

# LECM



**LUCID EARTH CREATIVE MEDIA**

DONE-FOR-YOU-SERVICES



# LUCID OFFERINGS

## **BUSINESS TRAINING FOR HOLISTIC PRACTITIONERS**

SALES 101

MARKETING 101

TOOLS FOR GOAL SETTING

TOOLS FOR MENTAL CLARITY

TOOLS FOR EMOTIONAL REGULATION

## **DONE-FOR-YOU BUSINESS SERVICES**

TRADEMARK APPLICATION

BUSINESS PLAN AUTHORIZING

BUSINESS REGISTRATION

BRANDING STRATEGY

CONTENT AUTHORIZING

ONLINE MARKETING

E-BOOK AUTHORIZING

EMAIL MARKETING

VIDEO & EDITING

LOGO DESIGN

WEB DESIGN

# Phase 1 - Wishlist SAMPLE

*Our objective in the first 90 days is to determine your target demographic, tailor content to their needs and test organic and sponsored ad performance to determine base ROI.*

## INITIATORY

- Marketing Plan - Approval Required
- Soc Med Audit - Determine target demographic, performance, engagement, conversion
- Website SEO Audit

## AREA'S OF FOCUS

- Social Media Meme's & Organic Posts | Facebook  Instagram  Youtube \_\_\_\_\_ LinkedIn \_\_\_\_\_
- Social Media Ads | Facebook  Instagram  Youtube \_\_\_\_\_ LinkedIn \_\_\_\_\_
- Email Marketing | # emails per week 1
- BLOG Marketing | # Articles per week 1
- Google Ad Marketing | # Ads per week \_\_\_\_\_
- Video Ad Marketing Funnels: B-to-B \_\_\_\_\_ / B-to-C \_\_\_\_\_

## SOCIAL MEDIA POSTING

- Scheduled Organic Posts | # of posts per week 5
- Scheduled Sponsored Posts Ad spend | # Ads per week 1

## AUTHORING CREATIVE CONTENT

- Graphic Design for Branded Posts on Photos & Memes
- Video for Branded Posts | Video's per month 2
- Copywriting for Social Media - Meme's - Organic Posts (Facebook)
- Copywriting for Social Media - Meme's - Organic Posts (Instagram)
- Copywriting for Social Media Ads (Facebook)
- Copywriting for Social Media Ads (Instagram)
- Copywriting for Email Marketing
- Copywriting for BLOG Marketing
- Copywriting for Google Ad Marketing
- Ad Funnel Landing Page with Video - Design / Copy / SEO Optimized
- Tech Support: Social Media Navigation \_\_\_\_\_ Website Updates \_\_\_\_\_

## SEARCH ENGINE

- SEO Audit for Shopify Store - Google Analytics (Already Complete)
- Google Ad Account Set Up - Keyword Audit, Competitive Market Research
- Google Ad Retargeting Campaign (3 / mo)
- Google Ad Categories Research

## ANALYTICS

- Website Analytics - 1 Report / mo
- Social Media Analytics - 4 Reports / mo

## CONSULTING / TRAINING / STRATEGY CALLS

- Marketing / Training / Strategy - 30 Minutes Session # of Sessions per week 1

## AD-SPEND

- Monthly Social Ad Spend Budget Amount: \$ 500 (Enter Budget Allowance)
- Google Ads Budget Amount: \$ \_\_\_\_\_ (Enter Budget Allowance)

# Phase 1 - Your Wishlist

*Our objective in the first 90 days is to determine your target demographic, tailor content to their needs and test marketing to determine base ROI.*

## INITIATORY

- Marketing Plan - Approval Required
- Soc Med Audit - Determine target demographic, performance, engagement, conversion
- Website SEO Audit

## AREA'S OF FOCUS

- Social Media Meme's & Organic Posts | Facebook\_\_\_\_ Instagram \_\_\_\_ Youtube\_\_\_\_ LinkedIn\_\_\_\_
- Social Media Ads | Facebook\_\_\_\_ Instagram \_\_\_\_ Youtube\_\_\_\_ LinkedIn\_\_\_\_
- Email Marketing | # emails per week \_\_\_\_
- BLOG Marketing | # Articles per week \_\_\_\_
- Google Ad Marketing | # Ads per week \_\_\_\_
- Video Ad Marketing Funnels: B-to-B \_\_\_\_ / B-to-C\_\_\_\_

## SOCIAL MEDIA POSTING

- Scheduled Organic Posts | # of posts per week \_\_\_\_
- Scheduled Sponsored Posts Ad spend | # Ads per week \_\_\_\_

## AUTHORING CREATIVE CONTENT

- Graphic Design for Branded Posts on Photos & Memes
- Video for Branded Posts
- Copywriting for Social Media - Meme's - Organic Posts (Facebook)
- Copywriting for Social Media - Meme's - Organic Posts (Instagram)
- Copywriting for Social Media Ads (Facebook)
- Copywriting for Social Media Ads (Instagram)
- Copywriting for Email Marketing
- Copywriting for BLOG Marketing
- Copywriting for Google Ad Marketing
- Ad Funnel Landing Page with Video - Design / Copy / SEO Optimized
- Tech Support: Social Media Navigation \_\_\_\_ Website Updates \_\_\_\_

## SEARCH ENGINE

- SEO Audit for Shopify Store - Google Analytics (Already Complete)
- Google Ad Account Set Up - Keyword Audit, Competitive Market Research
- Google Ad Retargeting Campaign (3 / mo)
- Google Ad Categories Research

## ANALYTICS

- Website Analytics - 1 Report / mo
- Social Media Analytics - 1 Report / mo

## CONSULTING / TRAINING / STRATEGY CALLS

- Marketing / Training / Strategy - 30 Minutes Session # of Sessions per week \_\_\_\_

## AD-SPEND

- Monthly Social Ad Spend Budget Amount: \$\_\_\_\_ (Enter Budget Allowance)
- Google Ads Budget Amount: \$\_\_\_\_ (Enter Budget Allowance)

# Phase 2 - Hammer Down

*Our objective in the next 90 days is to hyper-focus on your target demographic in order to attain the highest ROI.*

## INITIATORY

- Marketing Plan - Approval Required
- S.M. Audit - all existing platforms (target demographic, performance, engagement, conversion)
- Website SEO Audit and Testing

## AREA'S OF FOCUS

- Social Media Meme's & Organic Posts | Facebook\_\_\_ Instagram \_\_\_ Youtube\_\_\_ LinkedIn\_\_\_
- Social Media Ads | Facebook\_\_\_ Instagram \_\_\_ Youtube\_\_\_ LinkedIn\_\_\_
- Email Marketing | # emails per week \_\_\_\_\_
- BLOG Marketing | # Articles per week \_\_\_\_\_
- Google Ad Marketing | # Ads per week \_\_\_\_\_
- Video Ad Marketing Funnels: B-to-B \_\_\_\_\_ / B-to-C\_\_\_\_\_

## SOCIAL MEDIA POSTING

- Scheduled Organic Posts | # of posts per week \_\_\_\_
- Scheduled Sponsored Posts Ad spend | # Ads per week \_\_\_\_

## AUTHORING CREATIVE CONTENT

- Graphic Design for Branded Posts on Photos & Memes
- Video for Branded Posts
- Copywriting for Social Media - Meme's - Organic Posts (Facebook)
- Copywriting for Social Media - Meme's - Organic Posts (Instagram)
- Copywriting for Social Media Ads (Facebook)
- Copywriting for Social Media Ads (Instagram)
- Copywriting for Email Marketing
- Copywriting for BLOG Marketing
- Copywriting for Google Ad Marketing
- Ad Funnel Landing Page with Video - Design / Copy / SEO Optimized
- Tech Support: Social Media Navigation \_\_\_ Website Updates \_\_\_

## SEARCH ENGINE

- SEO Audit for Shopify Store - Google Analytics (Already Complete)
- Google Ad Account Set Up - Keyword Audit, Competitive Market Research
- Google Ad Retargeting Campaign (3 / mo)
- Google Ad Categories Research

## ANALYTICS

- Website Analytics - 1 Report / mo
- Social Media Analytics - 1 Report / mo

## CONSULTING / TRAINING / STRATEGY CALLS

- Marketing / Training / Strategy - 30 Minutes Session # of Sessions per week \_\_\_\_\_

## AD-SPEND

- Monthly Social Ad Spend Budget Amount: \$\_\_\_\_\_ (Enter Budget Allowance)
- Google Ads Budget Amount: \$\_\_\_\_\_ (Enter Budget Allowance)

LUCID EARTH



CREATIVE MEDIA

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# THE DO'S & DONT'S OF SOCIAL MEDIA

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A DIVISION OF LUCID EARTH, LLC.

# Business to Business Social Media Strategies That Don't Work



**Overly Promotional Content:** Constantly pushing products or services without adding value can turn off potential clients. B2B audiences are looking for insights, solutions, and expertise, not just sales pitches.

**Ignoring Audience Engagement:** Failing to engage with followers, such as not responding to comments or messages, can make your business seem uninterested or unapproachable. B2B relationships often require more trust and interaction.

**Spamming with Direct Messages:** Sending unsolicited direct messages to potential clients can be perceived as intrusive. Without a prior relationship or connection, these messages are often ignored or lead to negative perceptions.

**Lack of Targeting:** Posting generic content that doesn't speak directly to the specific needs or pain points of your target audience is a missed opportunity. B2B marketing should be highly targeted and relevant.

**Neglecting Analytics:** Not tracking and analyzing the performance of your social media efforts means you miss out on valuable insights. Without this data, you can't adjust your strategy to improve results.

**Inconsistent Posting:** Inconsistent or sporadic posting can lead to decreased visibility and engagement. B2B audiences need to see regular, relevant content to keep your business top-of-mind.

**Ignoring LinkedIn:** LinkedIn is a crucial platform for B2B marketing. Neglecting it in favor of more consumer-oriented platforms like Instagram or Facebook can result in missed opportunities to connect with key decision-makers.

**Relying Solely on Organic Reach:** Expecting significant results from organic reach alone is unrealistic. B2B companies often need to invest in paid promotions to reach a broader and more targeted audience.

**Not Tailoring Content for the Platform:** Posting the same content across all platforms without adjusting for the specific audience and format of each platform can reduce effectiveness. For example, LinkedIn posts might need a more professional tone, while Twitter might require brevity and immediacy.

**Focusing Only on Lead Generation:** B2B social media isn't just about generating leads; it's also about building relationships, establishing authority, and nurturing existing connections. A narrow focus on leads can limit the broader benefits of social media.

# Business to Business Social Media Strategies That Work!



**Thought Leadership Content:** Sharing insights, expertise, and industry trends positions your business as a thought leader. High-quality blog posts, whitepapers, case studies, and infographics can attract and engage a professional audience.

**Engaging on LinkedIn:** LinkedIn is the premier platform for B2B interactions. Regularly sharing valuable content, participating in industry groups, and connecting with key decision-makers can help build strong professional networks.

**Targeted Advertising:** Using paid social media campaigns to target specific demographics, industries, job titles, and even company sizes can lead to more qualified leads. LinkedIn Ads, for instance, allows for very specific targeting that can be highly effective for B2B marketing.

**Customer Success Stories and Testimonials:** Sharing success stories, testimonials, and case studies can build credibility and trust. Highlighting how your products or services have helped other businesses succeed is a powerful way to attract new clients.

**Webinars and Live Events:** Hosting webinars, live Q&A sessions, or virtual events on platforms like LinkedIn Live or YouTube can demonstrate your expertise and engage potential clients in real-time. These events also allow for direct interaction and relationship-building.

**Consistent and Value-Driven Posting:** Maintaining a consistent posting schedule with content that provides real value to your audience—such as tips, industry news, and educational materials—keeps your business top-of-mind and builds trust over time.

**Social Selling:** Leveraging your social media presence to build relationships with prospects, sharing relevant content with them, and engaging in meaningful conversations can lead to new business opportunities. Social selling focuses on building a rapport before making a sales pitch.

**Employee Advocacy:** Encouraging employees to share company content and engage with their networks can expand your reach and lend authenticity to your brand. Employee advocacy programs can be particularly effective on LinkedIn.

**Monitoring and Listening:** Actively listening to what your audience, competitors, and industry leaders are saying on social media can provide valuable insights. Tools like social listening software can help you track mentions, sentiment, and trends, allowing you to respond and adapt your strategy accordingly.

**Collaborating with Industry Influencers:** Partnering with industry influencers or thought leaders can help amplify your message and reach a broader, yet targeted, audience. Influencers can lend credibility and attract attention to your brand within your industry.

**Using Analytics to Refine Strategy:** Regularly analyzing social media metrics to understand what content performs best, which platforms drive the most engagement, and how your audience behaves can help you refine and improve your social media strategy over time.

**Creating Visual Content:** Infographics, short videos, and visually appealing posts tend to perform well on social media. Visual content can simplify complex information and make it more engaging, which is crucial in B2B contexts where the subject matter can be technical or data-driven.



# Business to Consumer Social Media Strategies That Don't Work



**Over-Promotion:** Constantly pushing products or services without adding value or engaging with your audience can make your brand seem overly commercial and unrelatable. Followers may feel spammed and lose interest, leading to decreased engagement and unfollows.

**Ignoring Customer Feedback:** Failing to respond to comments, messages, or reviews, or responding poorly, can damage your brand's reputation. Social media is a two-way street, and customers expect to be heard and acknowledged.

**Inconsistent Posting:** Inconsistent posting can cause your audience to forget about your brand. Algorithms also tend to favor accounts that post regularly, so sporadic posting can reduce visibility and engagement.

**Using Every Platform:** Why it Fails: Trying to be active on every social media platform can spread your resources too thin, leading to mediocre content and engagement. It's better to focus on platforms where your target audience is most active.

**Neglecting Analytics:** Without analyzing the performance of your posts, you won't know what's working and what's not. Ignoring analytics means you're missing out on valuable insights that could inform and improve your strategy.

**Overuse of Hashtags:** While hashtags can increase visibility, using too many, especially irrelevant ones, can make your posts look spammy. This can lead to lower engagement and, in some cases, even shadow-banning on certain platforms.

**Generic Content:** Posting content that is too generic or doesn't resonate with your target audience can result in low engagement. Content needs to be tailored to your audience's interests, needs, and preferences.

**Ignoring Visual Quality:** Poor-quality images and videos can make your brand look unprofessional. In the visually-driven world of social media, high-quality visuals are crucial to capturing attention and conveying your brand's value.

**Buying Followers:** Purchased followers rarely engage with content, and platforms can detect and penalize accounts with fake followers. This strategy might inflate your follower count but will harm your engagement rates and credibility.

**Failing to Adapt:** Social media trends and algorithms change frequently. Sticking to outdated strategies without adapting can leave your brand behind, making it less competitive and visible.

# Business to Consumer Social Media Strategies That Work!



**Create Valuable Content:** Offering content that educates, entertains, or solves problems for your audience establishes your brand as a trusted authority. This can lead to higher engagement, brand loyalty, and increased sales. Examples include how-to guides, tips, tutorials, and inspirational content.

**Leverage User-Generated Content (UGC):** Sharing content created by your customers, such as testimonials, reviews, or photos of them using your products, builds trust and authenticity. UGC can also encourage more customers to share their experiences, further amplifying your brand's reach.

**Engage Regularly with Your Audience:** Actively responding to comments, messages, and mentions shows that you value your customers and are approachable. This interaction helps build a community around your brand and can lead to higher customer satisfaction and loyalty.

**Utilize Influencer Marketing:** Partnering with influencers who resonate with your target audience can significantly boost your brand's visibility and credibility. Influencers can help introduce your products to new audiences and provide social proof.

**Run Contests and Giveaways:** Contests and giveaways can quickly increase your brand's visibility, attract new followers, and drive engagement. They create excitement around your brand and incentivize sharing and participation.

**Use Platform-Specific Features:** Each social media platform has unique features—such as Instagram Stories, Facebook Groups, TikTok challenges, and Pinterest Boards—that can be leveraged to engage your audience in a way that feels native and authentic. Understanding and using these features effectively can enhance user experience and reach.

**Incorporate Video Content:** Video content, especially short-form videos, is highly engaging and often prioritized by algorithms. Videos can showcase products in action, tell stories, or provide value through tutorials and tips, making them a powerful tool for capturing attention and driving engagement.

**Implement a Consistent Posting Schedule:** Consistency in posting helps keep your brand top-of-mind and ensures steady engagement. A well-planned content calendar allows you to maintain a regular presence without overwhelming your audience.

**Use Paid Advertising Strategically:** Paid ads on platforms like Facebook, Instagram, and TikTok allow for precise targeting, ensuring your content reaches the right audience. When combined with organic strategies, paid advertising can boost visibility, engagement, and conversions.

**Analyze and Adapt:** Regularly reviewing your social media analytics helps you understand what's working and what isn't. This data-driven approach allows you to refine your strategy, optimize content, and improve your ROI over time.

**Tell Your Brand Story:** Sharing the story behind your brand, your values, and your mission helps humanize your business and connect with customers on an emotional level. Storytelling can differentiate your brand and foster a deeper connection with your audience.

**Host Live Sessions:** Live streams allow you to interact with your audience in real-time, answer questions, showcase products, or provide behind-the-scenes looks at your business. Live sessions can boost engagement and make your brand feel more accessible.

# LECM Standard 90 Day Agreement

Page 1 of 2

## SOCIAL MEDIA MARKETING CONTRACT

This Agreement is made on date \_\_\_\_\_, between:

Client Name:

Address:

Email:

Phone:

AND

Lucid Earth Creative Media (LECM)

Address:

Email:

Phone:

WHEREAS, the Client seeks to hire the Service Provider for Social Media Marketing services; and

WHEREAS, the Service Provider agrees to provide the requested services as outlined in this Agreement;

### 1. TERM OF AGREEMENT

This Agreement shall commence on date \_\_\_\_\_ and continue for 90 days (the "Term"). At the end of the Term, the contract may be renewed or terminated by mutual agreement.

### 2. SERVICES PROVIDED

LECM agrees to provide the following social media marketing services in accordance with the client wish list and approved marketing plan.

- Develop and execute a customized social media strategy.
- Content creation and curation for platforms such as [Insert Platforms, e.g., Instagram, Facebook, LinkedIn, Twitter].
- Scheduled posts and engagement management.
- Advertising campaign management (including Facebook and Instagram Ads).
- Follower and engagement growth.
- Analytics and performance reports, delivered bi-weekly or monthly.

### 3. PAYMENT TERMS

The Client agrees to pay a total of \$\_\_\_\_\_ for the services rendered during the 90-day term of this contract, as follows:

An initial deposit of \$ \_\_\_\_\_ due upon signing this contract.

Remaining balance of \$ \_\_\_\_\_ due at the end of each month.

Payments can be made via \_\_\_\_\_ [Choose Payment Method].

### 4. CLIENT RESPONSIBILITIES

The Client agrees to:

Provide all necessary login details, content, logos, images, and other materials required for the Service Provider to perform their services. Respond to communications in a timely manner to ensure smooth workflow and adherence to deadlines.

# LECM Standard 90 Day Agreement

Page 2 of 2

## 5. CONFIDENTIALITY

Both parties agree to keep confidential all information exchanged during the term of this Agreement. The Service Provider shall not disclose any proprietary information, client data, or project-related content to third parties without written consent from the Client.

## 6. CANCELLATION AND TERMINATION

The Client may terminate this Agreement with 30 days' written notice.

The Service Provider may terminate this Agreement if the Client fails to meet payment deadlines or breaches any other terms.

Upon termination, any unpaid fees for services rendered up until termination will be due immediately. In the event of early termination, the Client agrees to pay for services provided up to the termination date on a pro-rata basis.

## 7. COMPLIANCE WITH UTAH BUSINESS LAWS

Both parties agree to conduct business in accordance with all applicable federal, state, and local laws and regulations, including those of the state of Utah. The Service Provider warrants that they are a legally registered business in the state of Utah.

## 8. LIMITATION OF LIABILITY

The Service Provider shall not be liable for any indirect, special, incidental, or consequential damages arising out of or related to this Agreement, even if advised of the possibility of such damages.

## 9. INDEPENDENT CONTRACTOR

The Service Provider is an independent contractor and not an employee, partner, or joint venture of the Client. The Service Provider has no authority to bind the Client or make any representations or warranties on behalf of the Client.

## 10. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Utah. Any disputes arising from this Agreement will be resolved in the courts of Utah.

## 11. ENTIRE AGREEMENT

This Agreement contains the entire understanding between the parties regarding the services provided and supersedes all prior agreements, whether written or oral. Any amendments to this Agreement must be made in writing and signed by both parties.

## SIGNATURES

Client Name

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Service Provider Name

Signature: \_\_\_\_\_

Date: \_\_\_\_\_