

SOCIAL MEDIA

~~~~~ BROCHURE

angelsmedia  
THE MARKETING & PROPTech HUB

THE  
ValPal  
NETWORK

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# Introduction

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Angels Media is a leading digital marketing and PropTech hub. Our news and media background means we are perfectly placed to provide additional services for estate agents, letting agents and industry suppliers in the form of bespoke content writing and social media marketing.

Members of The ValPal Network also benefit from our strong stance in the industry. Each campaign is tailored specifically to your business goals, with an aim to bring all of your marketing efforts into focus to drive traffic to your website, convert traffic into vendor and landlord leads, nurture those leads and monetise through additional revenue streams.

Social media is no longer just 'the in thing.' It's an integral part of how businesses operate. **40% of UK adults** believe it's important that companies they purchase from have a strong social media presence. It's become more than just a good investment, it's a necessity.

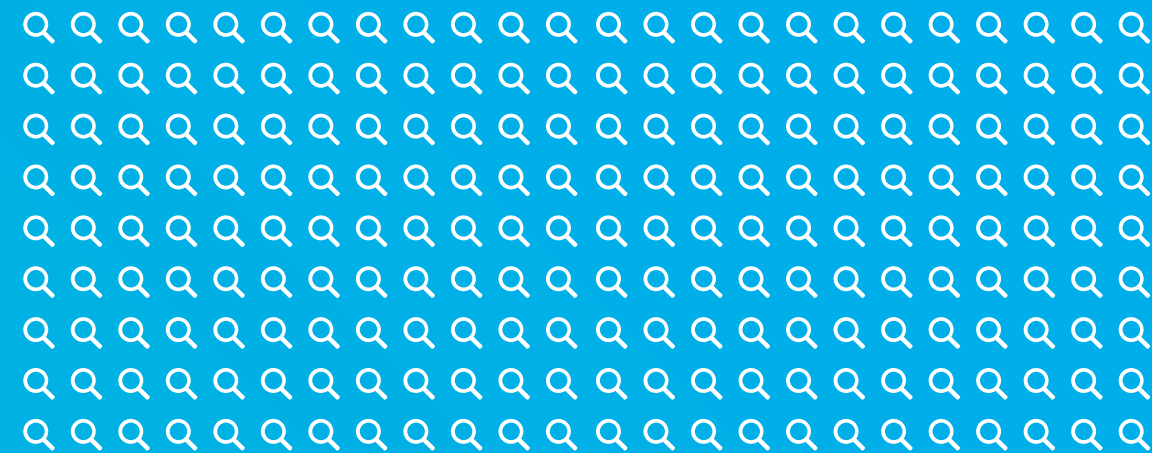


# The Facts



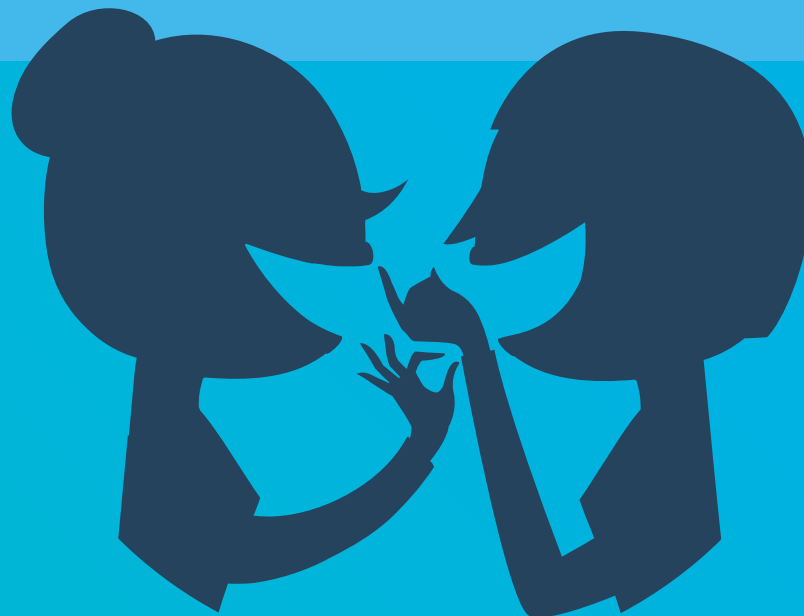
of all **internet searches** are carried out by **Google**

**Google** processes:



**100 BILLION** searches **every month**

**71%** of consumers who have had a good social media service experience with a brand are likely to recommend it to others



♥ **77% of Twitter users** feel more positive about a brand ...



↩ ... when their Tweet has been **replied to**



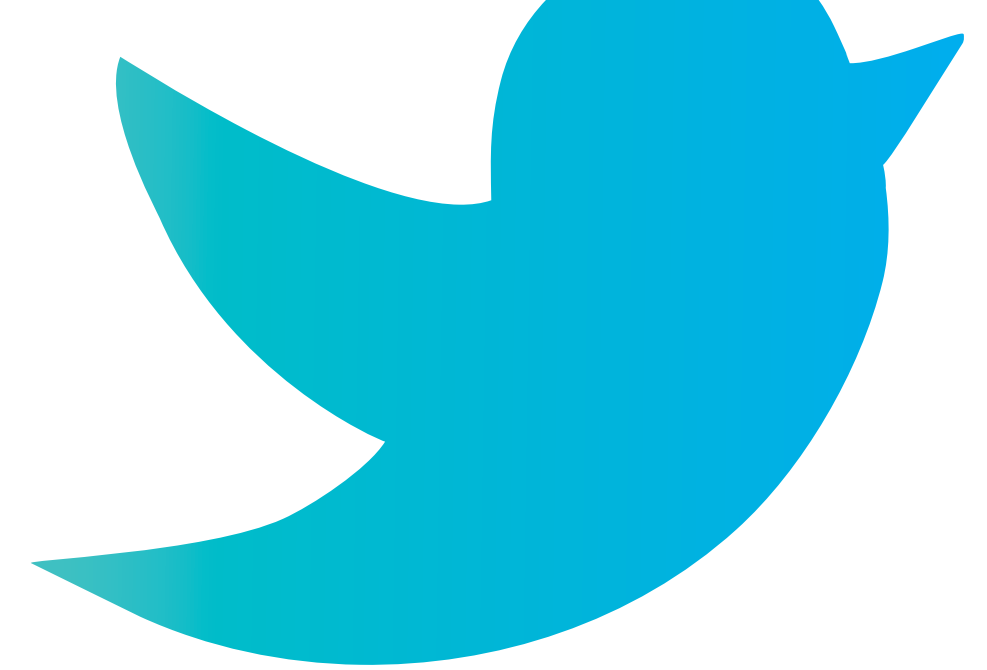
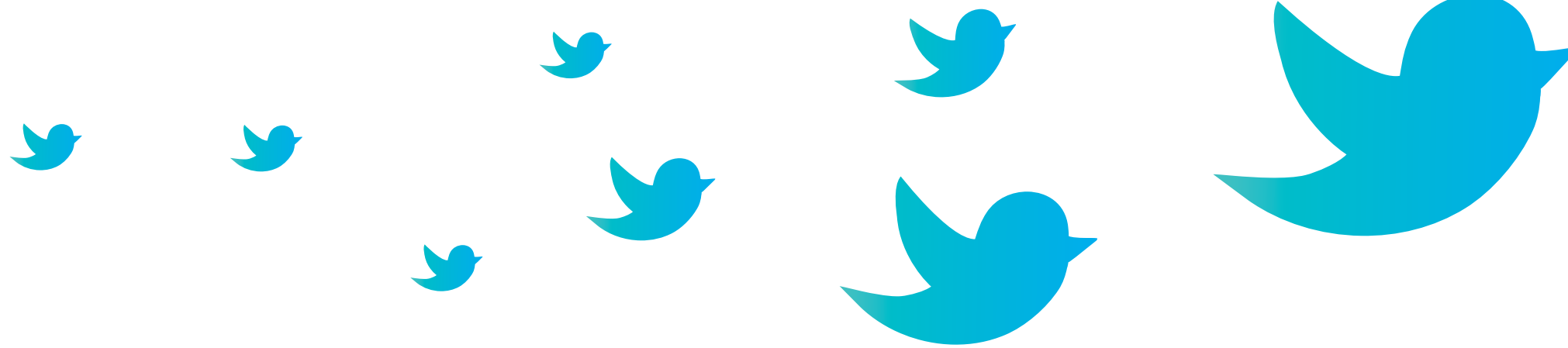
is more than

**40 times**

more likely to be shared on social media than other types of content

more than  
**1 in 3**  
internet  
users  
say...

...they go to **social networks** when looking for **deals**



## Targeting

Facebook ads are one of the most cost-effective forms of advertising available. Known for offering highly sophisticated targeting options and demographics which rival the likes of Google. Facebook's intelligent software can pinpoint people most likely to show an interest in your brand and convert into a customer, meaning you never waste budget on the wrong people.

You can even retarget people who have visited specific pages on your website but didn't complete the desired action e.g. booking a valuation. With some are calling it Electronic Canvassing, (with no print costs and greater targeting) your business can't afford to be without Facebook ads.



## Beat the Competition

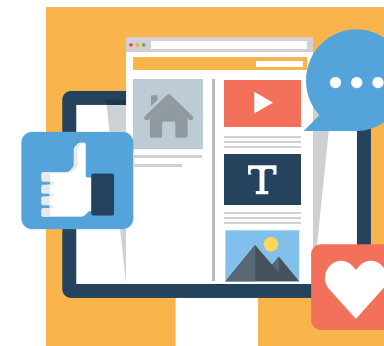
With 80% of Fortune 500 companies active on social media, and SMEs contributing the largest portion of Facebook's ad revenue, a social media presence has become the expected standard. 40% of U.K. adults say it's very or somewhat important that companies they purchase from have a strong social media presence. If you're not active on social media, your potential customers will go to one of your competitors who are.



## Customer Service

With more and more people choosing to air complaints and queries via a company's social media profile as opposed to the more traditional "Contact Us" form, social media is fast becoming the future of customer service.

Make sure you're not left out of the conversation and use social media as a platform to showcase excellent customer service – plus, 72% of consumers are likely to recommend a company to a friend after having a positive social media encounter.



## Company's Personality

A website alone just doesn't cut it. With social media you can show your businesses' personality and values to the people you really need to be seen by. You can celebrate successes, reach out for customer feedback, boost the buzz around your services in the local community, and target new audiences. Not to mention, your customers.

# Facebook Ad Management

Facebook ads are one of the cheapest and most effective methods of online advertising available. You can target ads to people in your area, using a variety of demographics, interests and objectives. With Facebook's sophisticated algorithm, your campaigns will be learning who best to target and at what time of day to make them complete the desired action, whether that's downloading a brochure or filling in your ValPal tool. The Facebook pixel is also a vital tool in a marketer's armoury to ensure everything they do is trackable, as well as giving the option to retarget people who say, visit your seller's page with a follow up advert.

There really is no excuse for not utilising Facebook's platform, which is why we've partnered with Paul Long to be able to offer members 3 options of service, whether you have the time to join the training course and learn how to run ads effectively on your own time, if you need some one-on-one training to show you the ropes, or if you just want the ads taken care of for you, we're certain you'll find an option suitable for your business.





# Pricing Structure

## DIY Training with Paul Long

- Access to Paul Long's exclusive training platform
- Weekly training videos and webinars
- Ongoing support via the Facebook group

**£195** +VAT  
per month

## One-on-One Training with Paul Long

- Subject to availability
- Weekly exclusive training with Paul Long
- You choose what is covered in the training
- Paul can show you how to best utilise Ads for your goals and help you set-up or optimise campaigns

**£350** +VAT  
per month

## Managed Facebook Ads

- Your campaign management will be outsourced to Angels Media
- Your campaigns will be reviewed with Paul once per week  
We will manage:
  - x1 sales advert
  - x1 lettings advert
  - x1 retargeting advert
- You will have a dedicated account manager
- Monthly reporting and check ins to ensure you are converting as many of the leads as possible

**£350** +VAT  
per month

**Please Note:** Facebook ad budget is required for all of the above. For the managed service, we recommend a minimum of £5 per day, per advert to run effectively. It is also recommended that you have a valuation tool to convert leads.



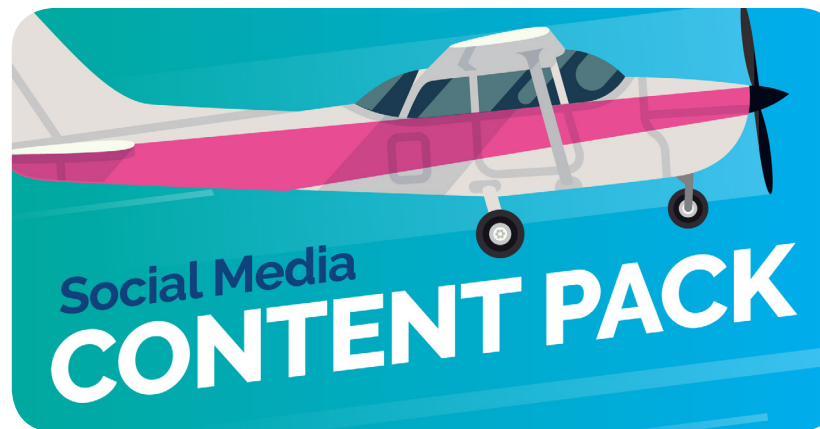
# Choose a package:



- ✓ Setup and management of Facebook & Twitter
- ✓ Daily posting to facebook (auto-posting to Twitter)
- ✓ Paul Long's Facebook ad training programme
- ✓ Monthly content calendar
- ✓ Competition management
- ✓ Answering and passing on messages
- ✓ Complaints handling
- ✓ Facebook ad management
- ✓ Facebook ad budget required
- ✓ x1 monthly blog
- ✓ Monthly reporting
- ✓ Dedicated account manager
- ✓ Ongoing social media and marketing consultancy



**£450<sup>+VAT</sup>**  
per month



- ✓ Setup and management of Facebook, Twitter, LinkedIn, Google and Instagram
- ✓ Daily posts to Facebook, Twitter & LinkedIn
- ✓ Regular posts to Instagram
- ✓ Paul Long's Facebook ad training programme
- ✓ Monthly content calendar
- ✓ Competition management
- ✓ Answering and passing on messages
- ✓ Complaints handling
- ✓ Facebook ad management
- ✓ Facebook ad budget required
- ✓ x2 monthly blogs
- ✓ Monthly reporting
- ✓ Dedicated account manager
- ✓ Ongoing social media and marketing consultancy



**£650<sup>+VAT</sup>**  
per month



- ✓ Setup and management of Facebook, Twitter, LinkedIn, Google and Instagram
- ✓ Daily posts to Facebook, Twitter & LinkedIn
- ✓ Regular posts to Instagram
- ✓ Monthly content calendar
- ✓ Paul Long's Facebook ad training programme
- ✓ Social media engagement
- ✓ Competition management
- ✓ Answering and passing on messages
- ✓ Complaints handling
- ✓ Facebook ad management
- ✓ Facebook ad budget required
- ✓ Weekly blogs
- ✓ Monthly reporting
- ✓ Dedicated account manager
- ✓ Ongoing social media and marketing consultancy



**£850<sup>+VAT</sup>**  
per month



# Features and Benefits

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## Monitoring

We will receive notifications when anything happens on your accounts. We'll handle incoming messages, send you new reviews, and send you monthly stats reports so you know exactly how your campaign is going.



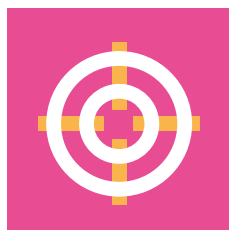
## Content Posting

You'll have a member of our team posting to your account every working day, and weekend posts can be arranged for special events or promotions. All posts will be tailored to your brand, and may feature relevant news articles, customer reviews, highlights from your website and personal messages to your audience.



## Engagement: Likes & Retweets

We will strive for and monitor engagement across all platforms, starting conversations with potential clients and pass over any leads generated.



## Ad Management

Your potential customers will be targeted by fully optimised and managed ad campaigns, with any message you want to spread.



## Extra Branches

We will look after extra branches for you, monitoring the inbox, deleting spam, reporting complaints, and sharing the posts from your campaign. We can also post any branch specific updates and events, to make sure your local community hears your latest news.



## List Building

We'll make sure that your campaign is being seen by the right people. Your Twitter following list will be cleaned of irrelevant accounts. Relevant news sources, local tastemakers, consumer groups, complementary companies, and potential customers will all be added to your following list, with a 20% estimated follow back rate.



## Blogs

No one is interested in the hard sell. Blogs are a chance to share what you know and create a positive image of your business on people's social timelines. If you've already been useful to them, they're much more likely to get in touch. We can provide one off blogs and PR, or include them as part of your monthly campaign.

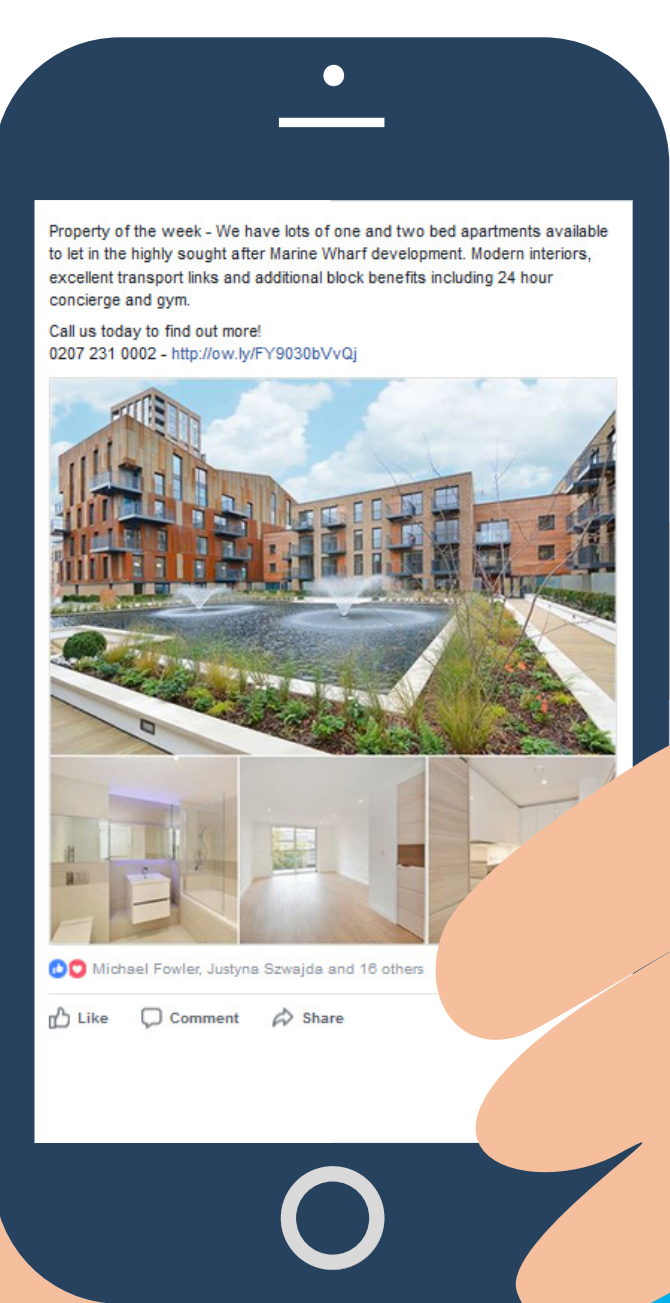


## Set up

We will set up your Facebook, Twitter, LinkedIn, Instagram and Google+. Included in set up is a branded cover photo and full optimisation of your new accounts for SEO.

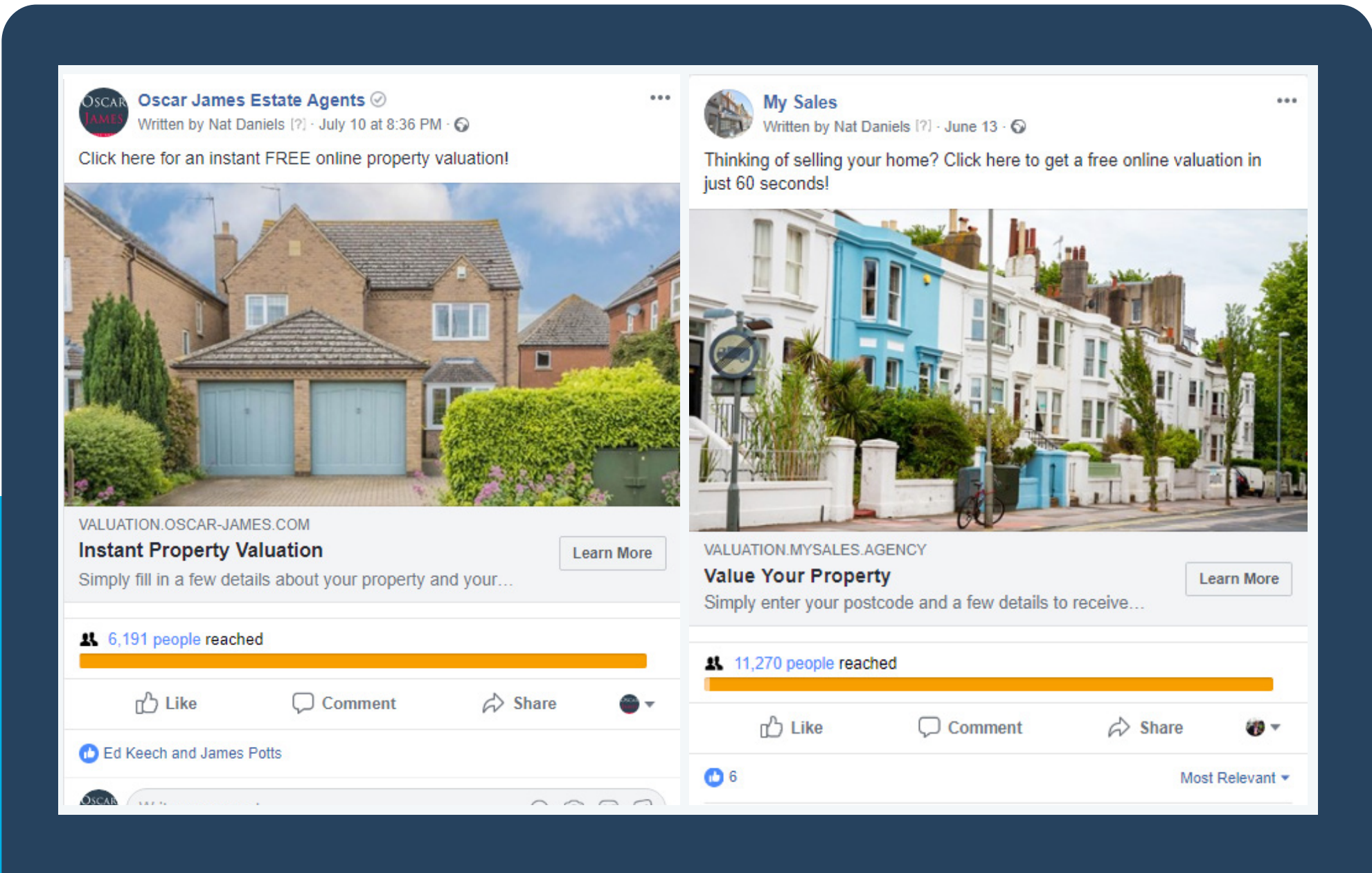
# More Info on Facebook Ads

Showcase your best properties to prospective buyers or tenants!

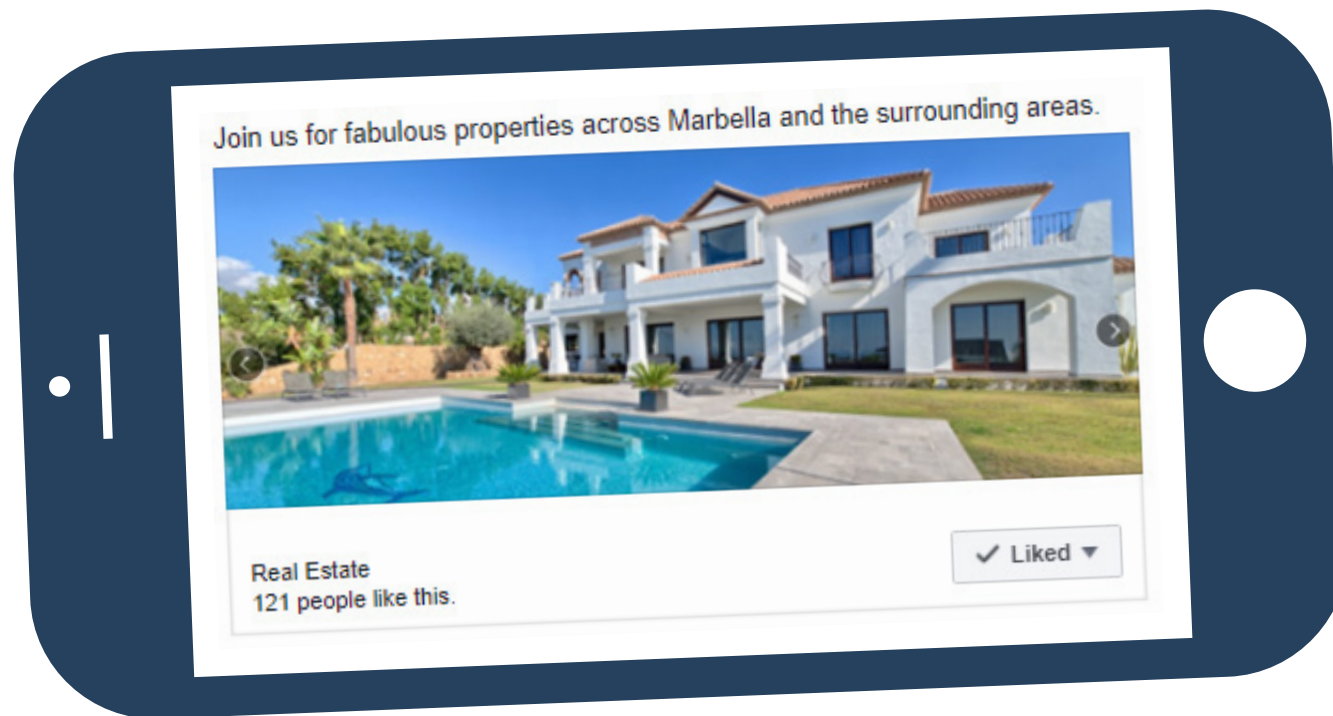


Do you send leaflets to thousands of homes every month? Do you feel like you're throwing money at your canvassing campaign and hoping something will stick? With many agents already opting for Facebook ads over traditional leafleting, you can say goodbye to hefty print and distribution costs and hello to in-depth targeting. Facebook actually allows you to target specific areas, demographics and consumer behaviours, to ensure your message is shown to the right people.

Get more sales and lettings leads!



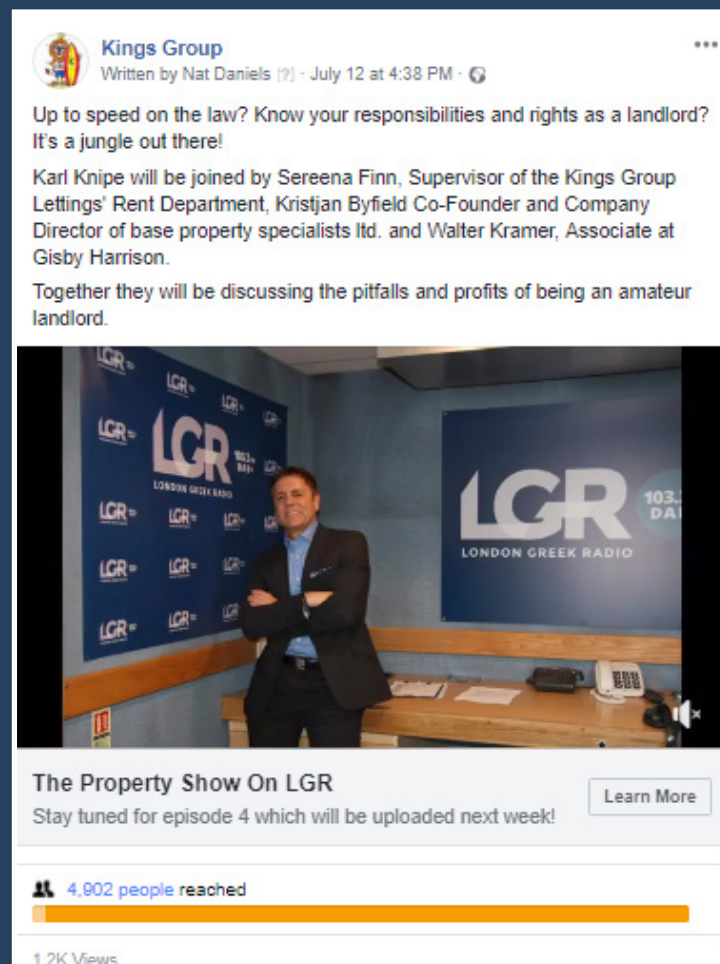




Boost your brand!

Run competitions to grow your accounts!

Promote your content!



And they called it puppy love...

Aww isn't our puppy cute? Sadly, little puppy doesn't have a name yet. If you have the perfect name for our pooch, you could be in for a treat this Valentine's Day courtesy of [Debbie Western Flowers](#)!

Simply follow the instructions on the picture to enter our Valentine's Day competition.

For full Ts&Cs, click here: <http://ow.ly/8uFf308wfjM>



4,948 people reached

[View Results](#)

[Like](#) [Comment](#) [Share](#)

32

[Top comments](#)

18 shares

18 comments

[Write a comment...](#)

Facebook or tweet us your best costume pics this Halloween for your chance to win! Click here to find out more...



**Kid's Halloween Costume Contest**

Spooktacular prizes for best dressed this Halloween! Simply send us your scariest costume pics via Facebook or Twitter for your chance to win! Competition closes Thursday 3rd November at 6pm.

[Learn More](#)

6,033 people reached

[Like](#) [Comment](#) [Share](#)

[Write a comment...](#)



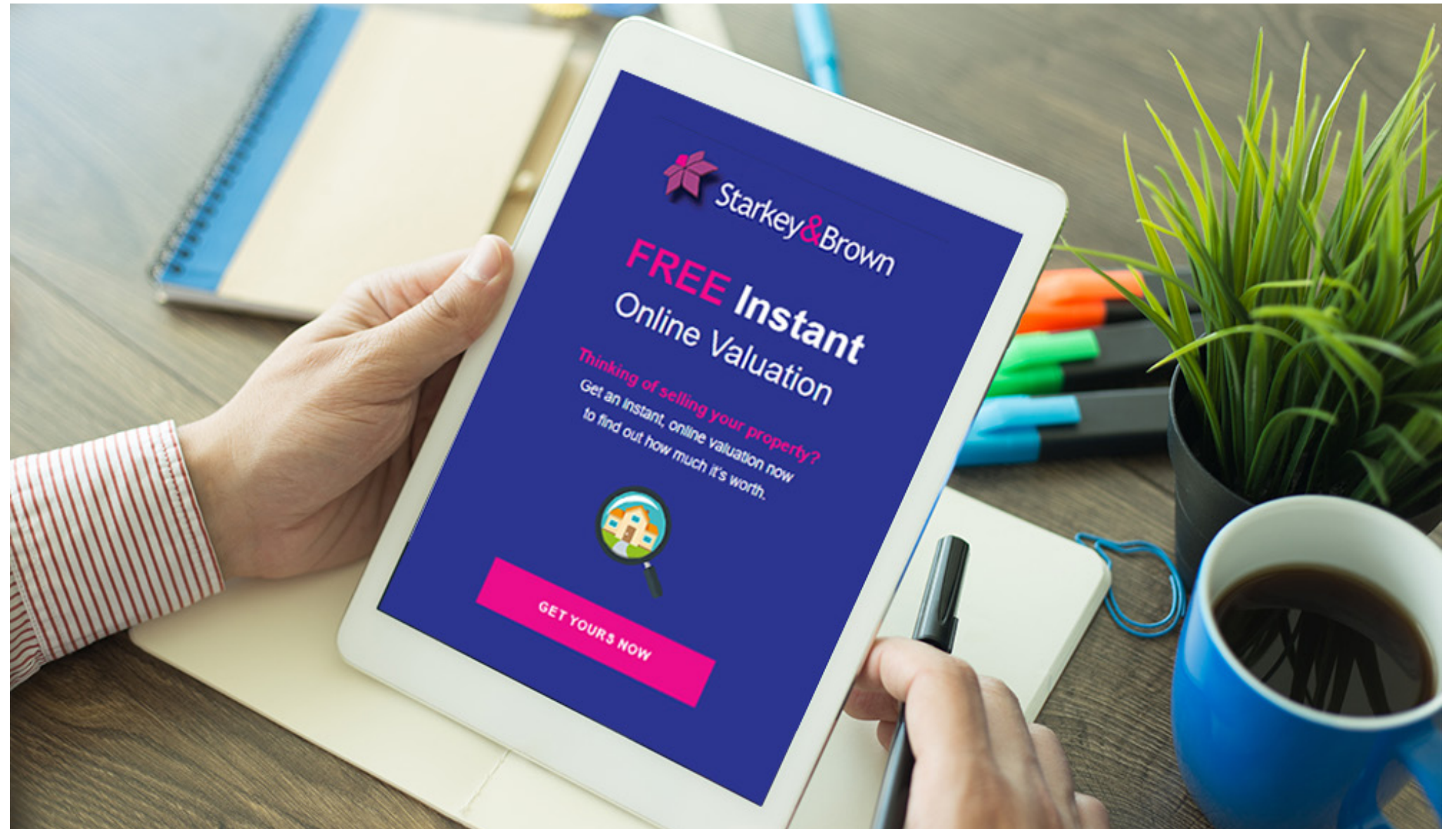
# DesignPal

## The Trusted Marketing Design Suite

The next evolution of the ValPal Booster Pack. Choose from a range of templated, low cost marketing materials to drive additional traffic to the ValPal tool. We cover everything from printable leaflets and window cards to emails and portal banners.

Our in-house team of brilliant designers are also able to produce bespoke design work for members who are looking to give their business a push. Whether you're looking to produce a company brochure showcasing your USPs, or promote a new service with a leaflet campaign, we will tailor our designs to suit your every requirement and match your brand's voice.

Need content? No problem! We can create content for you if required and incorporate this into the overall quote which you will receive prior to the project. Our in-house team of professional property content writers will get your message across to the masses in a creative, approachable way.



## The Marketing Starter Pack

**£450**<sup>+VAT</sup> per month - 6 months

(1 branch)

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- Setup and management of Facebook and Twitter
- Daily posting to Facebook (auto-posting to Twitter)
- Monthly Content Calendar
- Intelligent Marketing Using Insights
- Competition Management
- Answering and Passing on Messages
- Complaints Handling
- ValPal Facebook Ad Management (budget required)
- x1 Monthly blog
- Monthly reporting
- Dedicated Account Manager
- Ongoing Social Media and Marketing Consultancy
- **x2 DesignPal marketing templates per month**

## The DesignPal Pack

**£100**<sup>+VAT</sup> per month

(1 branch)

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### Month 1

Vendor leaflet & Rightmove banner

### Month 2

Newsletter template email & Zoopla banner

### Month 3

Landlord leaflet & social media banners

### Month 4

Vendor email & email signature banner

### Month 5

Landlord email & window poster

### Month 6

Seasonal leaflet/email template (dependent on time of year)  
& seasonal portal banners or seasonal email signature



# Get in Touch

For more information, or to talk through all of your options, please contact us today. Our team are eager to get started.



0208 663 4940



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