



STEPPOST

draft, schedule, post

SERVICE OFFER

Welcome to Steppost, your comprehensive solution for **social media management**. Our innovative tool and tailored services are designed to elevate your company's online presence, ensuring strategic alignment with your business goals and fostering meaningful engagement with your audience.

Start your adventure now!

BASTION



اتحاد
TALENTS UNITED

TABLE OF CONTENTS

01

PROBLEM STATEMENT

What we noticed

02

PRESENTATION

Who are we?

03

STEPPOST

The solution

04

BENEFITS

Why choose STEPPOST

05

FEATURES

Everything you can do

06

OFFERS

Our plans

07

CONTACT

For more info

PROBLEM STATEMENT



THE SOLUTION? STEPPOST

PRESENTATION

Who are we?

How to optimize your online presence on social networks without losing your mind?

The answer is simple : Steppost. It's a social content management tool that allows you to schedule and publish your posts on the various online platforms with ease.

With Steppost, you can create quality content, save time, increase your visibility and measure your results. Find out how Steppost can help you boost your social content strategy.

Steppost provides a dual approach with a sophisticated social media management tool and a suite of services. We ensure your online presence is not just active, but also strategically impactful.



STEPPOST
draft, schedule, post

STEPPOST

THE ALL-IN-ONE SOLUTION

- Create an editorial calendar to organize your content strategy
- Schedule your publications in advance and distribute them at the best time
- Manage multiple accounts and social networks from a single interface
- Analyze the performance of your posts and optimize your engagement
- Collaborate with your team and share your ideas



our solution

THE BENEFITS

Steppost is the social content management tool that helps you grow your social media business . With Steppost, you can:

SAVE YOUR MONEY!

Step Post is an Algerian product, so you will have the possibility to pay in dinars ! In addition, your data will be hosted in Algeria

ANALYZE THE PERFORMANCES

Get detailed reports and actionable insights to improve your strategy.

SCHEDULE YOUR POSTS

CREATE ENGAGING CONTENT

Customize your content for each social network.

GAIN TIME AND EFFICIENCY

Manage all your social accounts from a single interface.

STRATEGIC ALIGNMENT

Manage all your social accounts from a single interface.

ENGAGEMENT AMPLIFICATION

Build strong relationships with your audience, turning followers into loyal customers.

SALES ENABLEMENT

Streamline the path from social engagement to sales, maximizing your social media ROI

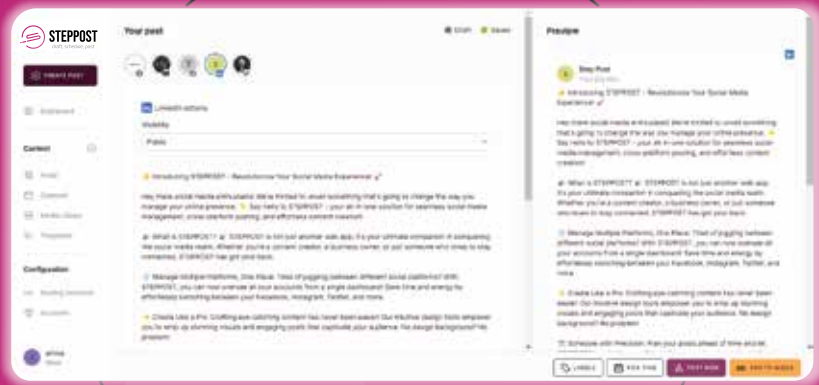
THE BENEFITS

here are

THE FEATURES

Steppost offers you advanced features to plan, publish and analyze your social media posts :

LEARN MORE 



CONTENT CREATION

Use our intuitive editor

Create custom posts

Choose from our library of templates or create your own



#01

CONTENT PLANNING

Plan your publications in advance Automate their distribution

Post at the most effective times to reach your audience

#02

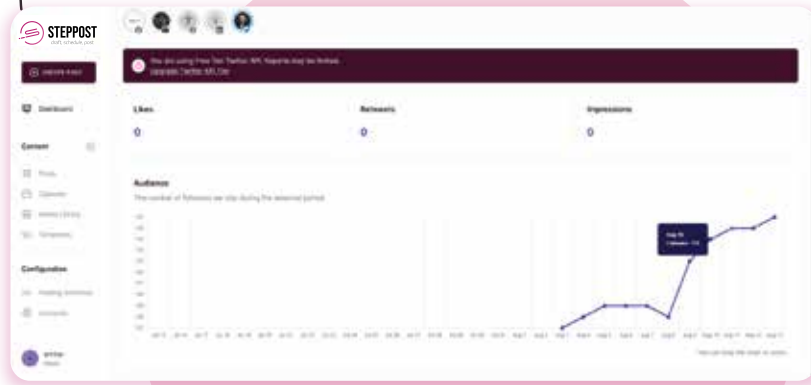


#03 CONTENT ANALYSIS

Analyze the performance of your publications and campaigns

Track your key metrics

Get detailed reports and actionable insights

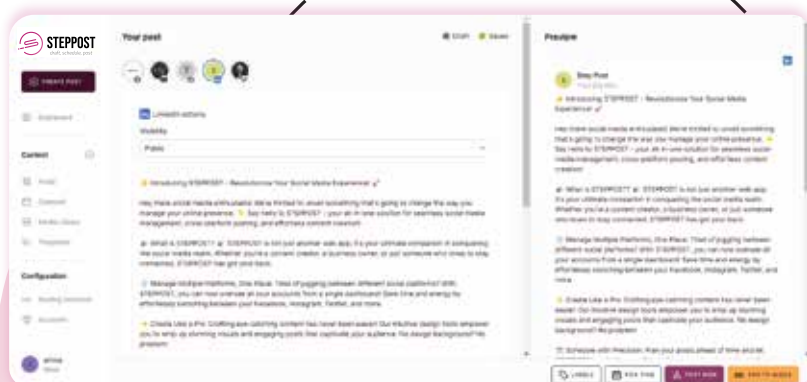


#04 COLLABORATION

Easily collaborate with your team and customers

Share your projects, calendars and feedback

Assign tasks, approve posts, and communicate in real time



#05

CUSTOMIZABLE TEMPLATES

Save time and ensure brand consistency



#06

CONTENT REPOSITORY

Streamline content creation and distribution.

PRICING

an adequate solution no matter your budget

PRO

Startups and SMBs Tier:

7000 DA A MONTH

PRO FEATURES

- ✓ **Accounts:** Up to 2 social media accounts
- ✓ **Scheduled Posts:** Up to 50 posts per month
- ✓ **Storage Space:** 2 GB

AGENCY

Use our tool to run your social media agency business

30 000 DA A MONTH

AGENCY FEATURES

- ✓ **Accounts:** Up to 20 social media accounts
- ✓ **Scheduled Posts:** Up to 200posts per month
- ✓ **Storage Space:** 10 GB

ENTERPRISE

Perfect for larger companies with higher needs for social media managment

14 000 DA A MONTH

ENTERPRISE FEATURES

- ✓ **Accounts:** Up to 5 social media accounts
- ✓ **Scheduled Posts:** Up to 100 posts per month
- ✓ **Storage Space:** 5 GB

OUR SERVICES

Our comprehensive suite of services has been meticulously designed to meet your every social media need. We offer a broad range of capabilities, from strategy formation and content creation to audience engagement and sales. Each of our services is tailored to maximize your social media presence and drive your business objectives.



STRATEGY

Social Media Audit: Evaluate your current social media status and strategies.

ICP Development: Define Ideal Customer Profiles for targeted marketing.

Branding Assets: Create consistent branding materials for social platforms.

Funnel Creation: Design a conversion funnel to guide prospects to purchase.



CONTENT CREATION

Copywriting: Engage and convert with compelling copy.

Design and Media: Produce eye-catching graphics and media.

Content Repurposing: Adapt content for different platforms.

Lead Magnet Creation: Attract and capture leads with valuable content



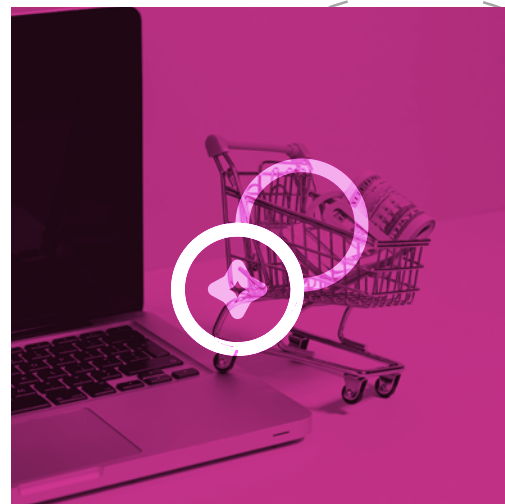
ENGAGEMENT

Keyword Monitoring: Track and engage in relevant conversations.

Engagement List Building: Target key influencers and potential customers.

Proactive Engagement: Participate actively in social conversations.

DM Handling: Manage direct messages for personal customer interactions



SALES

Outreach List Building: Compile prospect lists for targeted outreach.

Social Media Outreach: Initiate the sales process through social platforms.

Relationship Building: Nurture relationships with potential customers.

Sales Calls Scheduling: Organize calls to discuss sales opportunities

HOW WE WORK WITH YOU?

#01

DO IT YOURSELF (DIY) - TOOL ONLY

DELIVERY APPROACH

Access: You receive login credentials to access the Steppost tool.

Onboarding: A guide through the tool's features. Steppost Service offer 5

Self-Service: Clients independently create and schedule their content, monitor analytics, and engage with their audience.

Support: Access to a knowledge base, FAQs, and customer support for troubleshooting

SERVICES INCLUDED

- Use of the intuitive dashboard, advanced scheduling, content repository, and multi-platform integration.
- Regular software updates and security patches

#02

DO IT WITH YOU (DIWY) - TOOL + COACHING

DELIVERY APPROACH

Access & Onboarding: Same as DIY, with additional personal onboarding sessions.

Education: Workshops and webinars on best practices, trends, and tool utilization as well as the processes and techniques for developing your online presence.

Ongoing Support: Direct line to a dedicated account manager for personalized assistance.

SERVICES INCLUDED

- All DIY services plus strategy development assistance, including social media audits and ICP development.
- Guidance on content creation, branding assets, and funnel creation.
- Coaching on engagement tactics like keyword monitoring and proactive engagement.

#03

DO IT FOR YOU (DIFY) - TOOL + FULL SERVICE

DELIVERY APPROACH

Full Account Management: A dedicated team manages the client's social media accounts. Steppost Service offer 6

Content Creation & Scheduling: End-to-end handling of all content-related tasks.

Active Engagement: Daily monitoring and interaction with the client's audience.

Sales Integration: Coordination with the client's sales team to align social media efforts with sales goals

SERVICES INCLUDED

- All DIY and DIWY services plus complete strategy execution, content creation, and engagement management.
- Sales-focused activities like outreach list building, social media outreach, relationship building, and sales calls scheduling.
- Monthly performance reviews and strategy adjustments.

IMPORTANT!

PRICING MODELS



Performance-Based Pricing

Clients pay according to the measurable success of their social media campaigns.



Unlimited Subscription Model

Full access to Steppost's tools and services for a flat monthly fee.



Package Model

Predefined service bundles with a set number of posts, campaigns, and reports.

Interested in our solution?

CONTACT US



@steppost
@bastion



+213 791 67 54 16



CONTACT@STEPPOST.COM



BASTION × **اتحاد**
TALENTS UNITED



STEPPOST

draft, schedule, post

LEGAL

© 2023 Step Post. All rights reserved