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FIVE THINGS TO CONSIDER WHEN BUDGETING FOR A SOCIAL MEDIA SPECIALIST

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FIVE THINGS TO CONSIDER WHEN BUDGETING FOR A SOCIAL MEDIA SPECIALIST

1. DOES THE PROJECT INVOLVE EXISTING SOCIAL MEDIA ACCOUNTS OR SETTING UP NEW CHANNELS?

There is a lot of work involved with the initial setup of social media channels, including the creation of artwork, branding, taglines and initial content. It is also more difficult to start generating followers as an unknown brand, so initial costs are usually higher in the beginning as the social media management freelancer will need to run both paid and organic campaigns to grow your following. Established accounts are more affordable since they usually require a quick graphical refresh before moving straight to content.

2. HOW MANY SOCIAL MEDIA PROFILES WILL THEY MANAGE?

While almost all businesses tend to gravitate towards Facebook and Twitter, certain industries actually see a greater benefit from channels like Pinterest, LinkedIn, or YouTube. Targeting each additional channel can raise the expected costs by \$300-\$2,000 per month for small businesses, and up to \$5,000 per channel for enterprise ventures. Commerce sites like Amazon and review websites like Google+ and Yelp also fall into this category, which is discussed in more detail under topic #4.

3. ARE YOU PLANNING TO TARGET INFLUENCERS?



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complementary businesses to your channel. If they share you with their own followers, it can lead to tens of thousands of potential consumers discovering your brand. With larger budgets, social media managers can actively engage influencers to create these types of opportunities.

4. WILL THE SOCIAL MEDIA PROFESSIONAL HANDLE CUSTOMER SERVICE?

When a customer is unhappy about a product or service, they often turn to social media in order to vent their frustrations. Companies are realizing that they can turn these bad experiences into positive outcomes, but only if they are actively monitoring the most common review sites and reaching out to customers. Social media pros use specialized tools to track company mentions in real time. Their responsiveness to customer inquiries will depend on your overall budget and the timeframes that are negotiated before the project begins.

5. HOW WILL SOCIAL MEDIA CONTENT BE CREATED?

Since popular social channels need fresh streams of content, blogging, videos, GIFs and other multimedia are a necessity in order to keep followers engaged. Content may include content from 3rd party news outlets as well to ensure a steady stream of content. The type of content created and its frequency will be decided by the content calendar, which may be run by a social media contractor or the client. In smaller budgets, it's likely staff members doing most of the writing after a few courses. Larger companies may have multiple bloggers generating content.

For more Info go to www.Paramonosmedia.com



Should You Outsource Social Media Or Do It Yourself?

1. Decide What You Want to Achieve

You should not open any new social account simply because you hear it's now a must-have for a small business. "Having social media just for the sake of social media is ridiculous," Mayer says. "There have to be actual gains you want to achieve."

The majority of small businesses don't know what those are. They have a vague idea at best.

"Most companies will say, 'We want to drive sales and create brand awareness,'" Mayer says. "But there are a ton of other things they can be doing, like business intelligence and research and understanding new markets."

Before you establish any new social media presence for your business, you should make a list of specific goals you want that presence to accomplish.

2. Don't Spread Yourself Too Thin



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That's almost an entire workweek -- and unless you're running a travel agency or a video rental shop, you can't spare a workweek out of each month to spend on a social profile.

"A small company should choose just one and probably not more than three platforms to focus on," Mayer says. "It's very rare you'll need more than that. Don't jump on every shiny new thing because that will just distract you and make you lose focus."

3. Keep Some Social Media In-House

Once you've decided which social networks best suit your goals, you can decide whether to handle them yourself. Look around your office. Do you have some employee who likes to spend half his day at Facebook? (Most offices do.) You can turn that to your advantage.

"People expect me to say outsource, outsource, outsource, because that's one of the things we do," Mayer says. "But we also help companies find people internally to do social media. Let's say someone in your company is a great photographer and they like to use Instagram. Utilize that person appropriately, lay out for them the business goals you want to achieve."

Running social media in-house will personalize your message. Companies that outsource all their accounts often end up with a bland voice and distant customer relationships.

4. Send Some Social Media to a Consultant

If you have a presence at many social sites, you likely do not have the time in-house to give them the attention they need. Can you manage them all yourself? No. Can you afford to devote a couple employees to the task? Probably not.

"Another issue you run into when you keep it all internal is that the content becomes stale, because only one person or two people are contributing to it," Mayer says. "Or an entrepreneur will do it halfway. They'll be on Twitter and post once a week and that kind of frequency is not enough."

Social media accounts demand constant monitoring. If some disgruntled customer posts a negative comment on your Facebook page, you must respond quickly. You can't afford to have some radioactive review of your business sitting at your profile unanswered for two weeks. It will erode your reputation.

"Social media is a grind," Mayer says. "It's all about day-to-day communication and talking with people live and that never ends."

5. Follow These Rules When Finding Help

Once you've decided to outsource some of your social media responsibilities, Mayer says there are certain dos and don'ts to follow.

— "Don't choose someone who says they know everything about social media, because that person is lying. Social media is very fluid and it's impossible to stay on top of it all."



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— “Don’t be swayed by consultants who say they’re ‘industry specific.’ You need a partner who understands social media, period. If you understand social media you can apply that knowledge across many different industries. It’s more important to have a good methodology for how social media can convey messages and build relationships to achieve business goals.”

— “Do investigate how a firm does its own social media, because if they’re not doing it well for themselves it’s unlikely they’ll do it well for you.”

— “Do look at the clients they’ve worked with and talk to them about their experience.”

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