

@comparethecloud
comparethecloud.net

0203 371 8430

THE MEDIA PACKAGE

At Compare the Cloud we understand the importance of visibility and brand advocacy to your organisation. With this in mind, we have created this tailored service that delivers this and more. With a reach of over 12 million targeted cloud end consumers through social media channels, we make sure your message is delivered to the correct audience effectively. Compare the Cloud has curated this package for sure success in brand message delivery with a list of prospects delivered to you to connect with. How do we do this?



YOUR COMPANY PROFILE GET VISIBLE

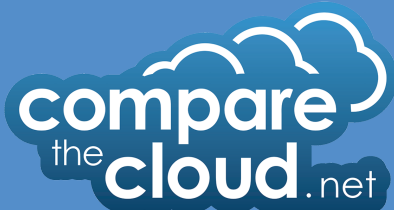
Compare the Cloud has a targeted audience of around 10,000 unique visitors a month from the website alone. Your company will be included on our sponsors page on the website, with a biography of your organisation and links to your company website & social channels.



To get the best from Compare the Cloud's support, we need to understand your business and social media strategy. The workshop will aid us in understanding your aims, objectives and challenges and also enable us to create a tailored social media strategy based upon your specific brand, products and services. We will analyse your current social media activities and provide a clear social media plan that will provide visibility and new customer contact.

A SOCIAL MEDIA PLAN

Your Social Media Plan will work towards agreed goals that can be measured. You will be provided with clear and manageable daily/weekly activities that work towards your overall objectives. Compare the Cloud will devise your tailored plan, following on from the Social Media Workshop.



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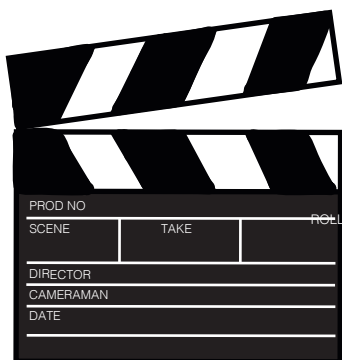


Hashtag is Compare the Cloud's social syndication tool. We understand that finding and sharing content on a daily basis can be time consuming. Using this tool, Compare the Cloud find and load the content for you, and adapt it for each of your social media platforms - ready to go at the click of a button.



YOUR BRAND YOUR STORY

You will publish 2 articles per month on www.comparethecloud.net. You will be provided with an author profile, alongside other influential technical specialists. These articles will be curated by you, with support and advice from Compare the Cloud. The website boasts a readership of technologists and executives from across the IT channel. Your content will also be promoted via our social media streams.



GETTING VISUAL

Short concise video content can assist with getting your brand/product noticed in more ways than text-based explanations. We will create, script, produce, edit and execute a short video (1 min) based on your input. A second video of equal duration will be produced within the second quarter of the service.

QUARTERLY REPORT ON SOCIAL MEDIA PROSPECTS

At the end of each quarter, Compare the Cloud will carry out an in-depth analysis of your social media following. From this we will provide you with a list of prospects for your sales teams to target.