



**Nine ways  
we can help  
your business  
use social  
media.**

**zamoya**

# social media isn't just for interns



The emergence of a powerful new communication platform that reaches well over 500 million consumers is nothing short of remarkable.

This just in, consumers are now spending more time on social networks than any other form of website.

To make the most of this newly emerging opportunity to connect with your consumer, to shape your brand and to develop long-term customer relationships, take a look at what ZAMOYA can offer you. Get in touch with us now.

[info@zamoya.com](mailto:info@zamoya.com)

We have been designing websites for 5 years - so we know what it means to have an online presence.

**ZAMOYA SOCIAL** will make you grow through online social media. In a BIG way.

# 1. public relations



Social media platforms touch well over 500 million people worldwide everyday. These platforms represents one of the most direct and immediate channels into hearts and minds of consumers and the public media.

We will drive your brand through social media platforms to instantly deliver messages to a great number of people.

This will greatly impact your public relations and how the greater public will respond to your brand.

## 2. customer support



For a huge number of businesses there is a hidden cost that is rarely discovered until after it's too late.

Where traditionally customer support has been viewed as a cost center, smart brands are starting to use social networks to help offload their support costs on to a community of super users.

We will provide you with a service that is essential to maintaining a positive brand image.

Your consumers will receive the support they need and will feel more connected to a larger pool of consumers who also use the same product or service.

# 3. market research



The value of good information is hard to measure. Launching new brands, developing new products, and effectively targeting a new pool of consumers requires knowledge outside the four walls of your company.

Traditionally, brands seeking market research have had to rely on expensive firms to carry out drawn out procedures.

Having access to tens of millions of consumers who are openly talking about their rational and emotional needs is a newly discovered goldmine for market research.

If you are thinking about changing directions, launching a new brand campaign, or just itching to know what consumers are thinking about your business, product or brand, speak to us.

We will platform your brand and get the answers you are looking for.

## 4. brand marketing



While this may be one of the most common ways that brands are currently using social networks for, there are clearly those that get it and those who don't. The key difference comes from playing a behaviour-supporting role in the life of your consumer.

We will make it our job to create a social relationship between your consumer and your brand.

Providing a variety of applications for your customers. Making their day a little better by giving them something different to experience.

## 5. promotions



With direct communication to consumer, comes the responsibility of crafting captivating promotions that not only generate sales, but have a contagious pass along effect.

We will provide the platform to display such efforts which can be the key to doubling a smaller social presence overnight.

Some of the most successful promotions have employed the power of the network itself to create a fan base that didn't exist prior to the promotion.

## 6. consumer education



Brands should be leveraging the interactive capabilities within social platforms to educate and motivate their consumers through threaded discussions, video, images and other references.

The consumer interaction process is as follows: excite > educate > motivate > convert.

Unlike 30 second ads, social networks present a platform where you can share information over a longer period of time.

We will help you leverage that time effectively which will allow you to educate consumers about the most complex situations.

# 7. new product development



Apart from market research, there are several other ways social media can be used to directly impact the product development process.

As well as the role social media can play to help streamline and strengthen customer development.

Some companies have started to leverage a public pool of collective

brainpower to help their business identify innovative new market opportunities.

Allow us to help you explore the various ways you can use your social media presence to your advantage !

# 8. customer relationship management



One of the most interesting things about social media is the longitude of the relationship with the consumer.

While it is impossible to predict the longevity of popularity to the latest social sites, there is a definite chance they could outlast an email or street address

Social media presents a powerfully long term strategy for keeping customer relationships in tact tomorrow and beyond.

We may see the proverbial 15 minutes of fame stretched to 15 years or more and we are willing to explore that persistent network of millions and the effect it may have on your business.

## 9. yet to be discovered...



Because of the rapid evolution in this market, it is difficult to limit the possibilities of social media into just 9 categories.

So we thought it best to label the 9th as 'yet to be discovered'. We hope to have inspired you with some ideas around social media and how we can help you impact your business through this excitingly new & evolving medium.

The exciting part is that we will never be able to uncover every way these emerging applications & technologies will impact both consumer and corporate life.

So why waste time ?

Take a look at the next page to choose your best cost package & see the various offers we can give you so we can go about launching your social presence !

# plans & pricing

## Starter

**Kshs**  
**2,900**  
per month

### Entrepreneur

For Startup or Basic Pages  
& For pages under 500 fans

Design, Configure & Set Up Page  
Maintenance of Custom Page  
1 GB Data Storage  
1 Customised Page

## Basic

**Kshs**  
**3,900**  
per month

### Small Business

With existing pages  
& For pages over 500 fans

Design, Configure & Set Up Pages  
Maintenance of Custom Pages  
**2 GB Data Storage**  
**2 Customised Pages**

## Premium

**Kshs**  
**5,900**  
per month

### Big Business

For pages over 3,000 fans

Design, Configure & Set Up Pages  
Maintenance of Custom Pages  
**5 GB Data Storage**  
**5 Customised Pages**

## Pro

**Kshs**  
**8,900**  
per month

### Global Brands & Agencies

With existing pages  
& For pages over 5,000 fans

Design, Configure & Set Up Pages  
Maintenance of Custom Pages  
**Unlimited Data Storage**  
**Upto 10 Customised Pages**

## Set Up Fee

**KSHS 20 000**

We can design, configure & quickly set up your custom Facebook page.

get in touch with us to choose your ideal package.

[info@zamoya.com](mailto:info@zamoya.com)