- Content Types: Short videos (15-60 seconds)
- Ad Types: In-feed ads, branded effects, hashtag challenges

### 12.2.6 YouTube

- Best For: Long-form content, tutorials, product demos

- Content Types: Videos, shorts, live streams
  - Ad Types: Skippable/non-skippable ads, bumper ads
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## 12.3 Social Media Management Packages

### 12.3.1 Starter Package (PKR 40,000/month)

Platforms: 2 platforms (Facebook + Instagram OR Facebook + LinkedIn)

Deliverables:

- 12 posts per month (6 per platform)
- Content calendar
- Caption writing + hashtags
- Stock images or client-provided images
- Basic engagement (respond to comments)
- Monthly performance report

Best For: Small businesses testing social media

### 12.3.2 Growth Package (PKR 80,000/month)

Platforms: 3 platforms (Facebook + Instagram + LinkedIn OR +Twitter)

Deliverables:

- 24 posts per month (8 per platform)
- 4 reels or short videos per month
- Content calendar with strategic themes
- Custom graphics (Canva designs)
- Proactive engagement (liking, commenting on relevant posts)
- Influencer outreach (basic)
- Monthly performance report with insights

Best For: Growing businesses serious about social presence

### 12.3.3 Premium Package (PKR 150,000/month)

Platforms: 4+ platforms (all major platforms)

Deliverables:

- 40+ posts per month (distributed across platforms)
- 8-12 reels or short videos
- Content calendar with campaign planning
- Professional graphics and design
- Community management (active engagement, DM responses)
- Influencer partnerships (1-2 per month)
- Social listening and reputation management
- Bi-weekly strategy calls
- Detailed monthly reporting with recommendations

Best For: Established brands or e-commerce with active audiences

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## 12.4 Social Media Advertising (Paid Ads)

### 12.4.1 Ad Management Services

Setup Fee: PKR 30,000 - 50,000 (one-time)

- Ad account setup
- Pixel installation
- Audience research
- Campaign strategy
- Ad creative design (3-5 variations)

Monthly Management Fee: 15-20% of ad spend (minimum PKR 40,000/month)

- Campaign setup and optimization
- A/B testing
- Performance monitoring
- Budget management
- Weekly reporting

Minimum Ad Spend: PKR 100,000/month (recommended for meaningful results)

### 12.4.2 Ad Campaign Types

#### Facebook/Instagram Ads:

- Awareness: Reach, brand awareness
- Consideration: Traffic, engagement, video views, lead generation
- Conversion: Conversions, catalog sales, store traffic

#### LinkedIn Ads:

- Sponsored Content: Native ads in feed
- Message Ads: Direct messages to prospects
- Lead Gen Forms: Capture leads without leaving LinkedIn

#### TikTok Ads:

- In-Feed Ads: Native ads in For You page
- TopView: First ad users see when opening app
- Branded Hashtag Challenge: User-generated content campaigns

### 12.4.3 Expected Results (Industry Benchmarks)

- Cost Per Click (CPC): PKR 10 - 50 (depending on industry and targeting)
  - Cost Per Lead: PKR 200 - 1,000 (varies widely)
  - Conversion Rate: 1-5% (landing page dependent)
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## 12.5 Content Creation Process

### 12.5.1 Month 1: Strategy & Planning

- Brand voice and visual style definition
- Competitor analysis
- Audience persona development
- Content themes and pillars
- Monthly content calendar creation

### 12.5.2 Weekly Content Production

Monday-Tuesday: Content creation

- Write captions
- Design graphics
- Record/edit videos

Wednesday: Client review

- Share content calendar for next week
- Get approvals

Thursday-Friday: Schedule posts

- Load content into scheduling tool (Buffer, Hootsuite, Meta Business Suite)
- Set optimal posting times

Ongoing: Engagement

- Monitor comments and respond
- Engage with followers' content
- Track performance

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## 12.6 Social Media Strategy

### 12.6.1 Content Pillars

Most effective social strategies use 4-5 content pillars:

Example for E-commerce Brand:

1. Educational (30%): Product tips, how-tos, industry insights
2. Promotional (20%): Sales, discounts, new products
3. Inspirational (20%): User-generated content, testimonials, success stories
4. Entertainment (20%): Memes, behind-the-scenes, trending content
5. Engagement (10%): Polls, questions, interactive content

### 12.6.2 Posting Frequency by Platform

- Facebook: 1-2 times per day
- Instagram: 1 feed post + 2-3 stories per day
- LinkedIn: 3-5 times per week

- Twitter: 3-5 tweets per day
- TikTok: 1-3 videos per day (for active growth)

#### 12.6.3 Best Posting Times (Pakistan Time)

- Facebook: 9 AM, 1 PM, 7 PM
- Instagram: 11 AM, 2 PM, 8 PM
- LinkedIn: 8 AM, 12 PM, 5 PM (weekdays)
- Twitter: 9 AM, 12 PM, 6 PM

*(Note: Optimal times vary by audience; we test and optimize)*

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### 12.7 Social Media Analytics & Reporting

#### 12.7.1 Key Metrics We Track

##### Reach & Awareness:

- Impressions
- Reach (unique users)
- Follower growth

##### Engagement:

- Likes, comments, shares
- Engagement rate (% of followers engaging)
- Click-through rate (CTR)

##### Conversion:

- Website clicks
- Leads generated
- Sales attributed to social

##### Audience Insights:

- Demographics (age, gender, location)
- Interests
- Active times

### 12.7.2 Monthly Report Contents

- Executive summary (key wins and challenges)
  - Follower growth graph
  - Top performing posts (by engagement)
  - Engagement rate trends
  - Website traffic from social (Google Analytics)
  - Competitor benchmarking
  - Recommendations for next month
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## 12.8 Influencer Marketing

### 12.8.1 Influencer Tiers

Nano (1K-10K followers):

- Cost: Free products or PKR 5,000 - 20,000 per post
- High engagement rates (often 5-10%)

Micro (10K-100K followers):

- Cost: PKR 20,000 - 100,000 per post
- Niche audiences, authentic connections

Mid-Tier (100K-500K followers):

- Cost: PKR 100,000 - 500,000 per post
- Broader reach, still relatively affordable

Macro (500K-1M followers):

- Cost: PKR 500,000 - 2,000,000 per post
- Celebrity status in niche

Mega (1M+ followers):

- Cost: PKR 2,000,000+ per post
- Mainstream celebrities

### 12.8.2 Influencer Campaign Process

1. Identify Influencers: Based on audience, niche, engagement rate
  2. Outreach: DM or email pitch
  3. Negotiate: Terms, deliverables, timeline, compensation
  4. Brief: Provide campaign brief, key messages, hashtags
  5. Content Review: Approve posts before publishing (optional)
  6. Launch & Monitor: Track performance
  7. Report: Analyze reach, engagement, conversions
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#### FAQs (Social Media Marketing)

Q1: How many posts per month are included?

A: Starter: 12 posts. Growth: 24 posts + 4 videos. Premium: 40+ posts + 8-12 videos. (Source: Social\_Media\_Marketing\_Guide.pdf, Section 12.3)

Q2: What's the minimum ad budget?

A: PKR 100,000/month ad spend + 15-20% management fee. (Source: Social\_Media\_Marketing\_Guide.pdf, Section 12.4.1)

Q3: Do you respond to comments?

A: Yes, basic engagement in Starter, proactive engagement in Growth/Premium packages. (Source: Social\_Media\_Marketing\_Guide.pdf, Section 12.3)