



Social media is one of the leading ways of using the web to increase awareness of your products and services, improving overall awareness of your business. Increase the number of direct leads, referrals and ensure that you are in your target audiences 'minds-eye' when they are ready to buy.

Why should I use social media?

Social media is not a fad; it's an essential part of modern marketing with measurable results and a lot better than traditional marketing such as newspapers.

- ✓ It's FREE to use social media.
- ✓ 45% of the UK population is on Facebook
- ✓ 56.5% of Facebook users are over 25
- ✓ Social sites appear in Google results
- ✓ 'Trackable' visits to help calculate ROI
- ✓ Increase traffic to your website

Evolvin can help with your social media marketing in several ways, ranging from our Property Socialiser which provides fully automated services, to a fully managed social media marketing service where we will source and write articles for you.

Our Service Level Promise

When you appoint Evolvin to provide your social media marketing you will get a professional and personal service, backed with a fanatical dedication to investigating new ways of marketing your business on-line.

But more than that, we will guarantee that we will generate more traffic to your website using our services, and we can prove it through integration with Google Analytics.



Evolvin's Property Socialiser

Using Evolvin's Property Socialiser we will take your property content and create considerable social media exposure using the following features:

- ✓ **Twitter feed for price changes, under offers and property of the week,**
- ✓ **Facebook wall posts for new property listings, price changes and more,**
- ✓ **A custom Facebook property search application for use in your page,**
- ✓ **Automatic support for an RSS feed of your property stock,**
- ✓ **Creation and submission of YouTube videos of your properties**

How does it work?

We have your software provider send us an export of your property every day, as you would provide to the portals. Our software picks up this information and automates everything listed above; no work required by you, but a long list of vendor winning features.

As additional services we can push this information on to other portals, and provide extra services such as mobile web sites, inbound text and QR code services and more.

What does it cost?

The Evolvin Property Socialiser costs £150 per month for your first office, and £20 per month for each additional office.

What is managed social media marketing?

A managed social media service allows you to enjoy the benefits of getting the most from social media whilst also being able to concentrate on what you do best... your own job!

First we will create a marketing strategy document, identifying keywords and analysing your website and those of your competitors and then scheduling content over the term.

We will work with you throughout to produce great content and distribute it across a range of social networking sites. We will monitor all the social networking channels you use, communicating with your audience and building your following.

How much does it cost?

The service is tailor made to your requirements and the amount of time required could vary significantly, however costs start from as little as £300 per month.