

Elevate Your Presence

Social Media Marketing

Ordering High-Yield Social Media Services

Social media services, as a subset of [digital marketing services](#), entail leveraging various social networks for branding, advertising, boosting sales, conversion rates, and user engagement. Social media management services encompass understanding the target audience, analyzing competitors, crafting content calendars and strategies, content generation, and advertising strategy development. These services enable you to expand your reach to the target audience across diverse channels, enhance brand awareness, multiply conversion rates, and stay ahead of your competitors.

We Handle Everything For Your Social Media Pages, But We Excel

SPECIAL SOCIAL MEDIA SERVICES

We've entered an era where there's no distinction between individuals' professions and corporate sectors when it comes to utilizing digital marketing to strengthen businesses or even sustain their existence. Whether you're a doctor, a florist, a lawyer, a book vendor, a large factory owner, or a small workshop operator, everyone needs to tap into the vast potential of the internet. Perhaps the latest reason behind this fiercely competitive world of business and finance is the demand for internet-based services. At Zimex Apex Consultants, we comprehensively provide all the digital marketing services needed by business owners. From establishing an online presence and website design to content creation, SEO services, social media management, and advertising, we offer a wide array of activities ultimately aimed at enhancing your brand. With our support, you won't wander aimlessly in this emerging yet ubiquitous market.

- **Social Media Services Consultation** :As business owners, you always strive to be as informed as possible about any new project. If you're not an expert yourself, you'll seek out the best in the field. We understand that your history on social media platforms isn't easily erased. Your first presence marks the beginning of all your activities on that platform. We're ready to provide you with the best social media services consultation before starting your advertising projects on social media.
- **Social Media Analysis** :Not analyzing your movements on social media platforms is like shooting arrows in the dark. The more targeted and optimized your approach, the more efficiently you'll allocate your resources. Any digital marketing and social media services expert will confirm that a significant part of the work involves collecting feedback data and analyzing it.
- **Social Media Administration** :Many modern social media platforms like Instagram, Telegram, Facebook, LinkedIn, and YouTube require administration. Admins are responsible for monitoring the interaction between content viewers and business owners online. This role becomes particularly crucial, especially on platforms like Instagram.
- **Social Media Security**: Security is the foundation of any progress. Ensuring the security of social media platforms is self-evident, yet sometimes we overlook it. Social media security includes various aspects; one part is technical security, protecting accounts and business information.

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However, another crucial aspect is protecting the content we share and understanding its impact on our businesses.

Next, let's delve into the services provided by Zimex on social media platforms:

- **Social Media Management:** We craft and execute social media strategies that engage your audience, build brand awareness, and drive traffic to your website. [Read More](#)
- **Social Media Consulting:** We provide expert advice on social media strategy, helping you optimize your presence and achieve your marketing goals. [Read More](#)
- **Content Production:** We create high-quality, engaging content that resonates with your target audience and drives results. [Read More](#)
- **Copywriting:** We write compelling copy that drives action, whether it's a website, blog post, or marketing campaign. [Read More](#)
- **Narration:** We provide professional narration for your videos, podcasts, and other multimedia content. [Read More](#)
- **Filming & Photography:** We capture stunning visuals that bring your brand to life and tell your story in a compelling way. [Read More](#)
- **Podcast:** We produce and host podcasts that engage your audience, establish thought leadership, and build brand awareness. [Read More](#)
- **Teasers & Clips:** We create short, engaging videos that promote your content, products, or services and drive traffic to your website. [Read More](#)

SOCIAL MEDIA SERVICES COMPANY IN CANADA WITH 24/7 SUPPORT

- **Audience Insights:** Understanding target demographics, interests, and behaviors
- **Content Planning:** Developing a strategy for content creation and distribution
- **Competitor Analysis:** Assessing competitors' strategies for differentiation and improvement

Social Media Services

Today, having just a website isn't enough to compete effectively in the market. Social media marketing is a valuable tool for creating a space between the community and engaging with your customers.

Interaction with customers and audiences through social media services is one of the customer-centric approaches. When your customers have a tangible sense of your business and see you more closely, they'll develop a better perception of your brand.

Investing in and focusing on this sector is recommended for reasons such as audience appeal, high usage, high traffic, competitive edge, and most importantly, its impact on your website's SEO. We can manage, optimize, and grow every aspect of your social media presence, allowing you to focus on your business.

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Social media management comes in various forms, depending on the country and geographical location, utilizing specific types of social media networks.

[Do You Need Any Consultation](#)

The Strategy: Key Factor for Success on Social Media

Simply using social media networks and posting content on them is not enough; knowing when to post content, how to post it, and how to adhere to psychological principles in the content significantly contribute to visibility and success on social media platforms.

Our services and strategies on social media are as follows: Customized to the type of social network, the following processes must be applied:

- Competitor analysis
- Strategy formulation
- Post scheduling
- Post template design
- Post design
- Admin training
- Providing consultation for advertising on other pages
- Spam removal
- Product photography (industrial photos)
- Infographics
- Motion graphic video production
- [Stop motion and logo motion](#)
- Monthly reporting

You can utilize any of our services based on your needs and budget.

Advantages of Social Media Marketing

Social media marketing services offer countless benefits for startups and established brands alike. With an appropriate social media marketing plan and campaign monitoring system, social media content marketing can lead to increased search traffic, better SEO, healthier customer engagement, and brand loyalty enhancement.

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Key benefits of social media marketing include:

- [Better Brand Visibility](#)
- Improved Search Rankings
- Targeting Specific Audiences
- Increased Customer Access
- Full Brand Control
- Multiple Marketing Options

Who Needs Social Media Services?

Social media services aren't just for selling products and services; they play a crucial role in digital marketing. Even businesses that may not logically have increased sales opportunities on platforms like Instagram find value in building a strong presence for branding purposes.

A wide range of factors contribute to this. It might be about more than just advertising; it could involve technical SEO aspects or maintaining a presence across various platforms like LinkedIn, YouTube, and others. The bottom line is, no business can afford to ignore the golden opportunity that social media platforms offer.

Depending on your field, sometimes there's no alternative to being on these platforms. As TV ads fade, street banners lose appeal compared to engaging social media, and paper brochures become increasingly insignificant. For example, businesses like shops, manufacturing companies, travel agencies, educational institutions, construction service providers, and marketing agencies prioritize social media services in their planning.

It's evident that your customers are already active on social media platforms like Instagram, embracing them as a unique advertising environment. So, if you care about the future of your business, you're part of the target audience for leveraging digital marketing through social media services.

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Starter Plan Small Business & Startup	Standard Plan Growing Businesses	Advanced Plan Businesses Looking to Lead
CAD1100 Starting from 699 CAD /Monthly	CAD1400 Starting from 899 CAD /Monthly	CAD1900 Starting from 1199 CAD /Monthly
<ul style="list-style-type: none">✓ 10 posts/Reels✓ 60 Story✓ 1 Social Media Network✓ In-person consultation & Monitoring✓ Strategy & Competitive Analysis✓ Social Media Marketing Strategy✓ Social Media Brand Reputation Analysis✓ Social Media Audit + Recommendations✓ Dedicated Social Media Account Manager✓ Daily Monitoring of Included Social Assets✓ Customer Response✓ Standard Monthly Reporting and Analysis✓ Network Setup & Optimization✓ Cover Photo & Profile Photo Design/Optimization✓ Boosted Posts per Month✓ Hashtag and Keyword Research✓ Integration of Website and Social Media✓ Unique Social Media Content Creation✓ Customized Visual Content✓ Highlight & Cover Design	<ul style="list-style-type: none">✓ 10 posts/Reels & 90 Story✓ 2 Day Photography & Videography+Editing✓ Up to 3 Social Media Network✓ In-person consultation & Monitoring✓ Strategy & Competitive Analysis✓ Social Media Marketing Strategy✓ Social Media Brand Reputation Analysis✓ Social Media Audit + Recommendations✓ Dedicated Social Media Account Manager✓ Daily Monitoring of Included Social Assets✓ Customer Response✓ Standard Monthly Reporting and Analysis✓ Network Setup & Optimization✓ Cover Photo & Profile Photo Design/Optimization✓ Boosted Posts per Month✓ Hashtag and Keyword Research✓ Integration of Website and Social Media✓ Unique Social Media Content Creation✓ Customized Visual Content✓ Highlight & Cover Design	<ul style="list-style-type: none">✓ 15 posts/Reels & 120 Story✓ 4 Day Photography & Videography+Editing✓ 1 Logo Animation & Motion Graphy✓ Up to 5 Social Media Network✓ In-person consultation & Monitoring✓ Strategy & Competitive Analysis✓ Social Media Marketing Strategy✓ Social Media Brand Reputation Analysis✓ Social Media Audit + Recommendations✓ Dedicated Social Media Account Manager✓ Daily Monitoring of Included Social Assets✓ Standard Monthly Reporting and Analysis✓ Network Setup & Optimization✓ Cover Photo & Profile Photo Design/Optimization✓ Boosted Posts per Month✓ Hashtag and Keyword Research✓ Integration of Website and Social Media✓ Unique Social Media Content Creation✓ Customized Visual Content✓ Highlight & Cover Design

FUNDAMENTALS OF SOCIAL MEDIA MARKETING

Promote your company's story and events in the right advertising platform

Social media channels have become the primary source of news and information in today's internet-centric world. But that's not all. Being present on social media platforms is also a vital factor in search engine ranking and digital marketing.

Statistics show that on average, users spend two hours and twenty-four minutes per day on at least eight different platforms.

As the use of social media is growing exponentially, understanding how to market on it to reach your target audience and create brand awareness becomes crucial. However, many marketers dive into digital marketing without a full understanding of social media marketing and its demands.

Don't make this mistake!

Social media marketing experts at Zimex Apex explain various aspects of social media marketing for both Business to Consumer (B2C) and Business to Business (B2B) marketing to help you kickstart your campaigns. Learn directly from social media marketing experts at Thrive and discover what social media marketing is and how to market on social media platforms effectively.

Which platform should I use for marketing my business?

When deciding which platform to use for marketing your business, it's essential to consider the type of business, target audience, and your objectives.

Instagram: Instagram is undoubtedly one of the most engaging social media platforms globally. With strategic marketing on this platform, you can significantly expand your daily audience. By identifying your target audience correctly, producing creative content, and executing targeted advertising, you can

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undoubtedly achieve high revenue on Instagram. Keep in mind that the majority of users on this popular app are young adults and teenagers.

- Monthly active users: 2 billion
- Average age of users: 18-24
- Gender of users: Male: 51.8% / Female: 48.2%
- Average time spent on the app: 30.1 minutes

Facebook: Facebook is the most popular social network globally. However, the crucial factor we emphasize is not just user engagement but its significant impact on website SEO and your Instagram credibility. In essence, the credibility of your Facebook site adds to the credibility of your website.

- Monthly active users: 2.963 billion
- Average age of users: 25-34
- Gender of users: Male: 56% / Female: 44%
- Average time spent on the app: 30 minutes

Twitter: Expanding your business on Twitter alongside Instagram can be a complete package for your business's explosive growth. Content on this platform is concise, fun, and entertaining. With creativity as the key ingredient in your content, you can undoubtedly succeed.

- Monthly active users: 237.8 million
- Average age of users: 18-29
- Gender of users: Male: 61.29% / Female: 34.1%
- Average time spent on the app: 34.8 minutes

LinkedIn: LinkedIn is the best and most specialized social network for recruitment, providing connections to professional and well-known individuals in your field. Remember that your content on this platform should demonstrate your expertise and increase your credibility.

- Monthly active users: 930 million
- Average age of users: 30-39
- Gender of users: Male: 57% / Female: 43%
- Average time spent on the app: 63% weekly and 22% daily

Telegram: With over 700 million active users, Telegram is one of the most popular messaging apps, providing various tools and features for advertising, business growth, and development. Some growth methods on Telegram include creating channels and groups, designing Telegram bots, and advertising through proxies and channels.

- Monthly active users: 700 million
- Average age of users: 16-64
- Gender of users: Male: 70% / Female: 30%
- Average time spent on the app: 30 minutes

SOCIAL MEDIA MANAGEMENT PROCESS

As you've realized, managing social media networks has become crucial for brand development and audience engagement. In this section, we'll delve into the stages of social media management executed by the Zimex Apex team.

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1. **Identifying the Audience:** The first step in social media management for any business is identifying the target audience. Each business has its own target community. For instance, a technology-focused business primarily targets young individuals within a specific age group. Social media management heavily relies on determining the target audience, which includes factors such as:
 - Income level
 - Age
 - Gender
 - Social class
2. **Formulating a Strategy:** After identifying the purpose of creating a business page on social media and defining the target audience, the next step is to determine the desired strategy for managing the page. This stage involves defining strategies for several tasks, including:
 - Introducing the page to individuals
 - Content creation
 - Content publishing schedule
 - Increasing page engagement rate

Overall, strategizing directly correlates with the goal and target audience. A comprehensive plan, along with detailed planning for all social media management tasks, is developed during the strategy determination phase.

3. **Content Creation:** Content creation tailored to the audience and the goal is one of the most critical stages in social media management. Content is produced in various forms for different social media networks, including:
 - Text-based content
 - Graphics
 - Photography
 - Video
 - Audio

Utilizing each of these content types based on the goal and the type of business can vary. For example, using visually appealing graphic content is the best option for selling and showcasing products.

Note: Today, creating added value for users is one of the most effective ways to attract an audience. By performing some simple and straightforward tasks, users will feel that you are not only interested in selling your products, which significantly impacts brand development.

Content creation is key to establishing communication with the audience across different social media networks. Leveraging a specialized content production team can create the best means of communication with potential customers.

4. **Content Distribution on Social Platforms:** After creating suitable content, the next step is to distribute it based on the predetermined schedule. The timing of content distribution can be periodic within specific time intervals, depending entirely on the page's goal, target audience, and established strategy.

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Content is distributed in various formats across social media platforms. For instance, on Instagram, one of the most popular social networks, content is shared in the form of stories or posts, with a predefined schedule, or on Telegram, content is published as a message (video, image, text) in channels.

5. **Audience Engagement:** Interaction and responding to the audience are essential tasks in social media management. The quicker the response to the audience, the more popularity and user attraction it generates. Besides responsiveness, the manner of dealing with users is also crucial. This approach helps in receiving positive feedback from the audience.
6. **Reporting and Reviewing Page Performance:** After completing all these stages according to the strategy correctly, it's time to evaluate and obtain a report from the relevant page. The final report obtained from a social media page or channel has various criteria, including:
 - Number of page followers after strategy implementation
 - User engagement rate
 - Telegram channel visit rate

Social Media Management Process

FIRST OF ALL: 1. Identifying the Audience

The initial step in social media management involves pinpointing the target audience based on factors like income level, age, gender, and social class.

AFTER THAT: 2. Formulating a Strategy

This phase revolves around defining strategies for tasks such as introducing the page, content creation, publishing schedule, and enhancing page engagement to align with the goals and target audience.

NEXT: 3. Content Creation

Crafting tailored content, including text-based, graphics, photography, video, and audio, catering to the audience and business goals is crucial. Adding value to users beyond product promotion significantly impacts brand development.

& THEN: 4. Content Distribution on Social Platforms

Once content is created, it's distributed based on a predetermined schedule, considering the goal, target audience, and strategy across platforms like Instagram and Telegram.

AND: 5. Audience Engagement

Interaction and timely response to the audience play a pivotal role in generating popularity and user attraction. Positive feedback from the audience is obtained through responsive and courteous interaction.

FINALLY: 6. Reporting and Reviewing Page Performance

Finally, evaluating page performance involves assessing criteria like the increase in page followers, user engagement rate, and visit rate on platforms like Telegram channels.

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What's the secret to successful content creation on social media?

For successful content creation on social media services, you must consider these three essential factors:

1.Crafting a Content Calendar: The first and most crucial step in content creation is crafting a content calendar. Essentially, this serves as a roadmap for your content within a specified timeframe (weekly, monthly, quarterly, and annually). It should include:

- Dates and days
- Daily occasions
- Content type (stories, posts, reels)
- Content objective (educational, sales, branding)
- Content publication time
- Distribution channels
- Captions
- Relevant hashtags
- Status
- Analysis: Feedback on content and audience questions

2. Defining Content Objectives: The objective of content creation on social media can range from education and sales to branding. You must specify the objective of each piece of content. For example, your goal for a particular post could be to sell 10 products.

3.Identifying the Target Audience: It's crucial to consider your target audience when creating content. Define your audience persona, which should include:

- Age
- Gender
- Education level
- Occupation
- Income level
- Location
- Daily challenges and concerns

Necessary Actions in Social Media Marketing:

Daily Activities:

- Responding to comments and questions
- Discovering and monitoring trending business keywords
- Investigating competitors' activities
- Following relevant industry topics and news
- Checking trending hashtags
- Interacting with partner pages
- Responding to direct messages

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Weekly Activities:

- Team activity coordination
- Monitoring ongoing campaign results
- Reviewing and analyzing the previous week's content

Monthly Activities:

- Gathering monthly statistics
- Analyzing competitors' social media strategies
- Comparing your performance with competitors
- Identifying successes from the previous month and integrating them into your social media strategy