



**ASTROBRAND**

# **SOCIAL MEDIA MARKETING**

Grow your business, increase revenue, gain more influence and convert viewers into fans who trust you and want to wear your brand. Position yourself as an industry leader and achieve higher visibility on social media.

**Achieve more, work less by outsourcing your social media marketing.**



# Is hiring a freelancer right for you?

**What is your idea of hiring a freelancer? How is hiring a freelance going to have a material impact on your athletic apparel business?**

**LET CLEAR UP A FEW THINGS.**

Social media can help you build brand awareness of your services, generates leads, connect with prospects, allows you to target specific clientele you want to work with, and build trust. You can also advertise to go beyond your followers and promote your products and services.

**WHAT SOCIAL MEDIA DOES FOR YOU:**

To maximize growth for your athletic goods business, you need to know how to organize your content marketing strategy and whom you are marketing to when using a specific channel. Facebook, Instagram, YouTube, LinkedIn, TikTok, and Twitter.

Your goal is to use different methods of optimizing your sports marketing strategy on social media for maximum results.



## You're a Good Fit if:

- Your team is stretched out thin, and you need support to execute your marketing strategies
- You have set goals and know what you offer and who you target, but need help with content creation for your business
- You're present with your brand on various social media platforms and need creative direction
- Hiring a full-time employee would be too expensive, but you need someone on retainer due to your marketing department needs
- You have project-based work

You're now beyond ready to start implementing your social media strategy and using highly informative, well-written and creating content for your business. Start attracting, retaining, and doing business with loyal customers. You know that success doesn't happen overnight, but you're fully motivated to become the authority in the sporting goods industry.

**Social Management**

- Sourcing new content
- Content calendar planning
- Community management
- Social Media Strategy
- Analytics reports & Content Optimization
- Buyer persona profile

**Social Media Advertising**

- Buyer persona and target audience development
- Content creation and campaign management
- Destination and buyers journey mapping
- Evaluate efforts and optimize based on insights
- Goal mapping and creation.

**Content Creation and Brand Identity**

- Audit content
- Build an online presence and brand
- Build brand
- Create effective social media posts
- Build a following
- Outline and optimize marketing goals
- Create and manage organic social media calendars
- Evaluate efforts and optimize based on insights

**Creative**

- Lifestyle photography
- Product photography
- Editing existing content
- Video strategy
- Graphic Design
- Motion Graphics
- Packaging Design

**Are you ready to crush your social media campaigns?**  
**For questions, call.**



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