

A dark, semi-transparent background image showing a group of business professionals in a meeting. They are gathered around a table, looking at and using various mobile devices like smartphones and tablets. Some are holding coffee cups. The overall scene suggests a collaborative work environment focused on technology and business strategy.

Growing Our Social Media Presence to Explode our Businesses in 2022

By Kristin Santizo

What is our WHY?

The goals of MBA are:

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graph LR; A[The goals of MBA are:] --- B[Keep more money circulating in the local economy]; A --- C[Protect our environment (less driving)]; A --- D[Strengthen the sense of community among residents and businesses]; A --- E[Enhance the special nature of Montgomery Living];
```

Keep more money circulating in the local economy

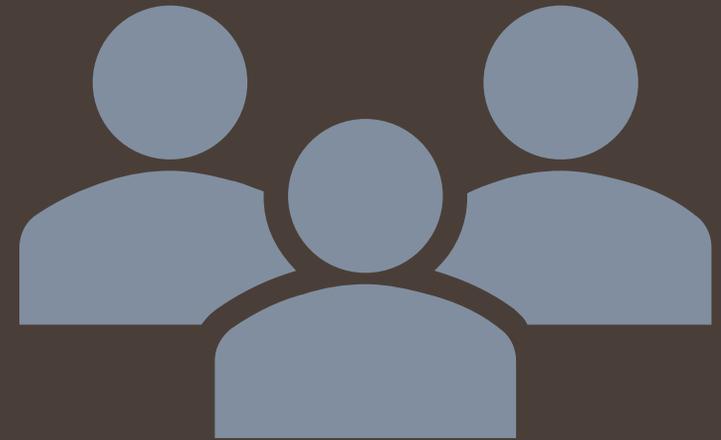
Protect our environment (less driving)

Strengthen the sense of community among residents and businesses

Enhance the special nature of Montgomery Living

MBA Membership Benefit!

- One of the benefits of the MBA membership is to Create an Online Presence by Cross Promoting via Various Social Media Platforms



An aerial photograph of a suburban neighborhood, showing a grid of streets, numerous houses with varying roof colors, and green trees interspersed throughout. The lighting suggests a bright day, with shadows cast by the buildings and trees.

The population of Somerset
County is estimated at
325,000+ in 2022

A recent census indicated
there are over 2600 “firms” in
Montgomery

In 2019, the average person spent 144 minutes on social media DAILY!



What are the benefits of a Social Media Manager?



Guarantee to increase your follower base



Guarantee to increase views & engagement on posts



Ensure your business presence is relevant & top of mind to the community

How do I get more followers?

What should I post?

How should I use hashtags?

How do I get more views?

How often should I post?

How do I do a reel?

How can I increase engagement?

Do I need to do stories?

How do I find time for all of this?

Do you ever
ask yourself
any of the
following
questions:

What could expanding MBA's social media presence accomplish?

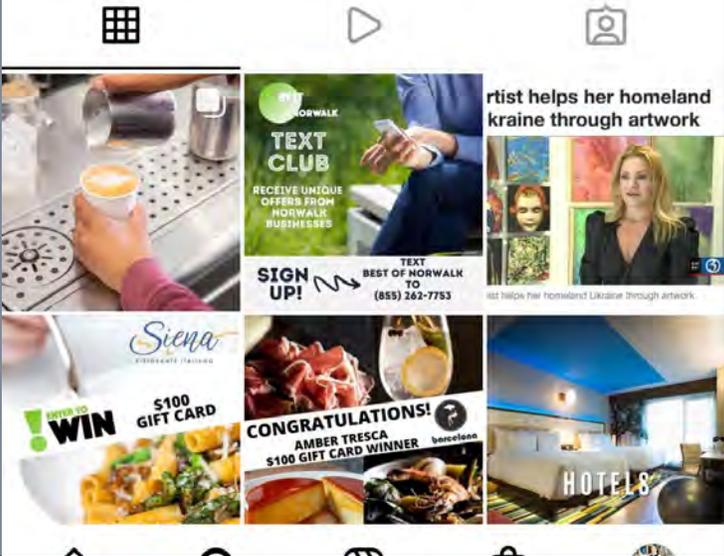
- Create a community feel
- Attract more businesses to become members of MBA
- If you're in the Montgomery area you're going to want to be in MBA!
 - In fact, anyone who is anyone with a business in this area is in the MBA
- Could we grow the MBA to 160+ members in 2022?
 - By comparison, the Princeton Merchants Association has over 170 businesses on its website and over 1100 likes on its Facebook page and close to 1500 followers on its Instagram page



1,177 Posts 13.3K Followers 6,976 Following

Best Of Norwalk
 Mobile App and multi-media company highlighting the best businesses throughout the Coastal City of Norwalk, CT.
 Download Our App! #BestOfNorwalk
bit.ly/BestOfNorwalkApp
 Norwalk, Connecticut 06854

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2,947 Posts 20.7K Followers 229 Following

San Diego Pride
 Nonprofit organization
 Fostering pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities locally, nationally, and globally.
linktr.ee/sdpride
 3620 30th St, San Diego, California 92104

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In the News



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- : @halifaxnoisefood
- : @halifaxnoisejobs
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DM for ads, etc.
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1,879 Posts 114K Followers 2,263 Following

Manon Berryman she/her
Personal blog
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Digital Marketing @beverlyhillsp Physicians
#BrideToBe #DogMom

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Marseille

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biniyam_shibre

461 Posts 257K Followers 649 Following

Biniyam Shibre
Public figure
TV Personality on 90 Day Fiance: The Other Way - Martial Artist - Dancer - Dad -
@arieladanielle... more
direct.me/biniyamshibre

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arieladanielle

349 Posts 348K Followers 992 Following

Ariela Danielle
Public figure
TV Personality
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@90dayfiance @biniyam_shibre
Link below
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My Mentor

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 **117** Posts **4,174** Followers **617** Following

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👉 TUTOs comment créer des Réels tendances
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[Grid icon] [Reels icon] [Profile icon]

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NEW FEATURE FOR

TUTO IG REEL
I am woman trendy song

TUTO IG REEL
BRUNO MARS ft. ADELE song

[Home icon] [Search icon] [Reels icon] [Shop icon] [Profile icon]

What are the tasks of a Social Media Manager?

- Basic social media management = 1 post per day (5-7 per week)

- Content creation:

 - Includes picture-taking, filming, photo and video editing, repurposing of old content

 - Knowing how to increase followers:

 - Giveaways

 - Ads (usually paid ads)

 - Collaborations with influencers (usually paid, as well)

 - Loop giveaways



Advice from my mentor:

- “You’ll never increase engagement and followers with the content creation and posting only even if you have the most amazing posts”
- Are you someone who has amazing posts, beautiful backgrounds, excellent captions but still has not increased your follower base and engagement?
- A Social Media Manager has the answer to this!

What is the standard pay for a Social Media Manager?

- An experienced Social Media Manager who does Marketing Management and PR Management charges between \$7,000 - \$10,000 per month
 - Consistency and continuity in posting
 - On-brand messaging
- Without content creation, an entry-level Social Media Manager (posting pre-created posts) makes \$3000-\$4000 per month

Solutions

- Basic Solution A— post 5-7 times per week without content creation for MBA social media pages
 - Moderate increase in followers and engagement
 - post at the optimal time of day, using the right hashtags and on-brand messaging
 - Promote schedule of MBA events
 - Cost \$300 per month (\$10-\$15 per post)
- Basic Solution B— post 5-7 times per week without content creation for MBA social media pages + 3-5 other member businesses
 - Moderate increase in followers and engagement
 - post at the optimal time of day, using the right hashtags and on-brand messaging
 - Promote schedule of MBA events
 - Promote services for subscribing member businesses
 - Cost \$300 per month per business

Solutions

- Premier Solution A–FULL SERVICE (MBA focused): daily posts with content creation, video and picture editing, increase followers and engagement, create a “this is the place to be” vibe, attract businesses to MBA, get views and follows from local people and businesses
 - Guaranteed increase in view, comments, likes and follows for MBA social media pages
 - Cost of \$2500 per month
- Premier Solution B–FULL SERVICE & Unlimited: daily posts with content creation, video and picture editing, increase followers and engagement weekly, create a “this is the place to be” vibe, attract businesses to MBA, get views and follows from local people and businesses plus increase engagement and follows on ALL MBA member businesses.
 - Guaranteed increase in view, comments, likes and follows
Cost of \$2500 per month plus \$60 per month from each of the member businesses

Solution for MBA

- Basic Solution A— post 5-7 times per week without content creation for MBA social media pages
 - Moderate increase in followers and engagement
 - post at the optimal time of day, using the right hashtags and on-brand messaging
 - Promote schedule of MBA events in line with the MBA calendar
 - Providing tips to MBA businesses on how to post for maximum impact
 - Cost \$300 per month (\$10-\$15 per post)
- Ala carte (additional charge):
 - Attending events
 - Taking photo and video
 - Video and photo editing
 - Creating exciting and attractive content to drive people and businesses to the MBA social media sites!