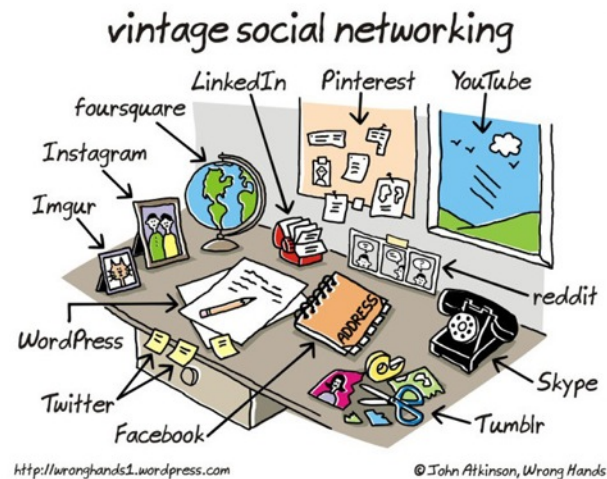


Ways Monica can help include:

- Setting up social media accounts and blogs for absolute beginners
- Helping you track and manage your social media sites and services
- Bringing your social media platforms together to build your online identity
- Managing your online reputation in the various roles you perform
- Streamlining your internal office communications
- Helping you implement flexible and remote working
- Educating your clients to use new technologies, e.g. QR codes
- Analysing your online audience so you can create targeted marketing campaigns

At its broadest, Monica's service takes a holistic approach to all your company communications and how you use technology to achieve your goals.

Find out more at www.pcmcreative.com/monica



What our clients say:

Gavin Forster - MD, Creative IO

"We work with Caron because we know that she will deliver. Caron takes the time to understand our brief and provides reliable and consistent results."

Dori Kirchmair - Poet & Writer

"Caron did a video interview with me so that I have more web presence. It's been excellent work, fantastic and really beneficial to have this for my website"

Brian Grundy - Operations Director, Sneinton Market

"If you are stuck for idea's ask for CJ"

Morna Burdon - Theatre Director

"Skilled in the use new technology, skilled in adapting it inventively to your needs...Let her lead you into the future!"

Eileen Parr - Author, Writer and Podcaster

"Caron has taken me through the obstacle course that is social media...helped me get over my dislike of video and hearing my own voice."

The real Monica

In real life, Monica is Caron-Jane Lyon - an experienced social media practitioner and intrepid internet adventurer.

Caron chose to call her social media consultancy and mentoring service 'Monica' for two reasons. Firstly, to add a personal touch and secondly to reflect the importance of your online identify or 'moniker' within social technologies.

Contact Caron - 07889 205914

Making social media simple



Introducing Monica Your social media PA



Who is Monica?

Monica is your dedicated social media personal assistant – here to help you and your business achieve your desired aims from your chosen social technologies. From helping you manage your online reputation to overseeing your business taking its first plunge into new technologies, Monica will look after you.

And whenever new challenges arise in your social media world, you'll always have someone to turn to – you can simply 'Ask Monica'.



Who can Monica help?

Monica works with both individuals and businesses to create sustainable and future-proof social media strategies that are tailored to suit your needs, current marketing strategy and time commitments.

Your strategy will be based around the 7 roads of social media, which encapsulate what people and companies want to achieve from social media:

1. Generate new leads / audiences
2. Provide better customer service
3. Improve customer retention
4. Establish industry authority
5. Personal development
6. Business productivity and collaboration
7. Competitor alignment and metrics

Are there separate services for individuals and businesses?

Yes, because individuals and businesses tend to want different things from the 7 roads of social media. For example, the head of a sales department might want to achieve 1, 2, 3 and 5. Meanwhile, the priorities for the company as a whole could be 4, 6 and 7.

For this reason, Monica offers two levels of service – one for individuals and one for entire businesses. You'll get the best results by taking up both services at the same time, as all your goals will be covered.

How does Monica's service work?

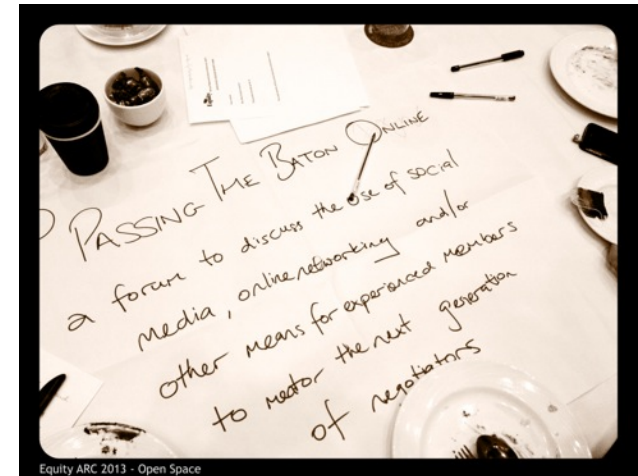
1. You complete a couple of short surveys to find out how far you understand and use social media and to list your priorities according to the 7 roads listed above.
2. You'll then be invited to a FREE consultation to discuss your needs and goals in more detail as well as the exact ways in which you want Monica to help.
3. Monica will create a three month plan to help you meet your initial goals, supported by monthly mentoring meetings or phone calls.
4. After that, you'll be invited to move onto a rolling monthly mentoring service and your strategy and goals will be reviewed and re-evaluated if you choose to continue. Going forward, your strategy will be developed around three month phases.

Visit pcmcreative.com/social-media to get started today.

What's involved in my monthly mentoring sessions?

Your monthly mentoring sessions are your opportunity to use one hour of Monica's time however you choose. You might use it to discuss titles for this month's blog posts, analyse activity on your Twitter account, or develop your LinkedIn profile. It's your choice.

Turn over for some more ways Monica can help you and your business.



How much does Monica cost?

An initial three month programme costs £225. After that, the rolling mentoring service starts from £75 a month. Prices are the same for both individual and business services. You'll qualify for a discount if you sign up to both at the same time – please ask for details.

Further projects that fall outside the scope of your agreed social media strategy will be costed on an hoc basis. This might include live streaming events or teleconferencing meetings, creating an audio podcasting series or creative video testimonials for your website.