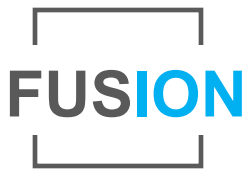




marketing and consulting

Social Media Services





marketing and consulting

Social Media

Social Media brings a powerful double-punch of tech savvy public relations and effective communication technology to your organization's marketing plan.

Definition of Social Media:

Social Media is the collection of tools and online spaces available to help individuals and businesses to share opinions, insights, experiences, and perspectives with each other.

“Social Media is, at its most basic sense, a shift in how people discover, read and share news, information and content.”

So what?

Social Media is, at its most basic sense, a shift in how people discover, read, and share news, information and content. Social Media is continually evolving and can be very overwhelming! Many businesses have started reaping the benefits of social media. But if you are confused by all of this now, where will you be in a few years?

If you are a small business owner and do not have access to the large corporate dollars to spend, where will you be left?



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We Want To Help

We have devoted ourselves to working with small business owners getting them up to speed on social media and implementing strategies allowing them to compete on another level.

Fusion's Social Media Strategies allow your company to connect with customers, prospects and engaging through rich media and online conversations. Fusion will work with your company to develop and implement a Social Media Campaign.

Three critical elements of social media marketing:

1. **Value Proposition:** Can you define the value associated with a cohesive online identity?
2. **Differentiation:** Do you understand how people perceive your online identity? Does your online identity stand out?
3. **Marketability:** What makes people want to keep coming back to your social media outlets and become an advocate for your business?

We take clients through three main stages:

1. Defining and demystifying social media.
2. Creating specific goals around social media that make sense for your company.
3. Implementation of social networks, blog, wikis through a unique and specific plan.

We will take you from idea to implementation and educate you every step of the way. We understand the idea of social media can be overwhelming and we want to help!

Interested in learning more? Give us a call or send us an email.
We enjoy taking the road less traveled—here is your personal invitation to join us!

www.fusionmarketingandconsulting.com