RaeDash Enterprises, LLC.

Social Media Strategy

Monday 12th April 2021

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Meeting Agenda

What We Want to Present, Accomplish, and Hand-Off

11:00 AM

- Confirmation of Objective
- The "Why" of Social Media

11:15 AM

- LinkedIn Recommendation
- Website Considerations

11:30 AM

- Marketing Services: Intern
- Marketing Management Tools

11:45 AM

- KPIs & Success
- Implementation

12:00 PM

- Resources
- Goodbyes!
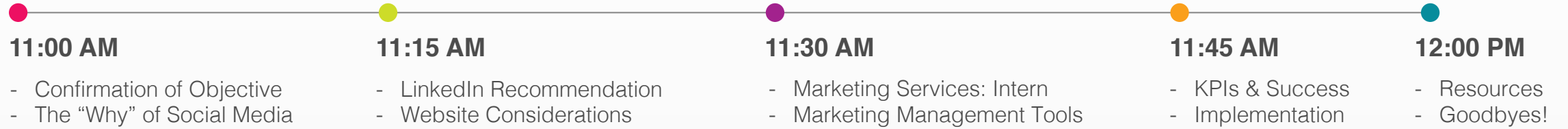
Business Objectives
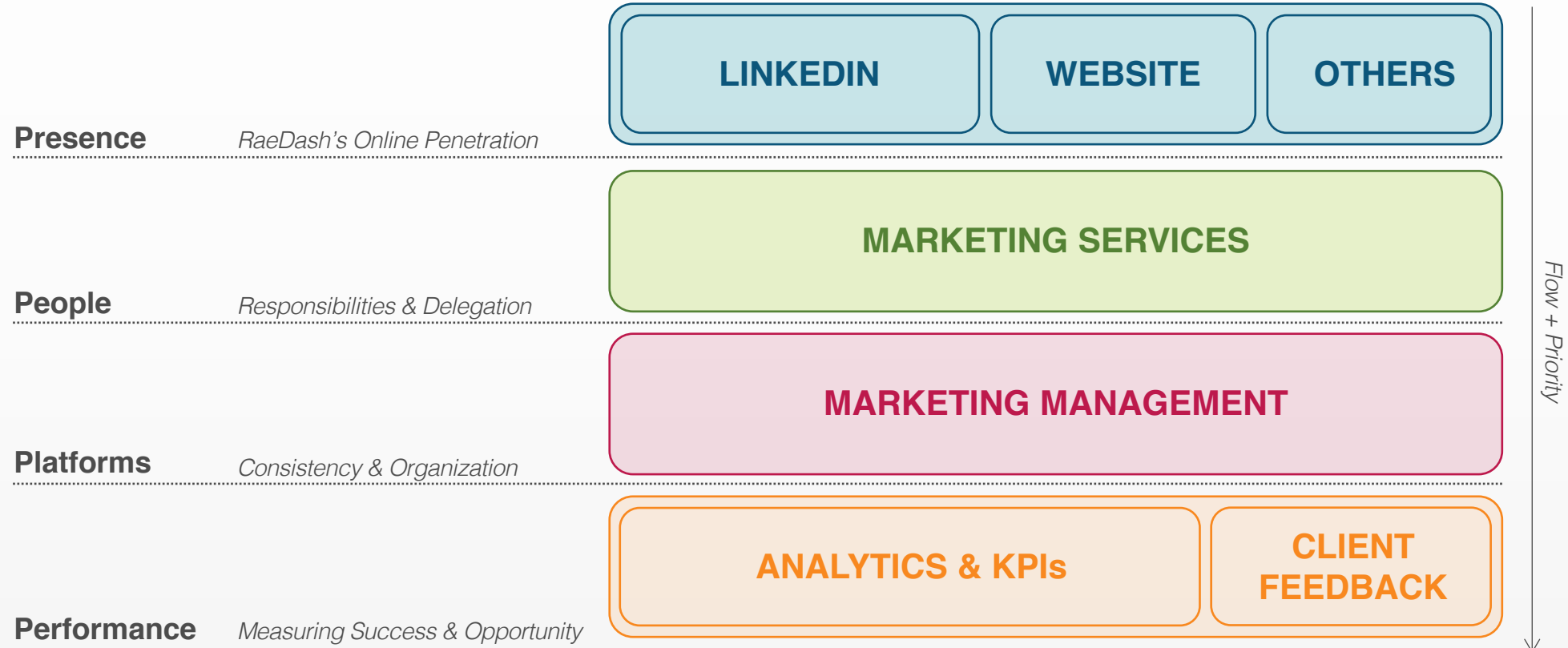
The What and the Whys

Kenya is looking to elevate the potential of her social media platforms and increase the lead generation of potential clients.

1 Develop social media strategy to consistently and sustainably establish online presence

2 Consolidate marketing services and management tools to enable social media strategy

Recommendation Structure

Solution Break-Down and Implementation Flow

LINKEDIN	**WEBSITE**	**OTHERS**

Presence *RaeDash's Online Penetration*

MARKETING SERVICES

People *Responsibilities & Delegation*

MARKETING MANAGEMENT

Platforms *Consistency & Organization*

ANALYTICS & KPIs	**CLIENT FEEDBACK**

Performance *Measuring Success & Opportunity*

Flow + Priority

Presence

- The "why" of social media and how to leverage the power of each platform

- Auditing what currently exists on RaeDash and Kenya's online presence

- Recommendations for existing accounts
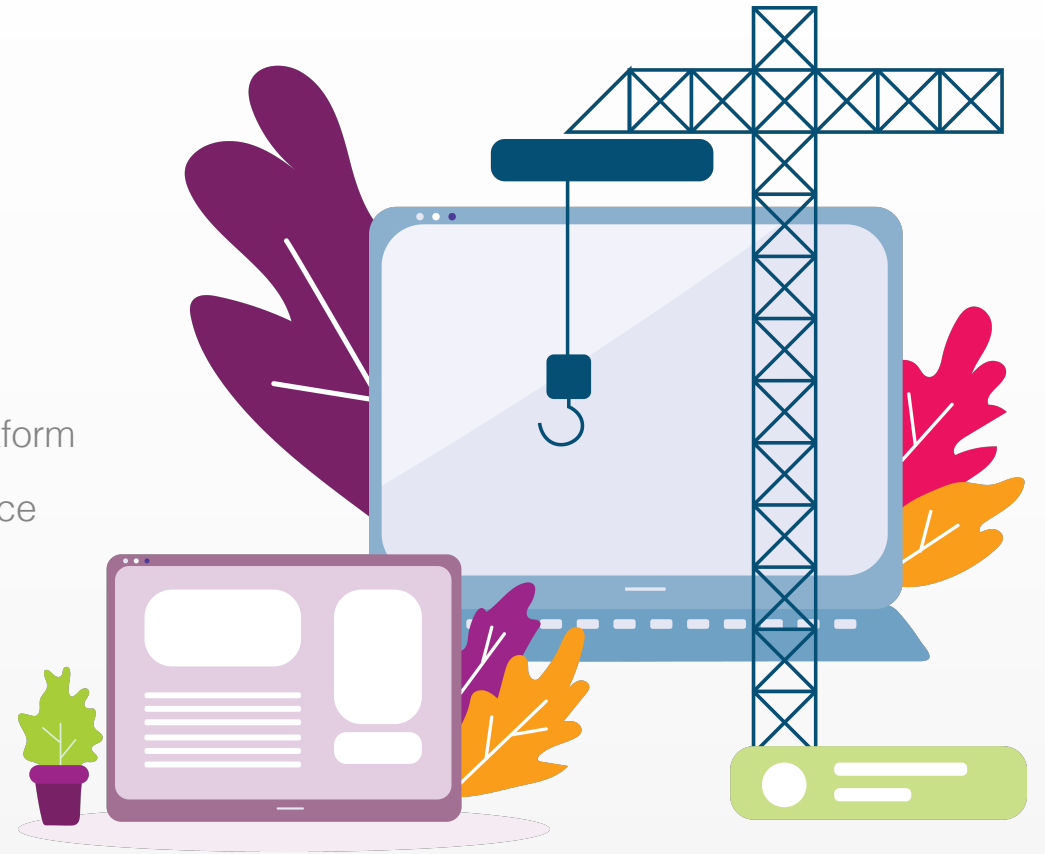
The "Why" of Social Media

Value of an Online Presence & Importance of Establishing it Through Consistent Activity

RELIABILITY

Having multiple touchpoints in your online presence allows people to interact with different levels of your offering. Having multiple sources allows them to know more about you, hence trust you.
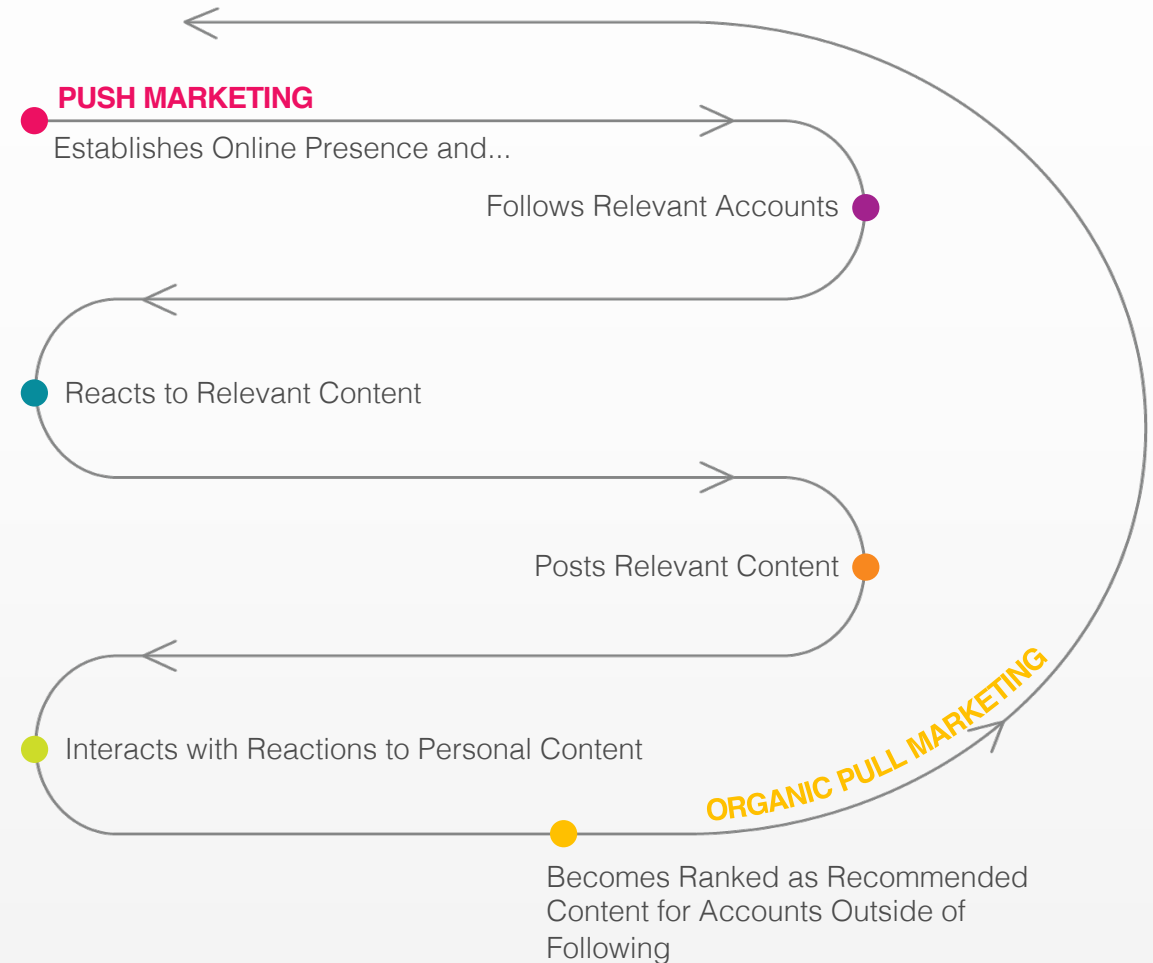
APPROACHABILITY

More content encourages participation; whether through likes, comments, or direct messages. The more recent the content, the higher the likelihood people will want to react or interact with your content.

CREDIBILITY

Your increased presence will allow you to show up as recommended content on the feed of your followers' followers. Your increased network and their participation in your content can show that you are accountable.

MORE CONTENT OUTPUT = MORE ORGANIC* PULL

PUSH MARKETING
Establishes Online Presence and...

Follows Relevant Accounts

Reacts to Relevant Content

Posts Relevant Content

Interacts with Reactions to Personal Content

ORGANIC PULL MARKETING

Becomes Ranked as Recommended Content for Accounts Outside of Following

* Organic pull = E.g. embedded algorithm, word of mouth, email marketing (unpaid)
Paid pull = E.g. paid advertisements, sales promotions, media coverage (paid)

The "Why" of Social Media

What Social Media Platforms are Relevant for RaeDash & How to Leverage their Power

LINKEDIN

PROs of Platform:
- *Business-oriented and professional*
- *Outreach to relevant/prospective contacts, clients, and following*
- *Trustworthy source for networking*
- *Ability to establish skill and measure skills of others*

OPPORTUNITY:
- *Follow relevant groups*
- *Post about relevant work results, insights, or partnerships*
- *Connect with partners*
- *Source clients, projects, employees*

FACEBOOK

PROs of Platform:
- *Business-oriented but casual*
- *Outreach to communities, non-profit groups, volunteers*
- *Ability to follow non-profit partners on their mission/purpose pages*

OPPORTUNITY:
- *Follow relevant groups*
- *Post casual business updates or share the pages of non-profits that are your clients*
- *Source non-profits and prospective partners through network*

EMAIL

PROs of Platform:
- *Business-oriented and total control over outreach*
- *Specific towards topics and can update on more sensitive business topics*
- *Establish rapport and relationship through curated content*

OPPORTUNITY:
- *Follow-up with prospective clients*
- *Connect with current and past clients for relationship building*
- *Add call-to-actions (buttons/links) to lead to content you want to share*

INSTAGRAM

PROs of Platform:
- *Casual but still business-specific*
- *Outreach to followers who are interested in volunteerism*
- *Connection to supporters, small-businesses, and trends relevant to business*

OPPORTUNITY:
- *Information-share and exposing what the business looks like on the inside*
- *Gain supporters to boost knowledge of RaeDash*
- *Follow the pages of clients and support their mission*

TWITTER

PROs of Platform:
- *Business- oriented but can also be causal*
- *Outreach to relevant voices in the industry*
- *Access to latest, quickest, and recent comments on events*
- *Platform to voice opinions or updates*

OPPORTUNITY:
- *Follow relevant industry experts, free-lancers, other small business leaders*
- *Follow government officials to get latest on changing rules and governance*
- *Support movements or social trends of clients*

Relevancy / Priority for Raedash   *Future Opportunities for RaeDash*

Where to Start & Where to Go

Which Platform to Start With and When to Start Establishing Presence on Other Platforms

GAMEPLAN

Since RaeDash has established presence on LinkedIn already, it will be the the prioritized platform for recommendations.

Concentrating on one platform first will make recommendations approachable and set pace and processes for future opportunities on different platforms.

The next few slides will outline specific recommendations for RaeDash's existing and relevant LinkedIn accounts.

On the right you will find a flowchart that can clarify when it is the right time to add another social media platform for RaeDash, and a generic set of questions to ask!

1. SET SUCCESS
Is (are) the platform(s) you're on reaching the level of success you desire?

→ NO →

Considerations:
1. Is there content you can be changing to reach your performance goals? (amount of interactions, leads, etc.)
2. Can you prepare content or an account strategy for the next platform you want to be on while reaching your desired level of performance on current accounts?
3. Do you have the bandwidth to balance both?

YES

2. DETERMINE BANDWIDTH
Do you have the time or support to balance the requirements of multiple accounts?

→ NO →

Considerations:
1. Are the reasons for joining another platform valid for RaeDash's business objectives?[1]
2. Do you need the support of an additional employee or intern?[2]
3. Do you need to begin investing in a marketing management tool?[3]
4. Are you over-delivering on current platforms? Can you reprioritize in order to balance another platform?

YES

3. ESTABLISH DIRECTION
Why are you expanding on to the new social media platform?

→

Considerations:
1. Are you joining the new platform to reach a different type of audience?
2. Are you joining the new platform to post the same content?[1]
3. Do you want to use this new platform for different content types?

[1] *Refer to slide 7 for opportunities RaeDash can leverage on different social media platforms*
[2] *Refer to slide 13 for marketing services and additional employee recommendations*
[3] *Refer to slide 17 for marketing management tool recommendations*

LinkedIn

Recommendations and Strategy for Current LinkedIn Accounts
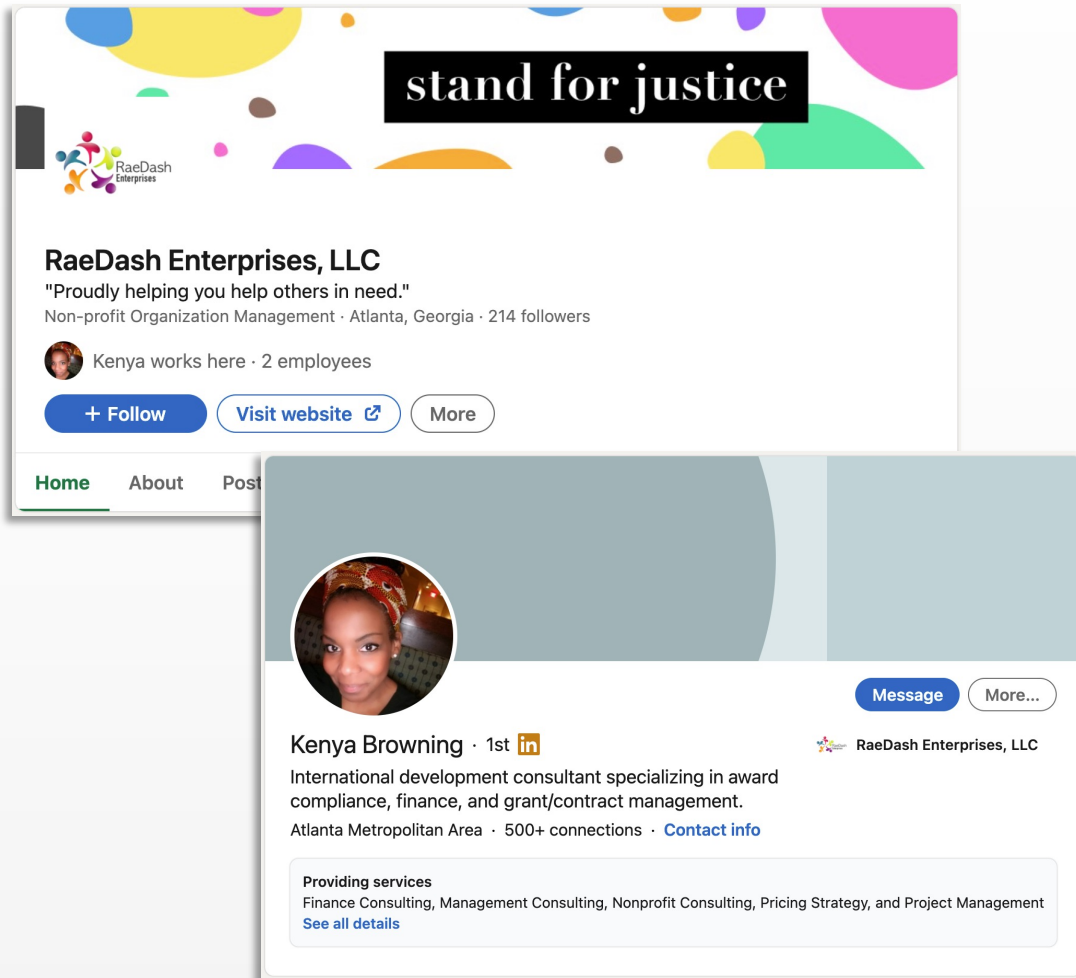
1 Prioritize action on personal account

- *Ability to post things related to the company and things related to yourself*
- *People like to connect with people not anonymous organizations*
- *Focusing on one allows to implement strategies carefully and onboard slowly*

2 Keep business profile static

- *Allows people to have another resource to learn about RaeDash*
- *Improves Search Engine Optimization (SEO) by taking more spots in search engine results when searching RaeDash or Kenya Browning*

3 Continue to do the "push" to gain organic pull

- *Refer to Slide 6 for different considerations on push marketing to garner organic pull marketing results*
- *Diversify and strengthen content coming out of personal LinkedIn account*

More on LinkedIn

Un-Organic/Paid Pull Mechanisms Available on LinkedIn to Leverage Higher Leads

LEAD GEN FORMS:
customizable, prefilled forms with a prospect's LinkedIn profile data that can be added to your Sponsored Content or Sponsored InMail

1 Become a Campaign Manager (create account)

2 Set up your campaign (Objective selection, audience, Ad format, placement, budget, schedule, and conversion tracking)

3 Create a Single Image Ad (Post content / advertisements)

4 Use Lead Gen Forms Ads (Select specific fields that you leads can fill out)

5 Export and access your Leads

More on LinkedIn

Un-Organic/Paid Pull Mechanisms Available on LinkedIn to Leverage Higher Leads

$ How much will this cost? In order to use the LinkedIn Lead Gen Form advertisements, you comply with LinkedIn advertising costs.

Summary of LinkedIn Advertising Costs

BID TYPE	AVERAGE COST
CPC	$5.26 per click
CPM	$6.59 per 1000 impressions
CPS	$0.80 per send

AD TYPE	BIDDING OPTIONS
Sponsored Content	CPC, CPM
Text Ads	CPC, CPM
Sponsored InMail	CPS

The "Why" of Social Media

Quick Facts About Investing in Marketing as a Consultant

Investing more in your marketing correlates to a higher income. Over 50% of consultant investing $5K+ in their marketing are earning more than $150K per year.

Marketing frequency correlates to less of a reliance on referrals. Consultants who market their busines daily rely less on referrals. Consultants who market their business only when they need a new client rely heavily on referrals.

People

- Explore the possibility of adding a social media intern

- Scope insights from survey to build job description and candidate requirements

- Determine how recommendations can be implemented

Marketing Services

Value of Adding a Specialized Team Member to Support Growth and Consistency

" Is the current marketing process sustainable? What reinforcements can be leveraged? "

ACCOUNTABILITY

Ensuring that the facets of the social media platforms are understood and used to their full potential. To delegate and prioritize work in a more informed way as to spend more time on core business but have a reliable process for marketing to fall back on .

SUSTAINABILITY

Setting a more consolidated process can allow you to build a pipeline for growing your presence online. By realizing this system, you enable your marketing process to become easier to repeat yourself, or transfer to a supporting team member with minimal onboarding.

OPPORTUNITY

Having more support or an easier priority list for marketing can pave a path to explore more diverse content.

Marketing Services: Hiring an Intern

Results from a Survey Shared with Northeastern University Student Community

71%
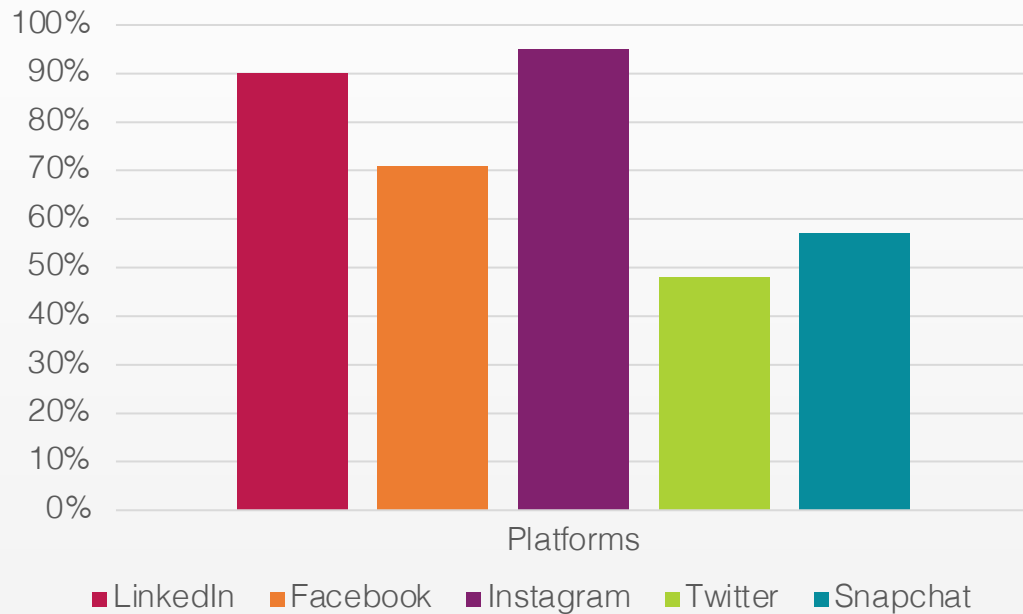*Are interested in a remote paid internship for a non-profit consultant*

$ **17.38**
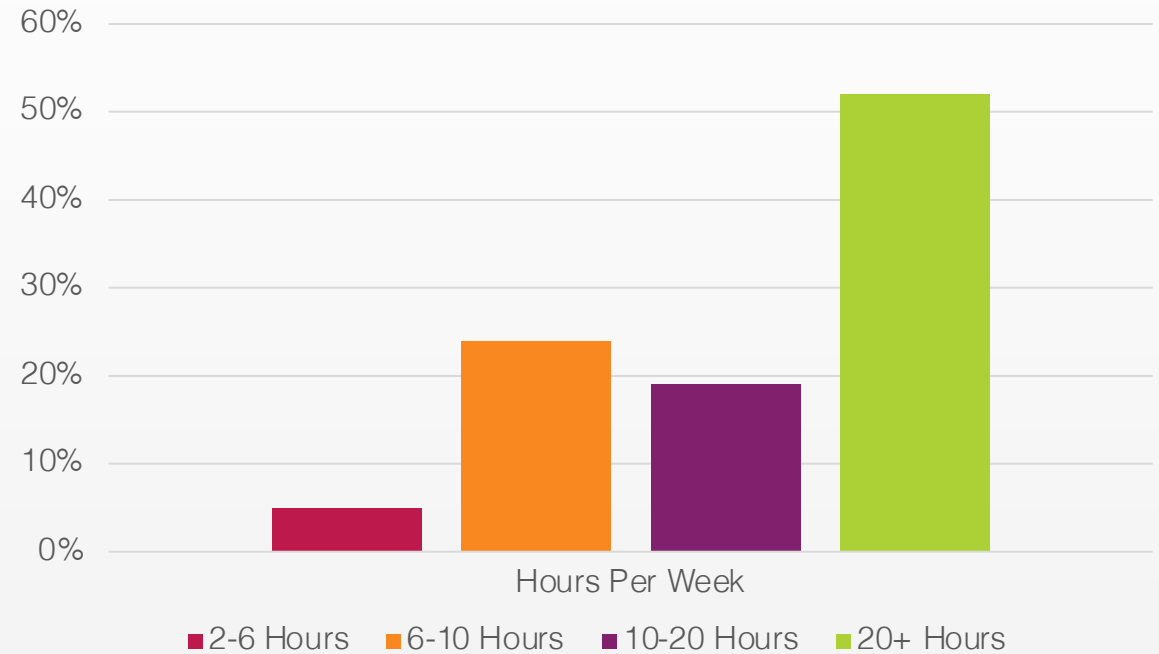*Is the average hourly salary expected, with a minimum of $12/hr and a maximum of $21/hr*

62%
Are willing to be in the position for 3-6 months, 19% for 6-12 months

Social Media Platforms Respondents Are Comfortable Using (N = 21)

■ LinkedIn ■ Facebook ■ Instagram ■ Twitter ■ Snapchat

Respondents' Willingness for Working Hours Per Week (N=21)

Hours Per Week
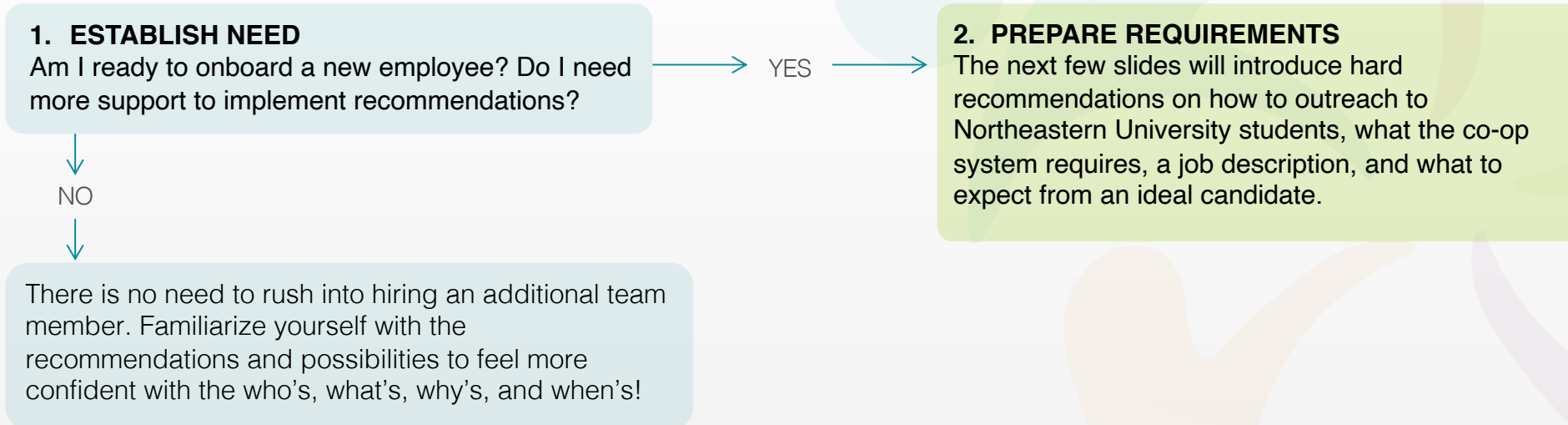
■ 2-6 Hours ■ 6-10 Hours ■ 10-20 Hours ■ 20+ Hours

Marketing Services: Hiring an Intern

Outreach for College-Level Interns and Resources to Use

Partnering with Northeastern University's Co-op Program:
There is already an established system in place and inherent student expectation to job-search throughout studies

- There is proven demand for job, as reinforced by the survey
- An intern can provide RaeDash with a fresh perspective
- Most students would have already completed 1 co-op/other work experiences
- Kenya will still have full autonomy over processes and direction, but just more support and assistance

1. ESTABLISH NEED
Am I ready to onboard a new employee? Do I need more support to implement recommendations?

YES →

2. PREPARE REQUIREMENTS
The next few slides will introduce hard recommendations on how to outreach to Northeastern University students, what the co-op system requires, a job description, and what to expect from an ideal candidate.

NO

There is no need to rush into hiring an additional team member. Familiarize yourself with the recommendations and possibilities to feel more confident with the who's, what's, why's, and when's!

Marketing Services: Hiring an Intern

What Job Description to Provide and What to Expect from an Ideal Candidate

Firm Description

RaeDash Enterprises is a LLC that works with nonprofit organizations around the globe to enhance their ability to compliantly manage U.S. government funded grants, cooperative agreements and contracts. Our motto is "Proudly helping you help others in need." We are passionate about providing administrative and operational support to NGOs so that they can confidently implement their programmatic missions. Our goal is to develop organizational capacity to successfully manage U.S. government funds so that they may demonstrate the ability to obtain and manage future grants and cooperative agreement funding in the future.

Role Description

- Identify errors in reporting data and locate opportunities to improve reporting procedures
- Analyze and summarize new regulations for non-profit organizations
- Assist with compliance testing of firm's internal controls.
- Create, schedule and manage posts on RaeDash's professional LinkedIn page
- Align social media posts and outreach with RaeDash's initiative
- Act as a liaison between Kenya and clients
- Help and manage the Raedash website

Candidate Requirements

- Excellent written and verbal communication skills
- Attention to detail and dedication to accuracy
- Strong time-management skills
- Flexibility to handle varying assignments simultaneously, and ability to accommodate shifting priorities
- Ability to learn quickly in a fast-paced environment
- Knowledge of MS Office applications (Word, Excel, PowerPoint, Outlook)

Marketing Services: Hiring an Intern

A Mock-up of How the Job Description will Display on Northeastern University's Co-op Portal "NUWorks"

Home / Jobs & Internships /

Social Media/Compliance Intern
Raedash Enterprises

Apply

Position Type
Internship

Desired Class Level(s)
Junior

Desired Skills

Website Building   Social Media

Description

Raedash Enterprises is a LLC that works with nonprofit organizations around the globe to enhance their ability to compliantly manage U.S. government funded grants, cooperative agreements and contracts. Our motto is "Proudly helping you help others in need." We are passionate about providing administrative and operational support to NGOs so that they can confidently implement their programmatic missions. Our goal is to develop organizational capacity to successfully manage U.S. government funds so that they may demonstrate the ability to obtain and manage future grants and cooperative agreement funding in the future.

Important Dates

Posted On:
Mar 27, 2021

Application Deadline:
May 31, 2021

Contact Information
Kenya Browning
kbrowning@raedash.com

Related Resources

- CareerX
- Vmock
- GlassDoor
- GoingGlobal
- VocBio

Help & Support

Send a Question or Comment

What You'll Do

- Identify errors in reporting data and locate opportunities to improve reporting procedures
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Marketing Services: Hiring an Intern

Final Recommendation Built from Survey Insights

1 Hire an Intern with Expectations of working 2 Hours/Day (10 Hours/Week) at a $17 Hourly rate

2 First 30 Days of Recommendation Implementation: Post position and job description on recommended platforms

3 60 Days of Recommendation Implementation: Review applications, interview, and hire a candidate

4 90 Days of Recommendation Implementation: Intern starts job and begins training

Platforms

- Understanding the availability of tools to help marketing processes

- Determine how recommendations can be implemented
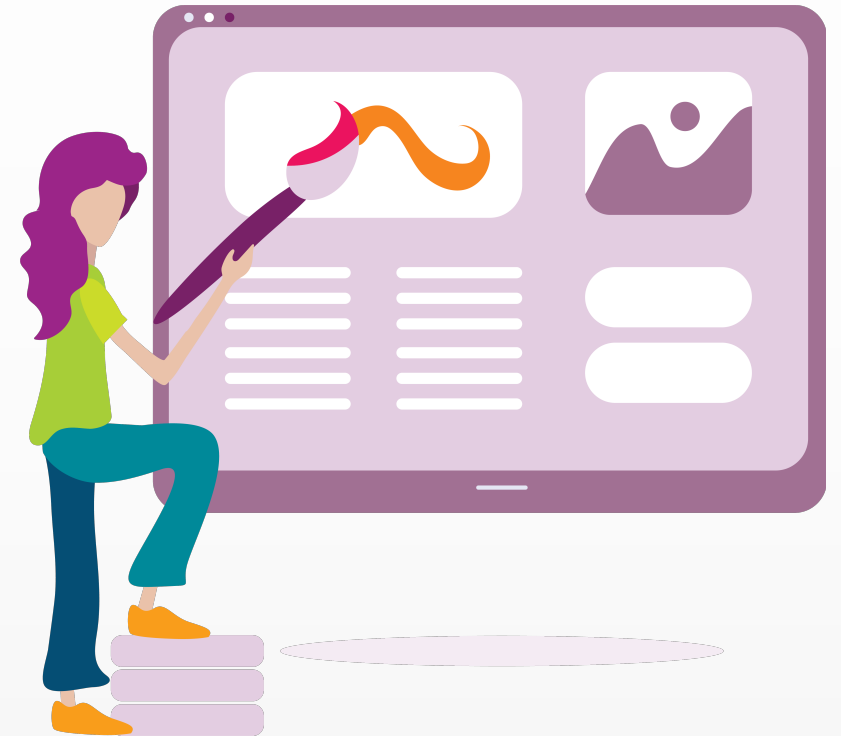
Marketing Management Tools

What Are They? And Why Are They Important?

"

A tool to help manage content by helping plan it, schedule it, and track it

"

CREATIVITY

By planning upcoming content and having the ability to see what they look like collectively, you can evaluate redundancy and diversify information. Marketing management tools can also recommend on-trend post-types and content topics.

CONSISTENCY

Having an archive of posts can remind you standardize future content to remain on brand and informed by past performance . You can also evaluate your cadence schedule and ensure you are posting regularly.

FLEXIBILITY

Most tools have cross-platform integration and serve as a singular place to attend to all accounts whether on LinkedIn, Facebook, etc. It also offers additional services such as collecting insights and analytics about performance of content and follower interaction.

Marketing Management Tools

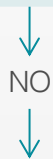Options to Consider and When to Consider Investing and Implementing in Process

TOOL	PRICE	OFFERING
SmarterQueue	• 50% off for non-profits • $50-$129 depending on plan	Both platforms offer: • Cross-channel integration (information from multiple social media platforms integrated in one) • Content curation and information on post types and trends • Ability to schedule posts • Ability to respond to incoming messages • Analytics to find out what is driving traffic • Community channels to be onboarded on to platform and get ad-hoc advice
Hootsuite	• 50% off for non-profits • $16.99	

1. ESTABLISH NEED
Are you now active on 2 or more social media platforms?

→ YES →

2. PURCHASE PLAN!
Whether you have hired an intern or not, this marketing tool can help keep an archive of your progress, track new progress, and allow you to access all interactions in one place. This will make it less overwhelming for you to respond to leads, or onboard different interns on a ubiquitous platform.
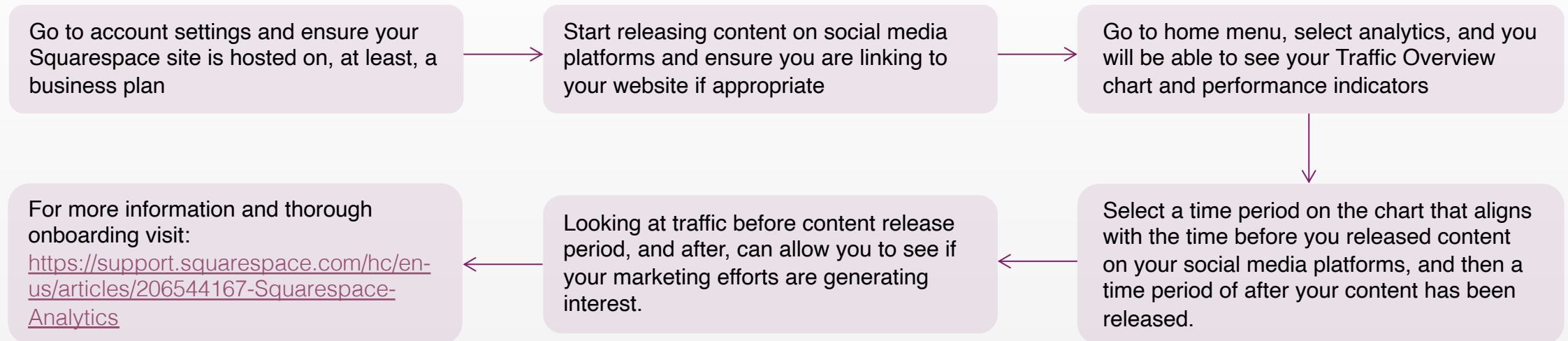
NO
↓

There is no need to invest in a marketing management tool yet. This is a tool that will only come handy when you have cross-platform action.

Marketing Management Tool: Squarespace Analytics

Monitoring Interactions with RaeDash's Website After Investment in Marketing Push (Organic or Paid)

Squarespace Analytics

Since RaeDash's website is hosted on this platform, it is important to leverage its embedded tools that help give insight on how the site is performing. As more interest is garnered from the higher output of content on social media, the website will probably gain more visitors since it is an additional touchpoint for them to bridge their knowledge gap and perceived trust of your services.

Once you have begun releasing your content on the platforms, make sure that your Squarespace plan is on the "Business Plan" which comes with advanced website analytics. You would monitor features such as **Traffic**, **Traffic Sources**, **Geography**, and **Popular Content** to determine if there has been an increase of visitors on your site, whether they came from a search engine like google or through a social media platform, where they are geographically, and what pages/sections of your website they spent most time on (respectively).

Go to account settings and ensure your Squarespace site is hosted on, at least, a business plan	Start releasing content on social media platforms and ensure you are linking to your website if appropriate	Go to home menu, select analytics, and you will be able to see your Traffic Overview chart and performance indicators
For more information and thorough onboarding visit: https://support.squarespace.com/hc/en-us/articles/206544167-Squarespace-Analytics	Looking at traffic before content release period, and after, can allow you to see if your marketing efforts are generating interest.	Select a time period on the chart that aligns with the time before you released content on your social media platforms, and then a time period of after your content has been released.

Marketing Management Tools

Final Recommendation Built from Research and Alignment with Business Objectives

1 Invest in a marketing management tool, only after you are active on a minimum of 2 platforms

2 Hard recommendation is to invest in SmarterQueue since their user base is mostly from freelance, small agency, and independent consultant segments. However, view video demos of both Hootsuite and SmarterQueue to view which interface you prefer. Both have the same offering, and Hootsuite is an award winning and trusted Fortune 1000 platform.

3 60 Days of Recommendation Implementation: Ensure that RaeDash Squarespace website is on at least the Business Plan

4 After 90 Days of Recommendation Implementation: Monitor site traffic and performance indicators once content has been launched on platforms to view garnered interest. This is a tool that can be used whether you have reached the stage of investing in a marketing management tool.

Implementation Plan

Working with recommendations and what it will look like in the first month and after

LEARN

30 DAYS

- Familiarize yourself with final deliverable resources
- Update current LinkedIn page (RaeDash account) with recommended
- Continue LinkedIn presence by liking, commenting, and sharing content and posts
- Personalize and edit the Northeastern intern job description to align with marketing needs
- Complete co-op inquiry form via Northeastern career website (form link [here](#))
- Finalize job description / busines needs to complete inquiry form

IMPLEMENT

60 DAYS

- Continue LinkedIn presence by liking, commenting, and sharing content and posts
- Familiarize with the Lead Generation on LinkedIn (reference resource 1-pager for materials)
- Once in contact with NEU coordinator, send job description and begin interview process for NEU interns
- Ensure that the RaeDash website Squarespace account is on a Business plan, if not then upgrade!

OPTIMIZE

90 DAYS

- Continue LinkedIn presence by liking, commenting, and sharing content
- Intern starts job and begins training
- Once established push mechanisms are on LinkedIn (developed content, increased connections, etc.) consider purchasing a LinkedIn Ad platform to utilize Lead Gen forms (pull mechanism)
- Monitor website traffic on Squarespace analytics to determine if increased interest has resulted from established content

AFTER

- Consider a marketing management tool when establishing presence on 2 or more platforms

Resources

LinkedIn Pull Mechanism

- What is LinkedIn Gen Form? Video explanation here
- Step-by-Step video on how to use LinkedIn Lead Gen Form

Intern Resource

- NEU Co-op Inquiry Form

Marketing Management Tools

- Hootsuite vs. SmarterQueue conversation
- SmarterQueue Platform Information
- Hootsuite Platform Information
- Squarespace analytics step-by-step resource page