

Möve's Social Media Strategy

Objective

At Möve, our primary objective is to harness the power of social media to propel your brand forward. Our social media strategy—tailored to your business—aims to increase brand awareness, engage with your target audience, amplify your value propositions, establish credibility, drive website traffic, and ultimately generate valuable leads for your business. By implementing a data-driven approach to social media marketing, Möve ensures that your social media channels become an essential tool for achieving business objectives and fostering growth.



Platform Selection

Based on a comprehensive analysis of your target audience, ideal customer profiles (ICPs), and current industry trends, **Möve recommends LinkedIn as the primary platform for engagement.** Additionally, we may occasionally utilize Twitter (X), depending on the specific needs and preferences of your audience.



LinkedIn has **1 billion members** around the world.



40% of LinkedIn visitors organically engage with a page every week.



LinkedIn is the **#1 most trusted platform** by brands.

Content Strategy

Our content strategy encompasses a diverse range of formats and topics to effectively engage your audience.

Content Formats

We will utilize different types of content like compelling graphics with quotes and metrics, statistics, gifs where applicable, short form videos, and long form videos.

Content Topics

Educational & Thought Leadership Content:

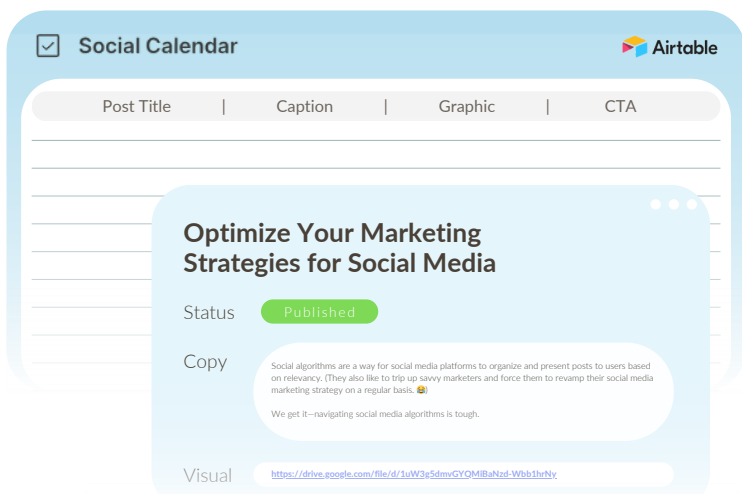
Providing industry insights, news updates, research findings, solutions to pain points, analyst reports, blog articles, LinkedIn Newsletters, and engaging infographics.

Interactive Content:

Engage your audience through polls, quizzes, and questions aimed at encouraging participation and building community.

Product Information & Announcements:

Showcase the value proposition, unique market differentiators, and functionality of your product(s) and solution(s), upcoming events, and company announcements.

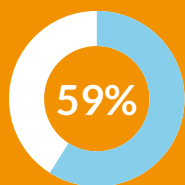


Content Strategy

We meticulously plan a monthly content calendar, ensuring a consistent posting schedule on social media platforms. Content is pre-scheduled using HubSpot to facilitate proper tracking.

Engagement Strategy

We will manage your social media accounts, and prioritize prompt responses to comments, messages, and mentions across your social media platforms—actively engaging your audience to build a community, enhance brand perception, and strengthen credibility. Any customer services related questions, concerns, and specific product related questions will be escalated to the appropriate point of contact on your team. Additionally, we will join LinkedIn groups relevant to your industry and audience, and actively participate in discussions on your behalf to establish your brand as a thought leader and expert within the space.



59% of brands are seen as "higher quality" after advertising on LinkedIn.



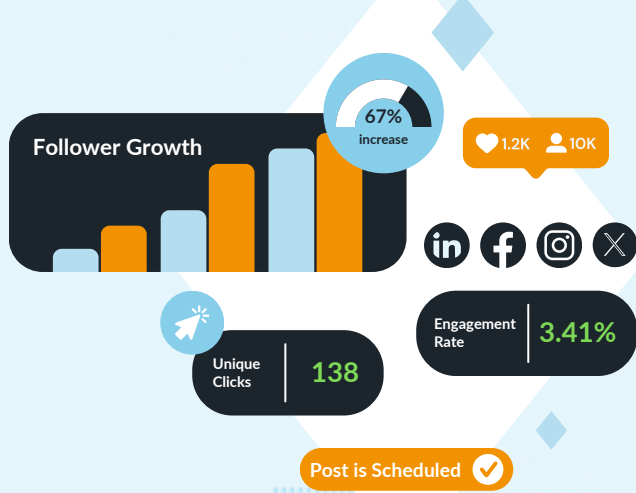
Marketers see up to **2x higher conversion rates** on LinkedIn.

Paid Advertising

Our social media paid advertising strategy involves targeted campaigns to broaden your audience reach, drive lead generation, and support organic social media efforts. We carefully select posts for boosting based on engagement metrics.

A/B Testing Protocol

To optimize campaign performance, we conduct A/B testing on various content assets, messaging, and audience segments. In collaboration with Möve's Paid Advertising team, we execute tests and analyze performance data to inform future campaigns and content strategies.



Key Performance Indicators (KPIs)

Our KPIs encompass both weekly and quarterly metrics, including engagement rates, follower growth, and website traffic. Real-time analysis of social media feedback allows us to adjust the content strategy as needed and capitalize on relevant trends.

Employee Amplification Program

We recommend implementing an internal employee amplification program to leverage your team's networks for content circulation. This program enhances engagement and expands your social media reach—improving the overall performance of social media efforts.

Internal teams, like sales, should be utilizing the social media content for prospecting by reposting content to their own personal LinkedIn pages, and at minimum liking and interacting with posts. This improves engagement, supports the algorithm, and allows content to reach different audiences.

Weekly Analysis and Optimization

We conduct weekly reviews of social media performance to identify top-performing content, determine post boosting opportunities, optimize future strategies, and adjust paid media and A/B testing campaigns to maximize ROI. Additionally, we monitor social channels for brand mentions and discussions, promptly addressing any issues that arise.

Ready to elevate your company's social media strategy? [Chat with us](#) and learn how we can work with you to achieve your social media goals this year and beyond.

Let's Talk

"The team at Möve Marketing are exceptional at creating and delivering new ideas to push Elevate Security's GTM activities through multiple channels. **With their optimism and skill, our social media engagement has increased and return on campaign investment has gone up exponentially over the past year.**"

Sharon Bronaugh, Marketing Director at Elevate Security

About Möve

We deliver on our promise to accelerate growth for startups. With acute demand generation expertise, our team builds and fuels marketing engines for maximized growth.