

Rescigno's

MARKETING CONNECTIONS

Rescigno's Marketing Connections ensures you that your social media presence will be planned, executed, managed and measured on a daily basis while using best practices.



Plan

Smart online marketing begins with a plan that identifies the necessary actions to achieve marketing objectives. We focus on defining what tactics are to be used and how often to engage in those particular social networks. In order to provide information that is of interest to your target audience, we create a content distribution strategy as well. By combining all of these efforts, this will create more opportunities to increase sales and achieve a competitive advantage.

Execute and Manage

The three words we like to focus on for your social media presence is connect, build, and sustain. We connect with your audience, and then focus on building and sustaining the relationship between your company and your expanding audience.

We start this process by managing and executing your social media presence on a daily basis. The four sites we build your social media presence on are Twitter, Facebook, YouTube and LinkedIn. We advise businesses to join these sites first because they are the most beneficial social media sites for businesses.

We also support your business with its company blog efforts. We advise and consult



on what to write about, what tools to use, how to spread the information on it, and what strategies to include while blogging.

Measure

We believe measuring a company's social media presence and online activity is essential to the success of a business's marketing efforts. We also want to be sure that the social media pages are directing traffic to the company website, in order to generate leads.