

Effective Social Media Marketing Made Simple



Everything you need, all in one place!



The background of the top half of the page is a dark green color. It features several yellow-outlined icons connected by thin yellow lines. The icons include: a circle with 'Y!', a circle with the YouTube logo, a large circle with the Facebook 'f' logo, a circle with the letter 'S', and a cloud-like shape with the words 'SOCIAL MEDIA' inside. The main text is overlaid on this background.

Social media has rapidly become a crucial element to doing business in the 21st Century.

Once merely a novelty, and in some circles even a punch line, social media has since evolved into a powerhouse marketing tool and a must-have for small business owners. To ignore it would mean turning your back on a huge pool of prospective customers while risking becoming less relevant among competitors. Luckily TweetAngels is bringing a little slice of heaven to the social

media landscape. Since launching in 2010, the Los Angeles-based social media marketing firm has stayed true to their goal of helping small and medium-sized businesses build a name for themselves online. Five years and 10,000 clients later, the company has expanded to include larger companies and corporations, as their commitment and dedication to clients continues to grow as well.



From Facebook, Instagram and Twitter Targeted Marketing to full Monthly Social Media Management and content creation, TweetAngels helps companies realize their brand's full online potential, matching it with targeted content and a clear strategy built for success. In the ever-changing paradigm of social media and online platforms, TweetAngels serves as a reliable beacon,

helping companies navigate the digital jungle with confidence and poise.

By creating not just appropriate content for your brand, but also a customized strategy to achieve targeted goals, Tweetangels has years of tested experience to deliver you results. That's what sets TweetAngels apart from standard online marketing firms: a rich understanding

of the popular platforms, and years of experience in making those platforms work for businesses.

Social media marketing means more than knowing what people are clicking the "Like" button on today. It's a fundamental understanding of online communities and marketplaces with an eye toward the trends of tomorrow and beyond. It requires an intense awareness of how such

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platforms operate, and how to utilize them for maximum effect. It involves developing a strategy engineered to connect businesses with their key demographics, allowing them to grow in revenue and influence through a stronger online brand presence.

TweetAngels works with clients to pinpoint their goals and define a pathway to success, whether it's building a stronger following or introducing a brand's presence on popular platforms like Twitter, Facebook, LinkedIn, and Instagram.

Social media marketing, like its namesake, is all about connecting. It's about making an impression and sharing a common bond with individual customers or industry-wide. TweetAngels provides companies with the tools and insight to make such connections possible, improving brand awareness while increasing engagement at the same time.

Companies of all stripes and sizes need a presence online, not just to set them apart from competitors, but also to keep pace with the changing ways in which technology transforms the marketplace. For many modern businesses, the days of Yellow Page ads and street-side billboards are long gone. Today's consumer is far more likely to research their purchases in advance, and to seek out information on a product or service provider before making a decision. That means staying connected to your customers is more vital than ever.

Strong social media, when managed correctly, offers a two-way window of opportunity - where a customer can learn more about a company, and a company can find new prospects for business and a stronger foothold for tomorrow.

SERVICES

Social Media Management

Connecting with customers online isn't always as simple as point and click. It helps to have experts who are tapped in to all major social media hubs, and are familiar with the targeting protocols and posting parameters at each platform.

A successful strategy on Twitter may not necessarily offer strong results with Facebook, and vice versa. Understanding the subtle and fundamental differences that separate Pinterest from Instagram, for instance, can prove crucial in launching a successful social media campaign.

The professionals at TweetAngels are skilled at implementing the full range of tools on each platform, as well as third-party services that help maximize reach and impact. It all begins with targeted content and a customized strategy aimed at your key demographics.

In an ocean of media and content, knowing how to reach grandmothers in the Pacific Northwest versus college students in Southern Florida can make all the difference. Our team has the comprehensive experience and know-how to launch successful,

targeted campaigns on simultaneous platforms. We help companies extend their brand into a digital marketplace with content that excites customers and drives real response.

Increase your organic traffic and search engine placement through targeted content and stronger overall profiles. We also increase your following with Targeted Followers and Likes on all Social Media Platforms you choose in your campaign. This is how TweetAngels helps business connect with the right customers.



Included in our Social Media Management:

Gaining Targeted Followers Daily

Connect with the exact type of customers you're seeking, targeted by Profession, Interests, keywords and locations as well as similar brands

Branding Photos

Taking your photos and adding Logos and watermarks for them to use on Social Media.

RSS Feeds

Maintain your brand while turning your page into a resource, tracking industry-specific news and happenings. Evolve your feeds into a functional tool for your customers.

Automated Retweets

Keep your feed alive with content pre-set to match with your customers and their interest.

Saying Thank you

When followers connect, they are greeted and thanked for their participation automatically. This goes a long way in establishing relevance, both for customers and the brand.

Customer Support

Available 24/7, with all work 100% guaranteed.

Creating Content and Posting for you Daily

Posts with Information of Weekly Sales, Offers, New Events, New Menu Items. Articles, Reviews, Pictures, Testimonials, Videos, Sales Messages, etc. on all Social Media Profiles based on your business.

Strategy Assistance

Assisting in Social Media Contests, Special night Ideas, and Customer Retention.

Branding within the Online Community

Get people to Retweet your messages and Products, build your Social Media Presence, increase photo likes.

Facebook Ads Setup and Management

Build and manage your ads. Manage Bids to get low cost per like/follow/lead to get the most ROI out of your advertising budget.

Weekly Outreach

Messaging to new followers and existing Followers, information about your service or sales.

Targeted content

We create Sales driven content to grab the attention of your Followers on Social Media. From art and photos to resources and articles, we help businesses pinpoint the topics and interests of their customer base.

Gaining Targeted Followers



TweetAngels also helps businesses, small and large enhance their profile connection numbers directly, adding likes, and followers with real and active accounts. Size matters in social media, but a marketing strategy can only be effective when it genuinely connects with the right users. One of our signature strengths at TweetAngels is linking businesses to their key demographics, both as individuals and through wider group communication.

TweetAngels makes it possible for companies to connect with the precise customers they're after, targeted based on location, interests and keywords. Niche targeting is also available to keep companies relevant with trends and developments inside the industry and out.

Gained followers through TweetAngels are not the automated accounts passed off by other firms, but instead are real and active members who match the

sought demographic. When TweetAngels connects you with a follower, you can be assured they are relevant to your strategy and business model, and not simply a padded number.

Through creativity, strategy and a deep understanding of the social media landscape, TweetAngels keeps companies connected to their customer base. How can we help strengthen your social media standing?

Packages



TweetAngels was the first content provider to offer comprehensive packages allowing customers to find new followers across multiple platforms. Our bronze-to-platinum packages can provide companies with a strong foothold

across several social media hubs, including Twitter, Facebook, Instagram and Youtube. Adding likes and followers doesn't just boost your numbers, it greatly extends your reach through reshares, likes and retweets.

First impressions are everything. Impress your current customers and potential customers by purchasing one of our Packages today. Tweetangels can increase your following safely and effectively. 100% Guaranteed!

Case Study #1

Zen Foods

Assignment: Monthly Social Media Management Twitter, Facebook, LinkedIn, Pinterest, and Instagram.

Twitter Followers: 7.6K (started at 1000)

Instagram followers: 9.3K (started at 2300)

Facebook Followers: 3363 (started at 1784)

LinkedIn Followers: 259 (started at 63)

Pinterest Followers: 195 (started at 94)



Zero Effort Nutrition™
www.zenfoods.com

This LA-based diet food delivery provider approached TweetAngels to boost their follower growth and manage their Social Media Accounts on Twitter, Facebook, LinkedIn, Pinterest and Instagram.

Their healthy meals and exceptional service have earned them compliments from many movie stars, including Zac Efron, Denise Richards and more. In the highly competitive clean food delivery market, brand awareness as well as building a large and engaged community is crucial to their success.

By analyzing their most engaging posts, we recognized what their audience likes and developed a strategic content creation plan that infused with the brand's personality across the targeted social media channels.

With strategic approach, Twitter followers have grown steadily, attracting 2000 new followers every month. Zen Foods excelled on Instagram with explosive follower growth through our content and marketing strategy. Starting at 2300 Followers, @Zenfoods now has a 9.3K follower base that are genuinely interested in healthy eating and lifestyle.

At the same time, there has been a substantial follower growth on Facebook, Pinterest and LinkedIn. On LinkedIn, we have successfully enhanced brand awareness and increased their customer base with targeted messaging to increase their weekly leads.

Zen Foods is the most reliable and tastiest clean food delivery service in the Los Angeles area, and that is why the most prestigious clients use their service to continue to eat clean and lose weight for their entire family.

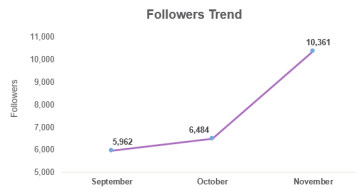
Case Study 1 - Instagram



Instagram Performance Overview

| Key Metrics | | | | |
|--------------------------------|----------------------|-------------------------|-------------------------------------|-----------------------------------|
| Total Posts | Total Likes | Total Comments | Average Likes per Post | Average Comments per Post |
| The total # of posts published | The total # of likes | The total # of comments | Average number of comments per post | Average number of shares per post |
| 67 | 4,543 | 111 | 67.8 | 1.7 |

| Key Metrics | | |
|-------------|-------|----------|
| Month | Likes | Comments |
| September | 1,203 | 72 |
| October | 1,897 | 11 |
| November | 1,443 | 28 |



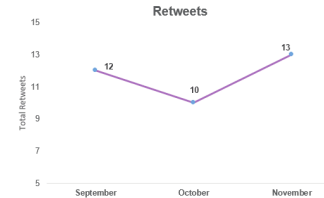
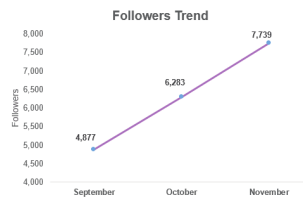
Case Study 1 - Twitter



Twitter Performance Overview

| Key Metrics | | | |
|--------------------------------|-------------------------|--------------------------|---|
| Total Posts | Total Retweets | Total Favorites | Impressions |
| The total # of posts published | The total # of retweets | The total # of favorites | # of times tweets were viewed by audience |
| 144 | 35 | 100 | 36,722 |

| Key Metrics | | |
|-------------|------------|----------|
| Month | Favourites | Retweets |
| September | 8 | 12 |
| October | 51 | 10 |
| November | 41 | 13 |



Case Study 1 - Facebook



Facebook Performance Overview

| Key Metrics | | | |
|-----------------------|-----------------------------------|-------------------------------|---|
| Total Posts | Organic Post Reach | Engaged Users | Total Engagement |
| Total number of posts | Potential number of users reached | Total number of engaged users | Total engagements (Likes, Shares, Comments) |
| 116 | 35,694 | 1,155 | 858 |

| Key Metrics | | | |
|-------------|-------|--------|----------|
| Month | Likes | Shares | Comments |
| September | 305 | 56 | 12 |
| October | 170 | 84 | 22 |
| November | 147 | 38 | 24 |





Carin Kilby Clark

The Mommyhood Mentor®

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» **YES, I WANT MORE HAPPINESS!** «

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Case Study #2

Carin Kilby Clark - The Mommyhood Mentor
Assignment: Targeted Twitter & Instagram Strategies
Twitter Followers: 57.3K (started at 1000)
Instagram followers: 25.3K (started at 2300)

This Mom of 3, Huffington Post contributor and best-selling author turned to TweetAngels to build her following into double digits, with a minimum aim of at least 10K followers. Within 6 months TweetAngels was able to well surpass that goal at each targeted platform.

The Virginia-based blogger had been on Twitter only for about two years, bringing a relatively modest fan base with her at the time. By connecting her endeavors (including articles, appearances and books) around a social media strategy aimed at maximizing each launch, TweetAngels has steadily helped her grow her audience and her influence.

Shaping that strategy meant understanding Clark's appeal and her demographic. The content remained true to herself and her brand, but was implemented along a dedicated timeline and strategic calendar. Analysis of her posting history helped guide efforts at fine-tuning attractive content going forward.

At Instagram, some 25.3K followers connect with this "happiness coach" whose aim is helping people reduce stress, create greater balance and maintain a positive outlook. In that spirit, TweetAngels was able to grow her community considerably with a clear aim toward the end result.

Case Study 2 - Instagram Followers



Total Followers Count

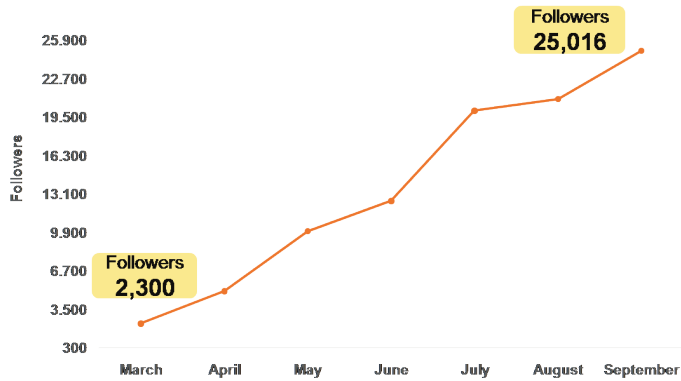
25,016

↑ 988%

Followers Change

+22,716

Total Followers



Case Study 2 - Twitter Followers



Total Followers Count

57,300

↑ 5,630%

Followers Change

+572,000

Total Followers



Case Study 2 - Instagram Engagement



Total Engagements

30,107

↑ 2,902%

Total Likes

28,029

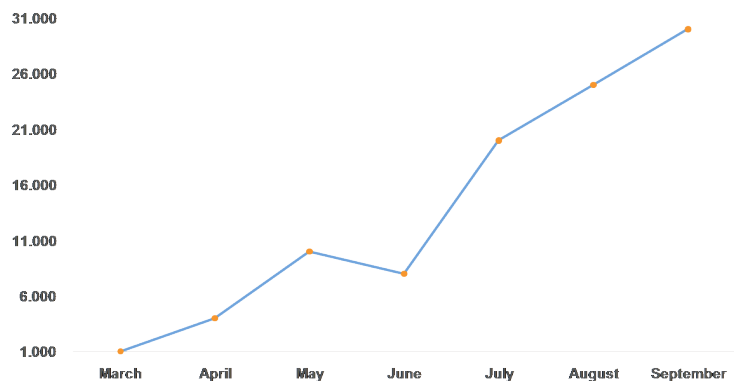
↑ 3,404%

Total Comments

1,988

↑ 894%

Total Engagements





Case Study #3

Christian Tharp, CMT & Stock Market Coach
New York, New York
Assignment: Social media management of Twitter
Twitter followers: 17.8K (started at 1,600)

In the nine months since money guru Christian Tharp began utilizing TweetAngels for social media management and targeted Twitter strategies, his connected reach has grown six fold. He's now able to connect on a much broader scale, generating ongoing news and traffic for his products and site. As a certified market technician making a splash with social media, he's been able to help more than 2,500 beginner and advanced traders and investors to take greater control of their financial futures.

Unlike many industries where a certain level of consistency is more paramount, small companies and individuals like Tharp can benefit from frequent change in social media. For instance at Tharp's Twitter page, the background image frequently changes from week to week, sometimes day to day.

This helps breathe a bit of new life using what is often an overlooked feature of the platform. The same can also be true of Facebook cover pages, though less periodically. Twitter's background image is much like the magazine cover that changes weekly to offer freshness and relevance, while the Facebook cover photo is the more consistent banner of a daily newspaper. As such, it only changes with big events, launches or promotions.

TweetAngels advised mixing up the content Tharp shared, going from stock-related to stock-adjacent. Rather than mostly covering the ups and downs of the market, and the popular thinking among the financial talking heads, Tharp began highlighting pieces related to how certain stocks might fair in the next quarter and beyond, as well as highlighting everyday resources useful to traders everywhere.

Content consisted of lively art and punchy headlines, but most vitally it offered workable information that could help his actual followers while also reinforcing the Tharp brand as reliable and, above all, useful.

Case Study

#4

Boutique In A Bag
Beverly Hills, CA

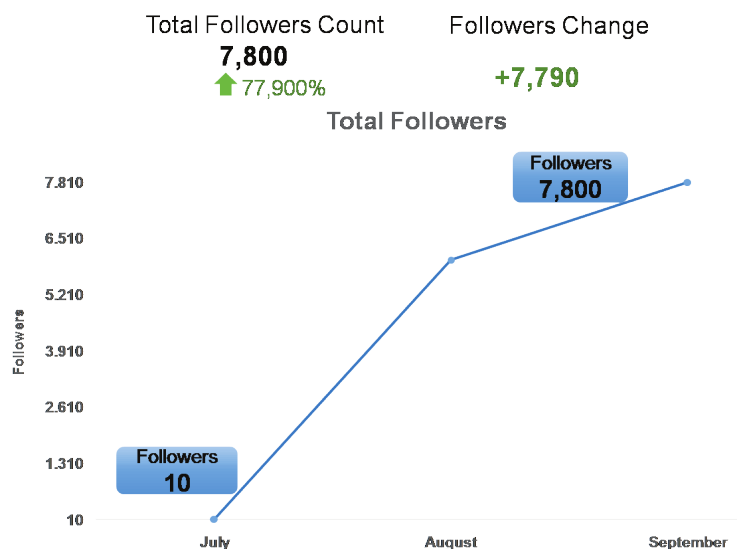
Assignment: Social media management for Twitter & Facebook
7.5K Twitter followers (started at 10)
Facebook Likes: 2,200 (started at 173)

When this Beverly Hills-based Hand bag fashion start-up first came to TweetAngels, they had a great idea and a handful of followers on Instagram and Facebook. By focusing highly on the wants and needs of their customer base, and the type of content they most frequently respond to, Tweet Angels was able to extend their reach to nearly 8,000 new Twitter followers in less than 90 days. At the same time their Facebook reach jumped 10 fold.

Content became lively, with an attitude and sense of humor befitting the brand, and an awareness of the social sensibilities shared by most of their customers. From newspaper articles on empowering women in the marketplace to tools for color-coordinating outfits with hair and make-up, @BoutiqueInABag became less of a catalogue and more of a viable resource for followers.

By recognizing that a significant amount of their customer base were also professionals themselves, they were able to effectively tap in to how those two interests can collide during the workweek. Style at work is often more vital for a women than her male counterparts, and recognizing that need helped pique interests and drive content. That's the type of targeted strategy that separates Tweet Angels from a typical social media marketing provider.

Case Study 4 - Followers



Case Study #5

FMS Online Marketing
Phoenix, Arizona

Assignment: Social media management for Twitter
Twitter followers: 40.5K (started at 8,000)

Sometimes even online marketers need help building their following and strengthening their brand. When FMS Online Marketing first opened their doors, they quickly built a strong following and solid reputation for helping mostly regional businesses and individuals.

TweetAngels was able to help extend their reach further into national and global marketplaces, reaching new corporations and industries across different platforms. Adding tens of thousands of new connections, FMS further solidified their emerging brand as a nationwide leader in Reputation Management and SEO.

By focusing their content on the changing dynamics of SEO and the importance of online brand management, FMS was able to bring good news and valuable resources to a receptive and growing audience. By recognizing the wants and needs of FMS' core demographic, TweetAngels was able to craft a strategy and approach that allowed FMS to flourish and shine.

Under our strategy, their content began offering ideas, insights and even the technical aspects of the online marketing. How much is too much with SEO, or various ways to demonstrate a sense of humor online without upsetting corporate sensibilities. Such topics and discussions encouraged interaction and connections from around the corner and around the globe.

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HOME SERVICES ABOUT BLOG CONTACT

FMS
Online Marketing

FMS Online Marketing's sole purpose is to improve a company's online presence in search and social media in order to acquire new customers and help build their brand online. We will accomplish this through the most successful search engine optimization strategies, improving search rankings, converting traffic into customers, and turning customers into brand evangelists. Our attention will always be on the "bigger picture" of your business.

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SEO @ Social Media for Businesses
What to Ask an SEO Agency
Website Analytics are Vital

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ACCREDITED BUSINESS
BBB

Founder & CEO
MATT DELOFF

National Accounts Manager
TATUM HOPPER

Wife, Mother & Friend

www.susanbmead.com



Case Study #6

Susan Mead,
Dallas, TX

Assignment: Social media management of Twitter, Instagram and Facebook

Twitter followers: 102K

Facebook Likes: 17.7K

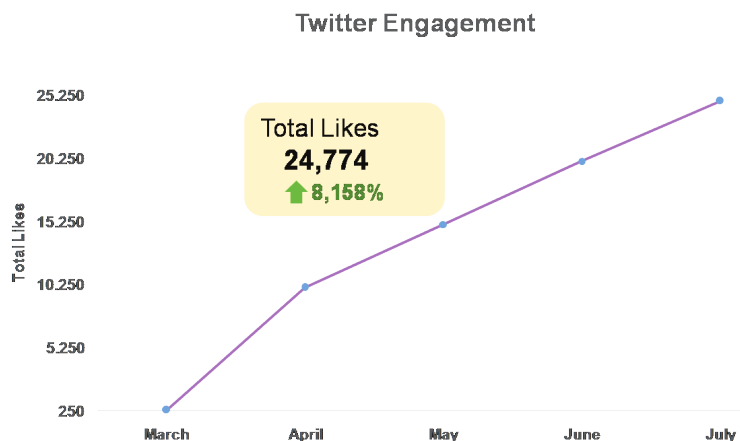
Instagram followers: 20.3K

After 5 months of targeted Twitter, Facebook and Instagram support, author and Chaplain Susan Mead has successfully grown her connections into the tens of thousands. Over 100K added followers at Twitter (including nearly 25K 'favorites') and a similar 10-fold jump at Facebook was seen in less than two quarters.

The strategy involved finding just the right elements of Mead's work, including self help books and motivational speaking, and to bring that content to life through her social media feeds. At the same time we developed a plan involving outside content, from magazine articles to breathtaking art, all designed to provide a visual and contextual experience built around faith, family and work. Guest posting through other websites and blogs was encouraged and subsequently promoted. A calendar of the most effective posting schedules was implemented, with an eye toward her themes of uplifting spirits and encouraging real change in people's lives.

Mead's postings now quickly find themselves shared across hundreds of feeds, offering the prospect of new followers, and indeed new customers.

Case Study 6 - Followers



Case Study

#7

Spencer Maus, PR & Media Management
Chicago, IL
Assignment: Social media management
Twitter followers: 5K (started at 500)

Public Relations consultant Spencer Maus is based in Chicago and was one of the earliest adopters of LinkedIn. Despite this, most of his professional connections were - until recently - made face-to-face or through direct referral. While there's nothing wrong with that approach, it can certainly undercut a professional - leaving them quarantined from a much larger pool of potential contacts.

By transplanting Spencer Maus' insights and interests to a spirited Twitter feed, he's quickly grown to over 5,000 followers interested in his keen insights into business and communication. He continues to steadily build a platform and following, all through innovative content and careful analysis. Several veteran PR professionals have gotten a late start into social media. Despite being experts in their field and even geniuses in their own right, social media can represent an entirely new reality that's largely foreign, even to seasoned pros. It's another capacity in which TweetAngels helps even marketing experts find a new path in a changing landscape.

The TweetAngels Story

TweetAngels was founded in 2010 by two Sales Managers working for J.P. Morgan's Marketing division in Chicago, IL. The duo became experts in marketing face to face and online while teaching other's how to successfully turn Social Media and the internet into generous profits. TweetAngels takes pride in building long term business relationships and affiliate relationships. The two friends decided to put their marketing skills to the test by opening up TweetAngels. Their main goal in mind was to help small to medium sized businesses succeed with the knowledge and education they possess. Five years later and over 10,000 clients served, TweetAngels is one of the Industry leaders in Social Media Marketing in Los Angeles. We are a hard working team of highly experienced and accomplished marketers, business and financial consultants, and Web programmers. Our focus has always been on our clients' needs, which is why we are proud to say that over the past 5 years our company has achieved above 70% client retention. Our Mission is to support business growth and drive marketing innovation through highly creative, technology driven, scientifically tested, and ethical means.



**Contact us by
phone or email...**

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