



Service Profile

Social Media Management

Social Media & Business

Heard about ThoseGuys? They're a company that decided to do its social media management in-house. They hired the staff and bought the resources. They were hugely successful in reaching the wrong audience using the wrong content and the wrong platform; only to shortly have their page shut down for violating a term they never knew existed. Don't want to end up like ThoseGuys. Right?

Entrust your social media management to the experts at Sky Marketing and:

Save Time & Money

Avoid Trial & Error

Grow in Popularity



*Nobody knows your business better than you.
However, when it comes to social media, we are the authority.*

Some facts about the Iraqi consumer

92%

say the internet is the first place they look when they need information.

53%

say the internet helps them make decisions.

50%

of Iraqi internet users are online for +5 hours/day.

57%

of Iraqi internet users shop online.

Source: 2020 Thinkbank Iraq Consumer Survey : 1997 Iraqi internet users aged



Key Clients



What We Do ?

1. Strategy & Objectives

■ *Random content and aimless sponsored ads get you nowhere. We guide your path.*

Find The Right Goal		
Awareness	Conversion	Reputation
Increase your followers, interactors & sharers.	Have them buy your services & products, visit your web pages, fill your surveys, etc.	Guide community discussions toward better reputation, reviews and loyalty.

Find The Right Audience

We paint a picture of your next social media customer. We define his/her demography, geography, age, gender, occupation and more.

Find The Right Platform

We match your industry, brand and goals to the correct platform, content, posting schedule and engagement voice; guaranteeing to reach, impress and change.

What We Do ?

2. Content Creation

■ *Content is king. But social media is a democracy.*

Now that you found the right objective, audience and platforms, it's this combination that will vote your content in or out.

Whether text, images, videos or audio, we produce rich content that rules. If you're an international brand with your own digital assets, we abide by your guidelines, adapt your material and add our touch. If you're a business that needs everything from scratch, we get you up and running in no time.

Once the content has your approval, we turn it into a posting calendar. Keep your audience hooked with daily, weekly or monthly posts, in addition to spontaneous reactions to trends, news and more.



What We Do ?

3. Community Management

■ *Turn viewers into engagers, and engagers into your own community.*

Whether 5 die-hard fans or thousands of opinionated commentators, keeping track of related social media activity can be overwhelming, even for specialized agencies. We have the resources, tools and techniques to engage with social media communities on your behalf.

We observe, track and interact within accounts, pages and groups in the manner that best serves your brand's interest. Social media users will be engaged using your style, character and voice.

If your brand was a person, will they want to sit next to you at the dinner table? That's our benchmark in community engagement.

Feedback Analysis:

We track social discussions to evaluate people's impressions regarding your brand. We turn these discussions into useful feedback and recommendations.

Customer Care:

We cater to the customer care demanded via your social media accounts. Our 24h team replies to inquiries, addresses concerns and gathers feedback.

What We Do ?

4. Paid Advertisement

■ *A new level of boosting.*

Organic growth should go hand in hand with paid advertising. We choose the excellent time to promote the proper content for the right duration yielding the perfect campaign.

Our experts memorize the parameters and tweaks of dozens of social media platforms like the back of their hands. To keep you ahead, our experts stay up-to-date with the new promotion tools and sponsorship features being regularly added to social media platforms.



What We Do ?

5. Analysis & Reports

■ *Involved but not occupied.*

Our clients are kept informed via regular reports illustrated with figures and visuals. They will have a first-row view of page growth, campaigns performance, community feedback, competitor activity, and many more indicators that give you the pleasure of being involved without the headache of being occupied.

Keyword Monitoring:

We track industry-related keywords to define content patterns and trending topics that make precious business insights.

Social Listening:

Social media is busy, buzzing and noisy. We have the tools and techniques to summarize what they're saying about your industry, brand, products and services.

Competitor Analysis:

We stalk your competitors. Well, their online accounts. Whether local or international, we monitor their content, performance and activities; extracting the useful information.

Service Summary

Whether personal accounts, business pages, or social e-shops, here is what we'll do for you.

Strategy & Objectives	Researching the brand and its competitors. Defining the target audience, platforms and communication methods.
Content Creation & Curation	Copywriting (English – Kurdish – Arabic)
	Motion & Graphic Design
	Video Production
	Audio Production (Music – Themes – Jingles – Voice Over)
	Photography Sessions
	Influencer Content
Content Calendars	Modeling, Acting & Studio
	Accounts Setup
Ads Management	Scheduled Posting
	Boosting, promotion and paid advertising.
Community Management	Engagement, customer care, monitoring & feedback.
Regular Reports	Account growth, paid ads performance, sales performance, and more.

Interested? Contact us for detailed packages & prices.

About Us

Sky Marketing is a full-service marketing agency headquartered in Erbil. Since 2013, we have been adding value to Iraqi businesses via the capability of 33 full-time employees and more than 100 project-based members. Our track record features helping more than 50 brands in more than 15 industries to increase exposure, surpass competitors and drive sales their way.



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