

SOCIAL MEDIA MARKETING

# Freemium Starter Pack

**Our “freemium” service enables you to give away a free social media dashboard to as many clients and potential clients as you wish.**

You can run unlimited ads to those free users. Users upgrading to Pro give you a recurring revenue stream at a profit margin that you set.

The best way for you to benefit from the service is to get large numbers using it, then use it as a sales funnel that benefits your whole company.

## What's in this pack?



In this pack we will teach you how to get it set up and how to get maximum benefit for your business.

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## Introduction

Social media management platforms have been around for quite some time but with more and more small businesses using social media to market their company the need for them has dramatically increased.

The Freemium model that we have launched is the simplest way to grow an audience to market your company's services to. Everyone wants to get involved with social media and with our easy to use social media management dashboard, fully branded as your company, we have the most incredible B2B marketing tool available. You can market your full range of services, not just upselling additional social media services.

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## Getting Started

The very first thing you will need to do is decide what price you'd like to sell the upgraded (Pro) service for. You can change your price at any time (it won't affect existing users who have already upgraded).

To set up your currency, and pricing, log into your Reseller Admin Control Panel and click on SETTINGS then on the tab marked BILLING/PRICES. In this section you will be able to set the price you want to charge users for upgrading to the PRO version. Make sure that you complete this section in full.

Once you have completed this section you are now ready to start offering a Freemium version of the control panel. Test it yourself. Simply visit <http://social.yourdomain.com/signup> and follow the free signup process to create an account.

**Now you need to make it work for you...**

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## Marketing suite for upselling your other services

### UNLIMITED BANNER & TEXT ADS

Inside your reseller admin control panel you will see **MARKETING** on the main menu. In this area of the control panel you can create an unlimited number of banners and text ads to advertise your services to the free users of your social platform.

To create a banner advert click on **BANNER ADS** then **CREATE NEW BANNER AD** select the size of the banner that you have designed and follow the instructions.

Alternatively you might prefer to create a text ad or a social stream ad. Text ads are shown at the bottom of the screen just like banner ads (but without any design time). Stream Ads are shown every sixth item within the users various social streams. They are not posted outside of the platform into the users feed, they are just displayed to the user when they are reading and responding to their social media from within the control panel.

To create a text ad you simply click on **TEXT ADS** then **CREATE NEW TEXT AD**. You can put an ad on-hold while you are working on it as you might like to create a campaign ready for the future or you can publish it immediately. Give the ad a name of something that you can identify without seeing it e.g. SEO Christmas promo animated banner as you will be able to export information about all your ads onto a csv file (including the names and details of people who clicked on them!). Link the ad to the appropriate page on your website.

We would always recommend leaving the “open in a new window” option ticked, as you wouldn’t want people to leave your social media dashboard.

With the CAMPAIGN tab you can select how frequently you would like the ad to appear. If you tick the LIMITED box then you will be able to select a time frame for the ad to appear.

Under the TARGETING tab you can have ads that target specific industries. When a user signs up for a free account, one of the questions they complete on their profile is 'What is your website address?'. Once they have answered this question we have an algorithm that goes off to their site and crawls it for semantic analysis. We pull back keywords from the website and then assign that user to one or more categories on the IAB Taxonomy list.

For a dentist it might put it into the category 'health and fitness/dental care'. If you had a customer that you wanted to run some banner advertising for that you want to target specifically to dentists then you would target their banner to that specific category ('health and fitness/dental care') or you can enter specific keywords e.g. 'dentist' and 'dental'.

As you add categories and keywords you will see your target audience number grow. When you have a large number of businesses using your Freemium dashboard the numbers that the ads you create reach can be staggering.

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## Weighting

Within the free users control panel there are many ads that appear prompting your free user to upgrade to the PRO version as well as the ads that you have created to upsell your other services. When you are in MARKETING / WEIGHTING you have the ability to control how frequently ads of each type appear.

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## Export Leads

*(the most exciting part of the freemium model)*

### Tip

You can then get your sales team to pick up the phone or carry out a highly targeted email marketing campaign to the free users that clicked on the SEO banner (or text ad, or stream ad) that you created.

As a reseller this is probably the most exciting tab within the whole of the reseller dashboard in terms of marketing.

In most traditional forms of banner advertising you will be given statistics on banner adverts that you run which include things like how many times your banner was seen and how many times it was clicked on. We go one step (and a hundred miles) further!

When a free user signs up for an account they have to use their email address to create the account. Once they are logged in, the dashboard asks them to complete a few profile questions including their name, company name, website address and their position in the company. When a free user sees your ad (let's use an SEO banner for this example) and then clicks on it, we can tell you exactly who they are, when they clicked on your SEO banner, their position in the company etc.

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## Financials

Once you have some free users your home dashboard of the admin panel will start showing you some metrics of how well your platform is performing. You'll be able to see your monthly recurring revenue, number of Free and Pro accounts, Annual Run Rate and much more. For details of individual transactions you can visit the FINANCIALS item on the main menu.

Inside this section you will be able to see how much profit you have generated from your free users upgrading to Pro users, how much is waiting to be withdrawn from your account and how much profit you have made to date. Within this section of the control panel you can also tick the box and select a time period to see just how many users upgraded from the Freemium version to the PRO version.

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## Freemium Platform Benefits

We have provided a gorgeous and easy to use free version of the control panel (fully branded as you) for you to give away to as many businesses as you can.

This product is in ultra high demand. With very few SME/SMB's knowing that such a platform exists our resellers are finding an extremely high conversion rate in their marketing of the free platform. In turn, depending on the market sectors you operate in, you'll see a good percentage of these users upgrade to Pro accounts and earn you a recurring revenue stream.

Of course, all the users that are not earning you direct revenue are available for you to earn indirect revenue from. You have their details for email campaigns (and they are familiar with your brand). Your sales team also have their click details on your ads (you know who clicked which ad, and when).

The freemium model will be most successful for your business by gaining large numbers of free users. The freemium model has the following benefits for your company:

### **PROVIDE A VALUABLE FREE SERVICE**

Benefit from the enormous growth in social media by giving away a branded social media management dashboard.

### **POWERFUL FREE MARKETING**

Targeted ads for your products and services are displayed on each page of the free dashboard and within the user's social streams.

### **INDIRECT REVENUE VIA TARGETED LEADS**

The clicks on your free advertising provide your sales team with hot leads that include full contact details.

### **DIRECT REVENUE**

Users upgrading to a Pro Account generate monthly revenue. You set your own subscription rate.

### **BRAND LOYALTY / STRENGTHENING**

Your brand is seen every day (and so are your ads).

### **GAIN NEW BUSINESS**

Introduce your brand to new clients by offering a valuable free service. Gain literally thousands or tens of thousands of businesses that see your marketing every day.

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## **Marketing the Freemium Platform**

For your company to get the maximum benefit from the freemium model you need to drive large numbers to your sign up page. You will find this by using your control panel URL with /signup on the end e.g. <http://social.yourdomain.com/signup>.

We have now moved the “Marketing the Freemium Platform” into it’s own document. You will find it in the RESOURCES section (where you found this guide) under the GETTING STARTED tab.

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## **Selling Content Writing Services** *(an optional service)*

A great way to increase your monthly revenue is to offer a content writing service for your users. We supply a content writing service that you can mark up by at least 100%. When you download your customer list (MARKETING menu item, then the EXPORT LEADS tab, click ALL CUSTOMERS), you will find that the export also contains the level of posting that the user is engaging in. This data is valuable, as you can see who is making best use of the platform. If they are interested in keeping their social media accounts buzzing with content, but don’t have the time, you can step in with a lucrative service, which we fulfil for you.

**Speak to your account manager for full details.**