

# Commence your social shift

Save time and engage your customers with our expertly crafted posts designed to elevate your brand.



Commence creates the buzz that really makes a difference.

## Key points about social media marketing in the UK

### Social Media Users

As of January 2024, there were 56.2 million active social media users in the UK.

**82.8%** of the UK population use social media

### High Adoption Rate

Over 89% of businesses in the UK use social media marketing to reach their target audience.

**89%** of marketers report using Facebook for business

### Social Media Business Pages

According to research, around 75% of consumers, will check a brand's social media page before visiting their website.



### Impact on Buying Decisions

Most people use social media to see products, reviews and check for brand authenticity before going directly to a company's website.



### Importance of Engagement

Regularly posting engaging content and interacting with followers is crucial to attract potential customers.



### Dominant Platform Usage

Businesses in the UK primarily utilise Facebook, Instagram, LinkedIn and YouTube for social media marketing.



### Growing Advertising Spending

Social media advertising spend in the UK is projected to reach £12.8 billion by 2025



### Highest Advertising Reach

YouTube currently has the highest ad reach among social media platforms in the UK.



## 10 reasons why businesses need social media

**1 Brand Awareness**  
Helps reach a wider audience and establish a recognisable brand presence.

**2 Customer Engagement**  
Enables direct interaction with customers, fostering relationships and brand loyalty. A strong social media presence can significantly influence a consumer's decision to buy from a brand.

**3 Cost-Effective Marketing**  
Compared to traditional advertising, social media marketing is more affordable and offers high return on investment (ROI).

**4 Increased Web Traffic**  
Sharing content and promotions on social media can drive traffic to the company's website.

**5 Lead Generation & Sales**  
Platforms like Facebook, Instagram and LinkedIn help generate leads and boost sales through targeted advertising.

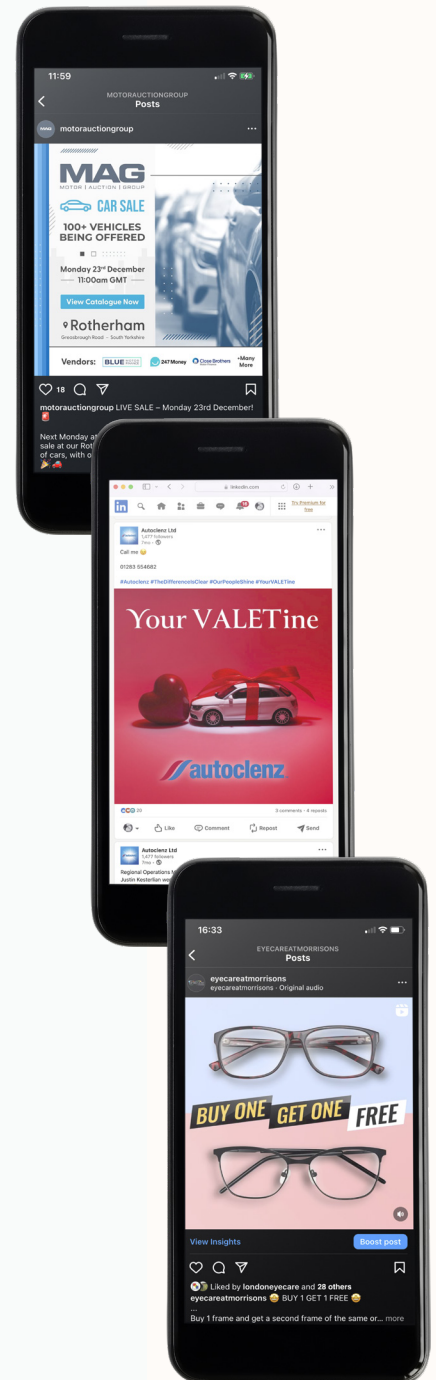
**6 Customer Service & Support**  
Provides a quick and efficient way to handle customer enquiries, complaints and feedback.

**7 Competitive Advantage**  
Businesses that leverage social media effectively can stay ahead of competitors who do not.

**8 Market Insights**  
Social media analytics help businesses understand customer preferences and trends.

**9 SEO Benefits**  
Social signals (likes, shares, comments) can enhance website search engine rankings.

**10 Brand Credibility & Trust**  
Regular updates and engagement help establish credibility and a positive brand reputation.



## Social media marketing monthly packages

	<b>Keeping it Tickety-Boo</b> <b>£600</b> Per month + VAT	<b>You'll be Chuffed to Bits</b> <b>£900</b> Per month + VAT	<b>The Bee's Knees</b> <b>£1,500</b> Per month + VAT
<b>Monthly Basis</b>	Per month + VAT	Per month + VAT	Per month + VAT
Hours	10	15	25
Content Plan	✓	✓	✓
Posts & Visuals	8	12	20
Video Posts*	4	6	8
Stories	X	4	8
Boosted Posts**	X	£50	£100
Reporting	X	✓	✓
Meeting	X	✓	✓
Platforms	<b>Max 2</b>	<b>Max 3</b>	<b>Max 4</b>
<b>notes</b>	We send 8 professionally written and designed posts for you to upload.	Posts can be supplied for upload, or with full access, we can upload and post.	Posts can be supplied for upload, or with full access, we can upload and post.

- All packages assume social media accounts set up (if required). Commence can create a professionally branded social media account for £180 + VAT per account.
- Content ideas are discussed ahead of creating the monthly plan.
- We do not use templates. All posts are unique to your business, designed to fit your brand's style, and tailored to your customer base.
- We write the accompanying copy for each post in a tone of voice reflective of your brand.
- Monthly rolling agreement with no contract. Invoices raised on 1st of each month, payable within 28 days.

\* Video posts are inclusive of the total number of posts per month.

\*\* Boosted posts are available with 'Keeping it Tickety-Boo' at an additional cost. 'You'll be Chuffed to Bits' and 'The Bee's Knees' include an allowance for boosted posts, with any extra over the inclusive amount charged separately.

Are you ready to get **social**?

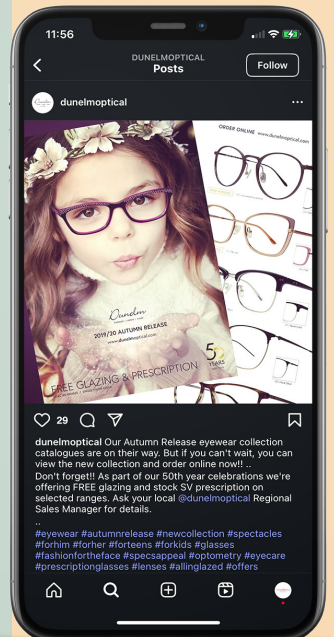
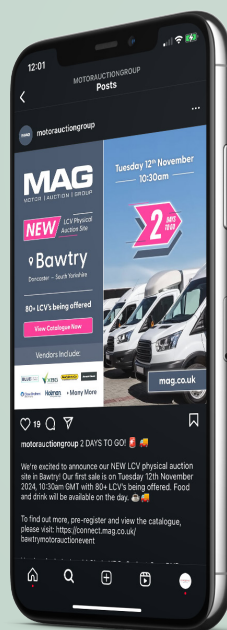
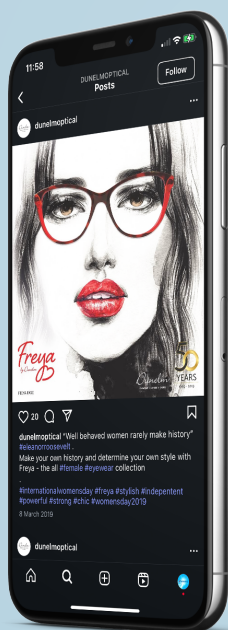
# get in touch

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