

Smarter Social™

DESCRIPTION

When Likeable launched in 2007, few people could master the emerging field of social media. Now, internal teams are more robust and there is a deep desire for marketers to function fully in-house. And yet, marketers also know that efficiently managing workflows and resources can be challenging.¹ The difficulty becomes even greater when social media is involved—it's a real-time firehose of consumer interactions and brand posts with functions that span marketing, customer service, creative production, analytics, and more. Since most employees do a lot more than “just” social media, finding true subject matter experts who are constantly learning while doing their everyday jobs—well, it's tough.

That's why Likeable has created Smarter Social™. Developed especially for in-house digital teams, Smarter Social is a two-part solution that will transform your social media processes and outputs overnight. We'll set your team up for social success—first building out exactly what you need to succeed at your organization, and then teaching you how to replicate it and execute internally.

PRODUCT OVERVIEW

Part One	
CUSTOMIZED ESSENTIAL DOCUMENTS <i>Custom templates for reports and planning, created based on your current/desired mix of KPIs and platforms</i>	
Strategic Planning Strategy Brief; Simple Content & Pillar Planner; Content & Pillar Planner; Brainstorm Planner Content Creation Concept Review Deck; Creative Review Deck; Photoshop Templates (all post types) Media Planning and Reporting Flowchart; Media Plan; Weekly Report (one platform); Weekly Report (multi-platform); Monthly Report Deck Community Management Essential Info Reference; Crisis Response; Contest T&Cs; Sweepstakes T&Cs Master Guide to Social Posts Master Guide to Social Ads	
Part Two	
IMPLEMENTATION TRAINING Hands-on or remote 2-day training	POST-TRAINING CONSULTING 3-month monitoring and recommendations

¹ [Source](#)