

**Treasurefy**  
**Social Media Services Page Copy**  
*denotes keywords*

Many people say that it is nearly impossible to track the ROI of social media marketing campaigns\*. And if you are one of those people, you are right.

A strong, carefully-analyzed, and well implemented social media strategy will help your eCommerce company\*:

- Leverage *online word-of-mouth* to your benefit
- Communicate directly with clients and prospects
- *Build brand awareness/visibility*
- *Generate traffic* (site or blog)
- *Acquire inbound links*
- Interact with clients
- Develop a user community (which might reward you with brand evangelists)
- Boost targeted lead generation online
- Announce news
- Facilitate *word-of-mouth*

When *measuring channels*, the main social media metrics\* to focus on are:

- **Social Media Listening\***
  - Your brand has a voice, and so do your clients - listen to them and you will gain a better understanding of what the marketplace is saying about your brand, and scale actionable social media strategies\* based on your findings.
- **Social Media Monitoring\***
  - Now that you can hear the heartbeat of your brand, it's time to tap into that pulse by focusing on tracking data, deriving meaning from social media trends\*, and uncovering ways to drive business for your company.
- **Social Media Engagement\***
  - Engaging with your community goes hand-in-hand with listening and monitoring. Open the lines of communication, both directly and behind the scenes, and build the *community* your brand is leading.

As essential as a successful social media campaign\* is, it must be seen as a complementary aspect of the *digital marketing mix*, in which, you fully integrate multiple spheres of marketing.

For example, optimizing your website for search engines ensures that you drive traffic to your *ecommerce site*. In addition, it invites key influencers to share and have conversations about your brand across social media networks\*.

We will craft tailored strategies to optimize your online socialmedia marketing\* presence and ensure that your clients feel heard and appreciate your business more..

Here is what we offer: