

Product
sheet**SOCIAL
MEDIA
Healthcheck****Do I really need a social
media healthcheck?**

Conducting a healthcheck of your social media channels can help you to establish what's working, what's not working, what can be improved upon and how you are performing against your competitors. We will give you a list of actionable insights so that you can start getting better results from your social media.

Our dedicated social media experts can help you answer the following:

- Are you on the right channels for your audience?
- Are you posting consistently enough?
- Are you posting at the right times?
- Do you regularly engage with your followers?
- Are your current followers right for you?
- Does your content resonate with your audience?
- Are you performing better or worse than your competitors on social media?
- What are your clients saying about you?

Whether you're looking to increase brand awareness, encourage more clicks to your website or boost client engagement with your firm, a healthcheck can give you the tools you need to help you win more clients through social media.

**What is the point of social media
for law firms?**

- Get more potential clients to know who you are
- Cement your firm as part of the local community
- Promote specific marketing goals
- Promote your expertise and services so potential clients are primed to buy
- Boost return business by keeping your firm 'top of mind'

However, social media only works if you are talking to the right people, in the right places, in the right way. We can help you understand if you are through our social media healthcheck.

**Over 40% of the
world's population
is on social media**

(Hubspot)

**31% of digital
consumers use
social media to
research/find
products to buy**

(Global Web Index)

**In the UK,
internet users spend
an average of 1 hour
and 50 minutes per
day on social
networks**

(Global Web Index)

Social media stats

**21% of consumers
are more likely to
buy from brands
they can reach on
social media**

(Sprout Social)

**59% of UK
businesses
outsource their
social media
marketing**

(Marcommnews)

**SOCIAL
MEDIA
HEALTHCHECK**

Why choose Conscious for your social media healthcheck?

Knowledge

Social media is constantly changing, which can make it difficult to keep on top of the latest trends and algorithms. We live and breathe social media, knowing what works from our experience, so can make sure you aren't making any mistakes or missing any opportunities.

Time

Your time is valuable and we know you'd rather be doing fee-earning work than trawling through your followers list, or researching the best times to post. We will take this job off your hands, freeing you up to do what you do best!

Cost-effective

Our social media healthchecks are competitively priced and will show you how to use social media more cost-effectively by making sure you're not wasting time and money on things that won't deliver a return.

**Actionable
insights**

You'll get clear guidance on exactly what you need to do to make a bigger impact through your social media channels. We will categorise what you need to do into short-term, medium-term and long-term action points.

What's included?

- Goal setting and defining your target audience personas
- Qualitative and quantitative analysis of all your social media accounts (Facebook, Twitter, LinkedIn (both Company page and individual staff profiles*) & Instagram)
- Analysis of your followers; demographic and location information
- Analysis of your top 3 competitors
- Actionable and time-based objectives based on our analysis.

(*for up to 10 profiles – if more required, further costs will apply)

Who do I contact about a social media healthcheck?

Give us a call on 0117 325 0200
or email sales@conscious.co.uk
for more information.

How much does it cost?

Prices start from £600,
but are dependent on
specific requirements.

Notes

We will require your social media logins in order to conduct the audit

The fluid nature of social media means no performance guarantees are possible

Price valid from 1 March 2020

All prices +VAT