



www.strellasocialmedia.com

Frequently Asked Questions

Do you have a minimum amount of time we need to work with you?

We suggest that clients work with us for at least one year in order to see a return on their investment, but we also understand that this is not always possible. For this reason, we require no minimum amount of time, but we do ask for 30 days' notice of termination of our contract.

When will I see leads?

The majority of our clients start to see qualified leads within three to six months of working together. For some, leads have happened immediately. For others, it may take up to 18 months. From past experience, the clients who see more immediate leads are the ones who have a solid business model, integrate social media with their existing marketing efforts, and consistently communicate with us.

Do I need to provide content? Where do you get it from?

Content is the most challenging component of social media management, especially because it needs to be formatted for each specific social media channel to include things like shortened links and to meet the character-length limits for each of the channels. For this reason, we assume the responsibility of generating content. It's most helpful when the client can contribute information about their business, especially if something timely or relevant should be communicated on social media. We create content in a variety of ways, which will be explained in your strategy. Once we have content written, we'll send it to you for final approval before posting to social media channels.

Can we post content outside of what you are posting?

Absolutely! And we encourage it. We only ask that you try to stay in communication with us so that we do not duplicate efforts or 'bulk post.'

When are payments due? What forms of payment do you take?

Payment is due on the 15th of each month, with the first payment (including start-up costs) due on the 15th of the month we begin working together (ex: if we start working together on January 23rd, the first payment would be due on February 15th). We accept PayPal, checks, money orders or automatic credit card billing. The latter means your credit card would be automatically charged for the monthly fee on the 15th of each month.

If we approve your proposal, what's next?

We send a one-page contract and a list of items we'll need to get started on the strategy. Then, we stay in communication as we complete the start-up process, which takes about two weeks.