



# Blog & Social Media Service FAQs

**Proven Systems has the ability to provide you with results oriented blog and social media services.** Instead of spending 20, 40, or 60 hours doing this on your own, engage the Proven Systems team and reduce your time to one or two hours per month. It's your blog and social media program, and you're in control — we simply do the work to reduce your stress and get better results!

"B2B companies with blogs generate 67 percent more leads per month on average than non-blogging firms."

— Social Media B2B

## What exactly will a blog/social media do for my company?

A blog will allow you to share your industry knowledge and subject matter expertise. A blog has many uses:

- Educate prospects and customers
- Raise awareness of your products and services
- Build brand recognition
- Position your company as a thought leader
- Increase web conversions/Impact Movie downloads
- Generate sales inquiries

## How often should blog/social media content be published?

Length of sales cycle, audience, industry, and budget all influence the frequency of posts. We currently offer three options: once, twice, or three times per week.

## How can my newsletter articles be used?

**Great question!** Newsletter articles make excellent blog content. If we're already producing a regular newsletter for you, we will repurpose your articles on your blog and social media sites. This is included as part of our service.

## We already have a blog platform. Do we have to use yours?

No. After we produce the content, we can deliver the posts to you or your Web team for them to publish. We can also post the information on your platform for you. Either way works very well.

## Who manages and responds to comments?

We manage comments in addition to overseeing all of the other details involved. No comments will be published without your approval. Our team will forward these comments to you for response.

## How is Proven Systems able to write content on our behalf?

If you are a current Proven Systems client, you know we are familiar with your business because of your newsletter. Our marketing team will use similar processes designed to leverage *your* industry knowledge with our content marketing expertise.

## Why should Proven Systems produce my blog/social media?

Your blog and social media will actually get done — professionally, consistently, and on time. Without spending countless hours of your own time, you receive a final product that contains customer-centric, interactive articles that your prospects and clients can depend on and look forward to reading. Perhaps we have already created a great looking, well-written newsletter for you. If so, it simply makes sense to work with *one* reliable vendor.

## How will we know if people are interacting with us?

Our program includes traffic and visitor tracking. We are committed to your success, and we have many years of marketing experience which we are happy to share with you. We offer ongoing marketing assistance and consultations as part of our service.

## How do you charge for your services?

Our blog and social media program consists of a one-time setup fee and a fixed monthly fee, which will never surprise you or blow your budget.

"84 percent of b2b companies are using some form of social media marketing [and] B2B companies generate on average 17 percent of their leads from social media channels"

— Aberdeen Group

**Questions? Simply call: 800-720-5398**