

PARAMONOS®

Meaning of name Paramonos: Derived from Greek meaning "Endurance, Constancy & Luxury".

PARAMONOS MODELS TALENT PARAMONOS STUDIOS

WHAT IS SOCIAL MEDIA MANAGEMENT (SMM)?

WHAT DO WE DO?

Design and create content for a business' social media platform(s).

Post all content in a consistent way and format for the benefit of Google, other search engines, and users.

Follow, like, and interact with other pages and communities.

Communicate with business owners to best and most effectively articulate the branding, messaging, and goals of that business, all while building a community.

Track all analytics to show clients how we are doing across their social media platforms.

FACEBOOK

All e-commerce, B2C, franchise, home-based, and service-based businesses need to be utilizing Facebook as an integral piece of their marketing!

Facebook not only helps build top-of-mind awareness, trust, and engagement among your target audience, it also helps to establish and enhance your business' organic listing placement.

GOOGLE+

Every business should utilize Google+ as part of their SEO strategy. Utilizing the platform properly enhances a business' organic listing placement and can even help lead potential consumers to the information they need to convert into loyal customers.

TWITTER

Twitter is the ideal platform for connecting with your fan-base in real time for flash promotions, important updates, product releases, and much more. It can also be a great avenue for customer service, providing your followers another avenue for communicating directly with your brand. In addition, Twitter offers your business the unique opportunity to tap into viral sensations as they emerge. For ecommerce businesses, promotion-based companies, and high-profile individuals, utilizing this platform can be exponentially beneficial.

LINKEDIN

Are you a budding business looking to connect with young entrepreneurs or a vendor-based business looking for new suppliers? If so, LinkedIn is the place you need to be! LinkedIn is the ideal platform for connecting with other business professional and creating trusted relationship that can help you further your business and career.

PINTEREST

If you are an e-commerce business looking to tap into a strong female audience, Pinterest is the place to start. Pinterest has quickly become one of the fastest growing search engines used among women, making it the perfect place for you to tap into the market and connect with those women.

INSTAGRAM

Is what your business has to offer visually appealing? If so, Instagram wants to help you grow! As an image-based social platform that is designed to be utilized in real-time, Instagram is perfect for creating a significant branding campaign around what your company has to offer. From creative sports wear to one-of-a-kind art and baked goods, Instagram users want to see it!

WHAT DO WE NEED FROM YOU?

YOUR BIG IDEA!

Your PURPOSE: Why do you exist? What are you here to do? Your big IDEA!

Connecting people with your purpose will guide what we create, curate, and communicate.

You CANNOT be EVERYTHING to EVERYONE. You CAN BE something SPECIAL to SOMEONE. We need to find that SOMEONE.

TAKEAWAYS

WHAT WE NEED TO REMEMBER.

Our goal is to build a community

We will concentrate on growth/community/business - all elements in the ecosystem of growth

#1 priority is to connect with people!!

Don't push products or services. You only need a few service or product posts - just a few firestarters to get behind your brand

LEVERAGE TRUST to weather messes - get your community behind you.

You must do things for the greater good.

You must balance short term with long term

Educate your customers

Each client needs a different strategy

We will just keep testing new strategies

Videos are helpful - 10 second clips

**UPCOMING: we are working on creating a package of 10-second videos for your social needs*

Start re-posting your old content. People could have missed it.

WHAT DO PEOPLE REALLY WANT?

Honesty about services and products.

A company that acts with integrity.

A company that won't let you down.

Sometimes we need to EMBRACE ABSURDITY!

NEED SOCIAL MEDIA AD MANAGEMENT?

We can help with managing your social media ad campaigns as well! We do all the work for you, from setup to monthly ad management. Contact us for details.

RECRUITMENT WARNING: BEWARE OF IMPOSTERS

Paramonos® considers the safety and well-being of aspiring models a top priority.

We pride ourselves on our professionalism, transparency, and authenticity. Please be aware there are certain individuals on the internet falsely claiming to be representatives (or "scouts") of

Paramonos®. If you are contacted by anyone claiming to be a representative of our company, do not respond without first verifying their identity.

Promptly email us directly and we will be happy to assist.

Paramonos® official Instagram pages are

@Paramonos.Models

@Paramonos.Studios