Strategize business goals with our Social Media Marketing for Tech Startup, SAAS/Cloud companies, software development houses / Consulting House

SOCIAL MEDIA CONSULTING SERVICES

LET'S GET SOCIAL!

- ✓ Right Social Media Marketing at Right Time
- ✓ Not just an Activity, investment
- ✓ We are Connecting you with Digital life.

Cognitive Convergence
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ABOUT US

Cognitive Convergence is a subject matter expert in Social Media consulting for Tech Startup, SAAS/Cloud companies and software development houses / Consulting Houses. Our certified and experienced consultants will create custom, robust, and scalable campaigns for different business needs.

Our vision is to help clients in creating a dominant online presence and developing meaningful relations with its target audience.

We help to

- Pivotal extension of your brand's identity.
- Resonates with target audience by reaching them on the accurate medium
- Drive engagement
- Achieve the greatest social reach
- Organic social posts.
- Social media advertising.
- Social media audit.
- Website audit.
- Content creation, including infographics, videos, etc.
- Social media contest creation and management.
- Shopping campaigns for ecommerce initiatives.

Current Location: Lahore, Pakistan

Planned Front-end Office: California/Washington States- USA

WHAT SETS UP APART

We are a full-service social media consultant who can take a truly holistic approach to your social media marketing strategy.

Our competitive advantage is our unique process of onboarding new clients. Our approach is to:

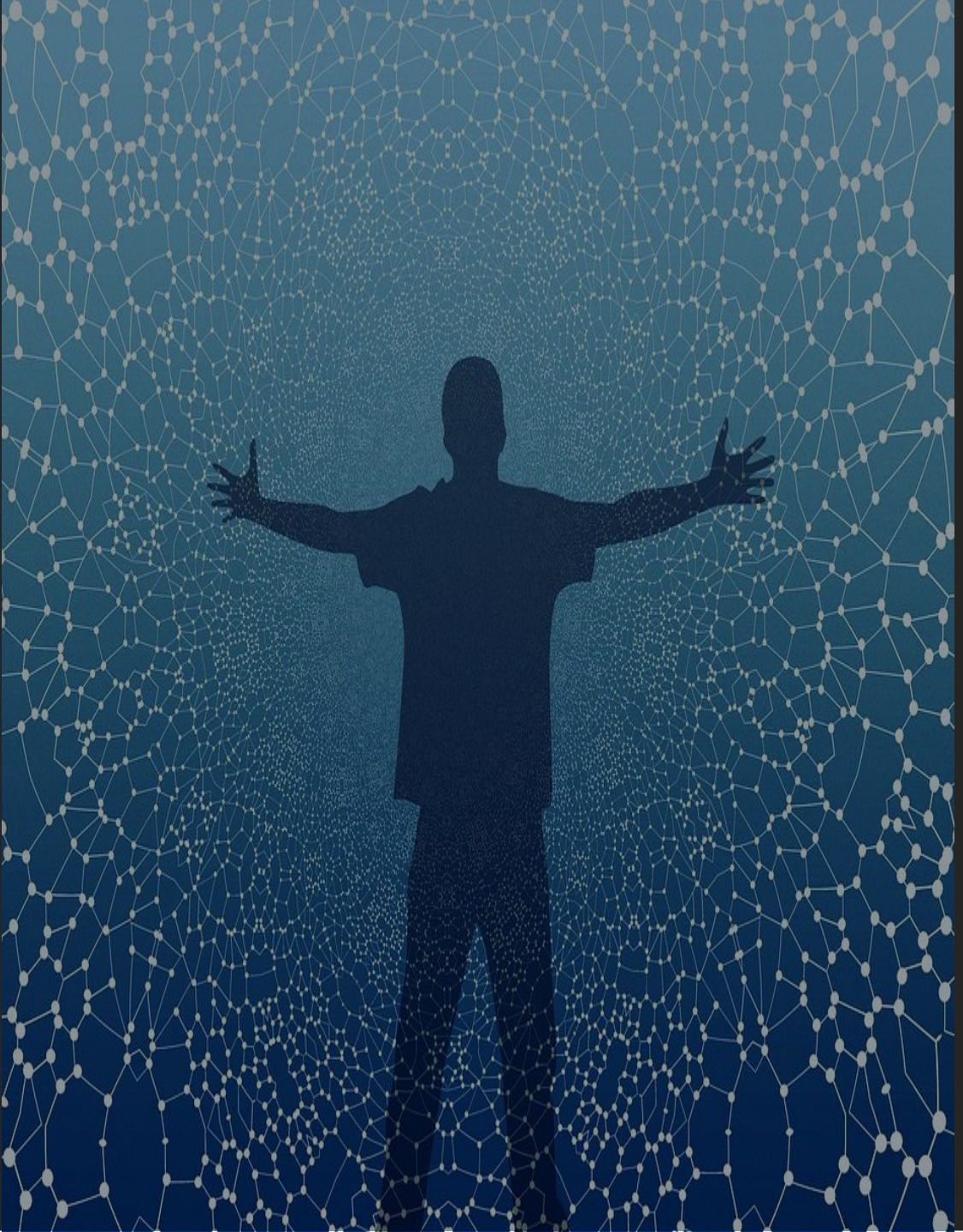
- Discover
- Establish a Plan
- Account Set-Up
- Campaign Implementation
- Report & Repeat
- Extensive follow-up and feedback from our clients

SOCIAL MEDIA MARKETING

Social media marketing uses social media as a marketing support; it empathizes the roll of social media as a medium, and the medium is only a vehicle that amplifies social behavior.

Social media marketing helps to:

- ✓ Attract audience attention
- ✓ Move audience toward conversion
- ✓ Engage audience with social posts
- ✓ Build audience's loyalty
- ✓ Moving audience towards conversion, like visiting your location or calling your business
- ✓ Reduce churn rate plus minimizes the costs of engaging a new customer
- ✓ Elevate Positive Branding on Google
- ✓ Push any Negative Site(s) Down on Google
- ✓ Find Brand Evangelists
- ✓ Join Conversations with Prospects
- ✓ Correct Misinformation
- ✓ Find Opportunities for Free Publicity
- ✓ Police your Trademark
- ✓ Create customer loyalty



SOCIAL MEDIA MARKETING FOR TECH STARTUP, SAAS/CLOUD COMPANIES SOFTWARE DEVELOPMENT HOUSES / CONSULTING HOUSES

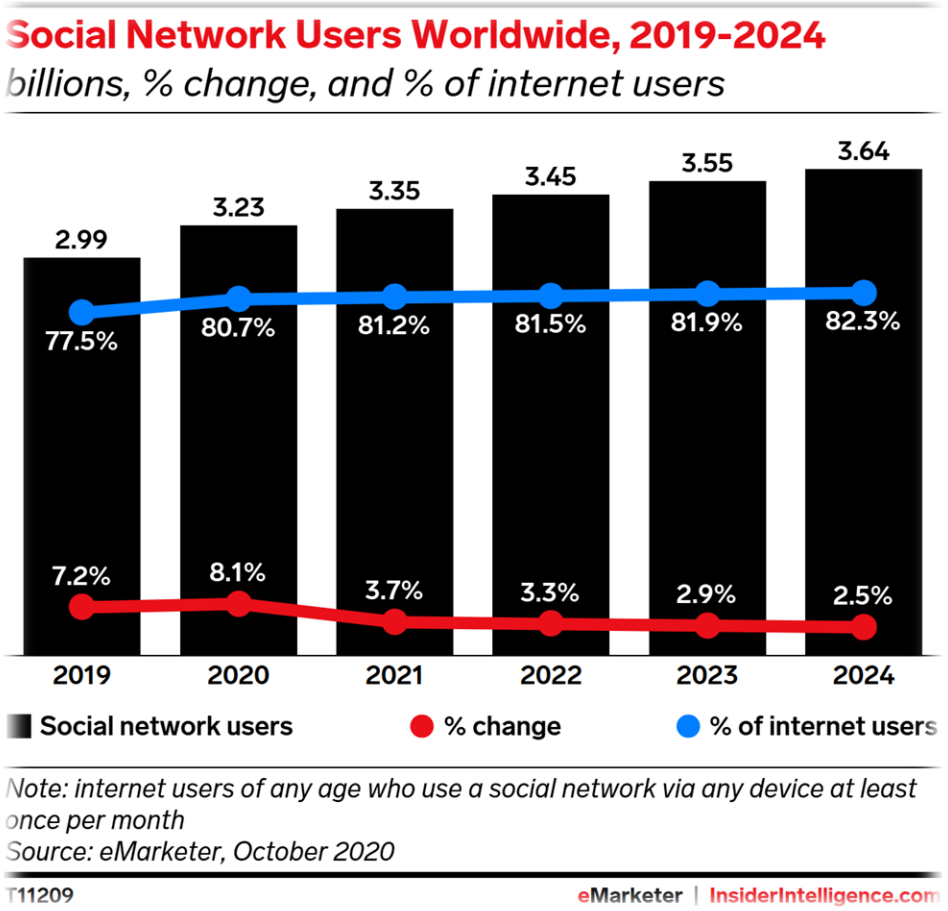
Social media is the new secret weapon for tech industry to increase their brand awareness and lead generation for the startups. The best part is it is one of the most cost-effective means of marketing.

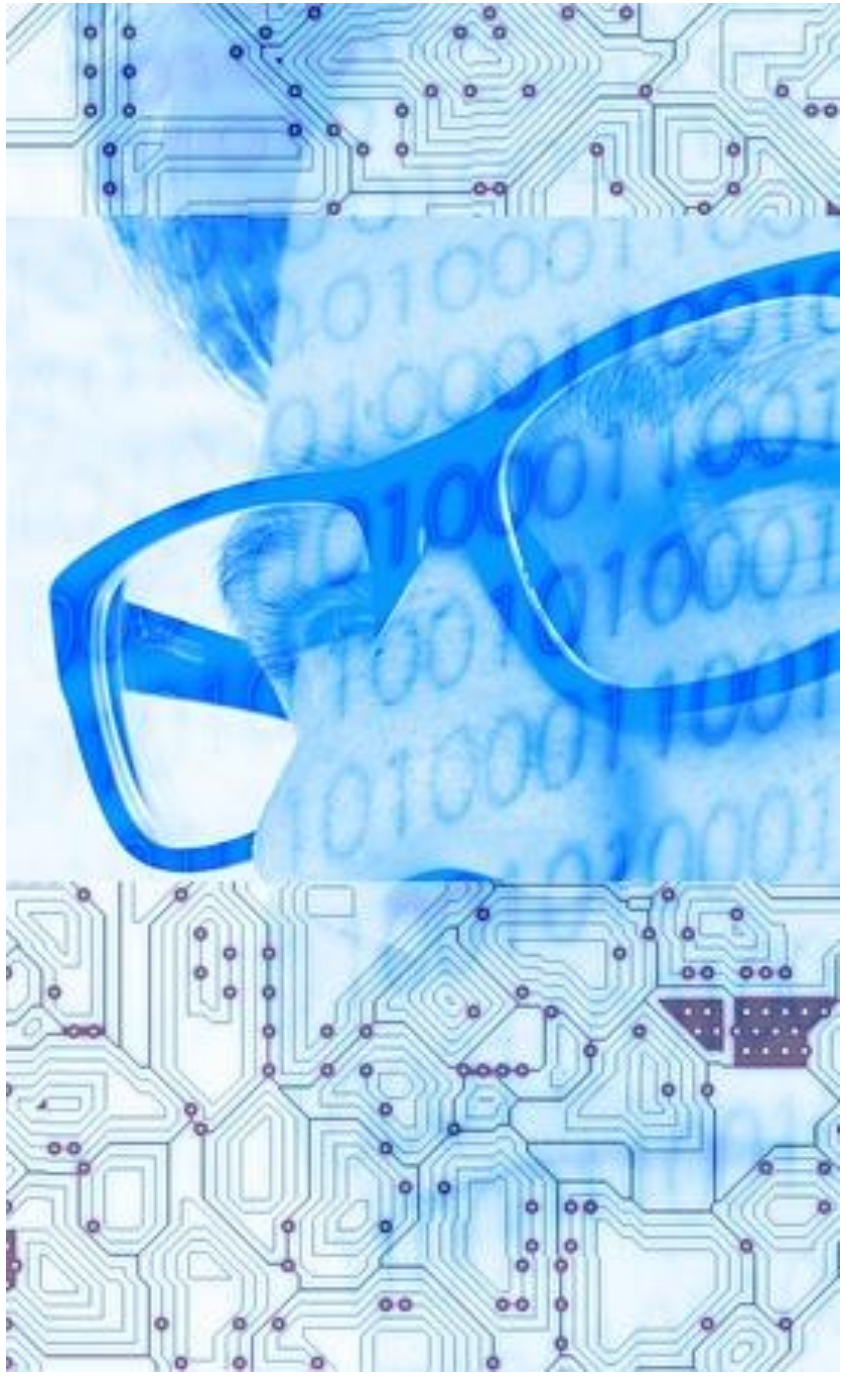
Cognitive Convergence will help you to handle your social media accounts so you can focus on business. We will help you to:

- ✓ Create or update Social Media Profiles
- ✓ Plan an actionable Content Strategy
- ✓ Engage with your target audience
- ✓ Make a Content Publishing Calendar
- ✓ Lead generation and qualification
- ✓ Build a Community Around Your Brand
- ✓ Increased Website traffic

SOCIAL MEDIA FACTS

- ✓ LinkedIn has over 70 million members in over 200 countries
- ✓ A new member joins LinkedIn approximately every second, and about half of members are outside the U.S. | **Source**: LinkedIn
- ✓ More than 500 million active Facebook users
- ✓ 50% of active users log on to Facebook in any given day and average user has 130 friends
- ✓ People spend over 700 billion minutes per month on Facebook
- ✓ Over 300,000 users helped translate the site through the translation's application | **Source**: Facebook
- ✓ Over 60% of registered Twitter accounts come from outside the US.
- ✓ After earthquake in Chile, 1200% increase in signups, much of the traffic in Spanish | **Source**: Twitter Blog
- ✓ There are over 100 million worldwide views per day on YouTube
- ✓ Fastest growing online community site for consumers & corporations





TARGET AUDIENCE

Geographically:

- ✓ United States of America
- ✓ Europe

Vertical Targets

- ✓ Dynamics 365 consulting companies
- ✓ BI/analytics
- ✓ SAAS companies
- ✓ Tech Start-ups
- ✓ Cloud consulting companies
- ✓ Software development houses

Who	Key Characteristics	Social behaviour
• Job • Marital status • Age • Gender • Location • Income bracket	• Hobbies • Interests • Attitude to your industry (actively involved, keen user, necessity) • Attitude to your brand (i.e. very engaged, indifferent, transient)	• Why are they using social media? (Browsing, job hunting, networking, looking for information, looking for inspiration) • Are they likely to be prolific users of social? • Platform preferences – if known (facebook, twitter, instagram)

OUR STRATEGY

RESEARCH

PLANNING

POSTING SCHEDULE

CHANNEL SELECTION

CONTENT CALENDAR

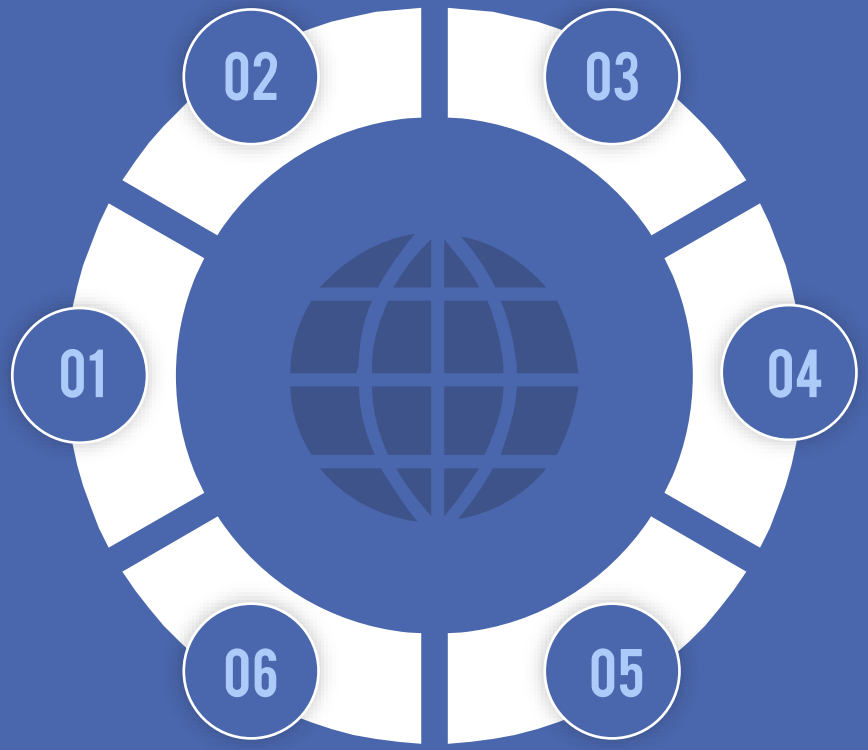
CUSTOMER ENGAGEMENT

PLAN FOR SOCIAL MEDIA MARKETING

Learn everything you can about your audience and competitors

Choose social media marketing goals that align to business objectives

Track performance and adjust strategy accordingly



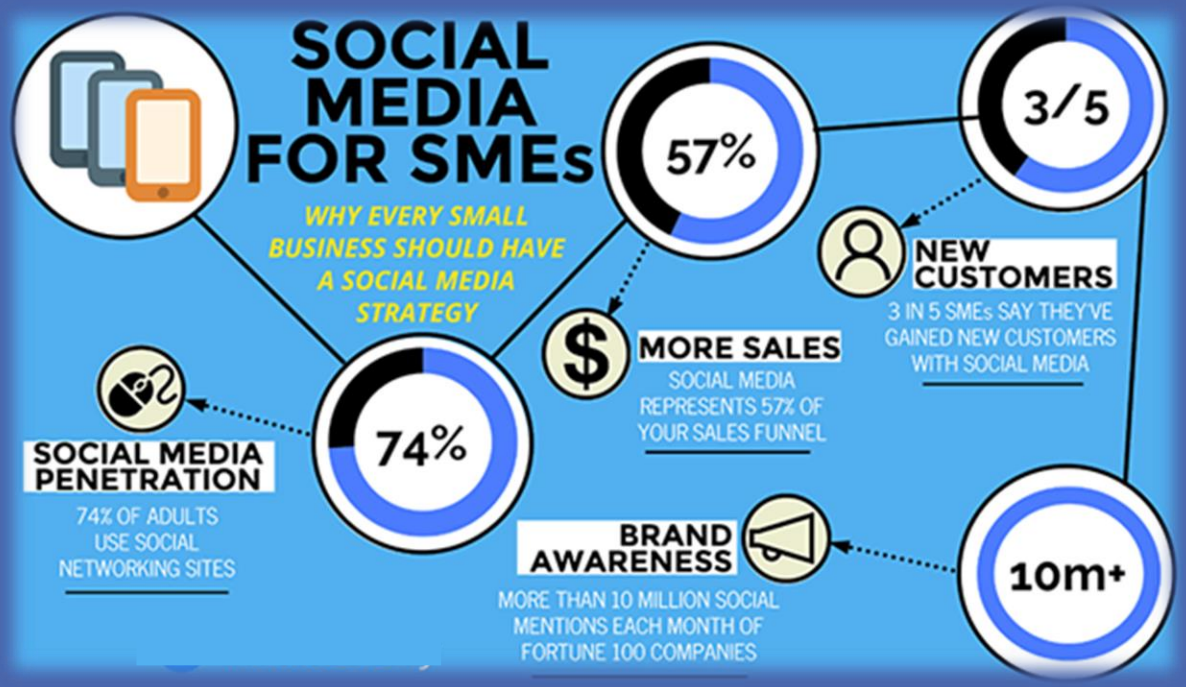
Do a social media audit - What's working, and what's not?

Set up accounts and improve profiles

Create a social media content calendar

HOW WE DO IT

- ✓ A fine-tuned strategy tailored to the nature of the platform and how your audience uses it
- ✓ Every tactic is mapped to specific goals
- ✓ Sharing best case studies on LinkedIn to drive interest
- ✓ Optimize high-quality photos of your products with shopping tags
- ✓ Constant results monitoring to adeptly move with the target
- ✓ Social Media Audits and Reporting
- ✓ Email Marketing
- ✓ List of KPIs
  - Volume of likes
  - Reach
  - Engagement
  - Click-throughs
  - Conversions
  - Followers
  - Click-through
  - Impressions
  - Your number of followers compared with other companies.
  - Visitors



WHAT DO WE OFFER

OUR SERVICES

- ✓ Opportunity Identification through Webpage Visits
- ✓ Opacified Leads from LinkedIn
- ✓ Opacified Leads from Twitter
- ✓ Qualified Leads from Facebook
- ✓ Email Marketing
- ✓ Page Creation in different social media platform
- ✓ Customer Support Tickets
- ✓ Marketing dashboard & Metric Reports
- ✓ Social Media Auditing
- ✓ Competitive Intelligence
- ✓ Campaign Management
- ✓ Content Creation
- ✓ Advertising
- ✓ Customer Community for Ideas & Feedback

PROJECT GOALS

- ✓ Develop a long-term social media strategic plan
- ✓ Utilize social media optimization
- ✓ Create content management calendar
- ✓ Our primary focus area is to:
  - Create engaging social media content
  - Optimize News Feed
  - Posting company related updates
  - Engage in social selling
  - Lead Generation / New Customer Acquisition
  - Brand Reputation
  - SEO (Google page rank & inbound Links, etc.)
  - Customer Loyalty
  - Brand Awareness
  - Customer Service
  - Feedback & New Product Development

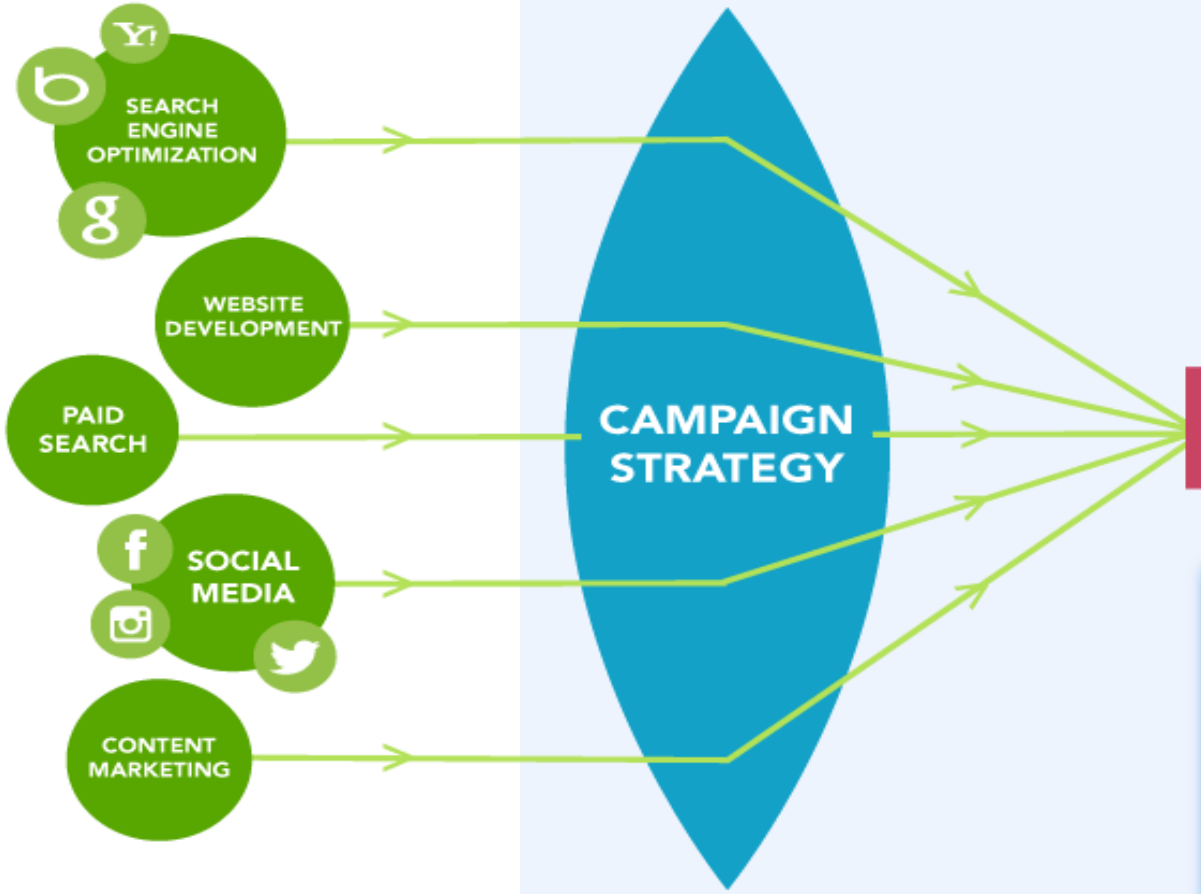
CAMPAIGN GOALS

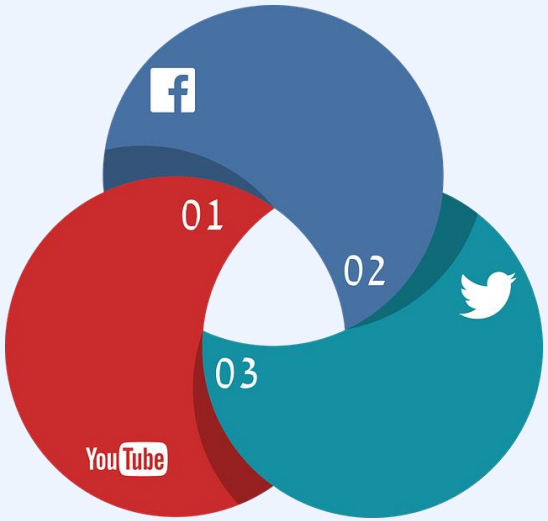
Business Objective

- ✓ Brand Awareness
- ✓ Thought Leadership
- ✓ Word of Mouth
- ✓ Leads
- ✓ Sales

Social Media Objectives

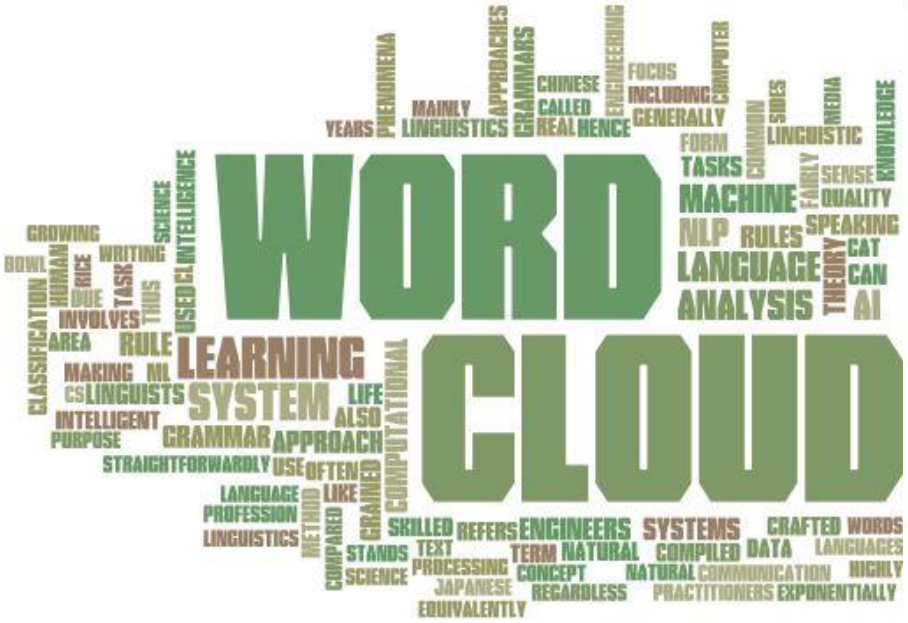
- ✓ Awareness
- ✓ Reach
- ✓ Consumption
- ✓ Shares, Retweets
- ✓ Actions
- ✓ Conversion





MARKETING PLANNING

- ✓ Analyzing marketing opportunities.
- ✓ Selecting target markets.
- ✓ Designing marketing strategies.
- ✓ Developing market programs.
- ✓ Execution or managing the marketing effort.



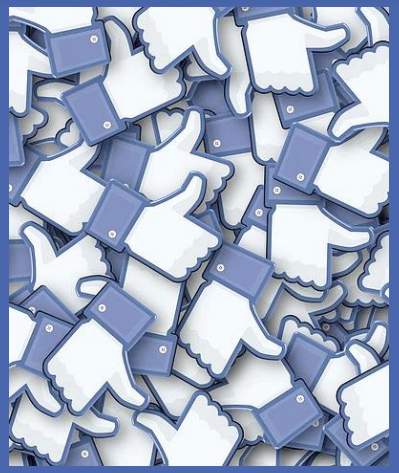
TWITTER

We will help to increase social reach on Twitter by:

- ✓ Twitter Ads
- ✓ Hashtags
- ✓ Monitoring
- ✓ Short and sweet
- ✓ Use and optimize images
- ✓ Respond
- ✓ Post consistently
- ✓ Vary content
- ✓ Monitor trending topics and be proactive

LINKEDIN

- ✓ Create a healthy company page
- ✓ Monitor how well your posts do
- ✓ Consider targeting specific audiences when you post
- ✓ Update regularly
- ✓ Added relevant connections
- ✓ Leverage B2B sales
- ✓ Increase networking within the industry



FACEBOOK

- ✓ Add Exclusive offer codes
- ✓ Arrange regular competitions to engage the audience
- ✓ Share brand related news stories and stories
- ✓ Define brand category related news and stories
- ✓ Share Photos, gifs, video, infographics
- ✓ User generated content (UGC) such as customer stories, engagements, good feedback, etc.
- ✓ Being aware of key dates and using events to tap into seasonal/trending content. e.g., Thanksgiving, easter, summer holidays, bank holidays, etc.
- ✓ Sharing other relevant content from Facebook or other channels

INSTAGRAM

Instagram is considered to be the second-largest social media platform, since its popularity is quickly gaining on its parent company, Facebook. With the right support of a dedicated social media strategist, any brand can extend the reach and visibility of its visual content. Cognitive Convergence will help you to plan and implement a successful Instagram marketing strategy so you can take advantage of all features; the platform has to offer. We will help you to:

- ✓ Profile optimization
- ✓ Increase Follower tactics
- ✓ Keyword research
- ✓ A regular posting schedule
- ✓ Instagram Ad Management
- ✓ Enhance Online Exposure
- ✓ Niche Audience Targeting
- ✓ Develop, plan, and launch campaigns
- ✓ Improve overall goal progress
- ✓ Customized strategies as per need

PINTEREST

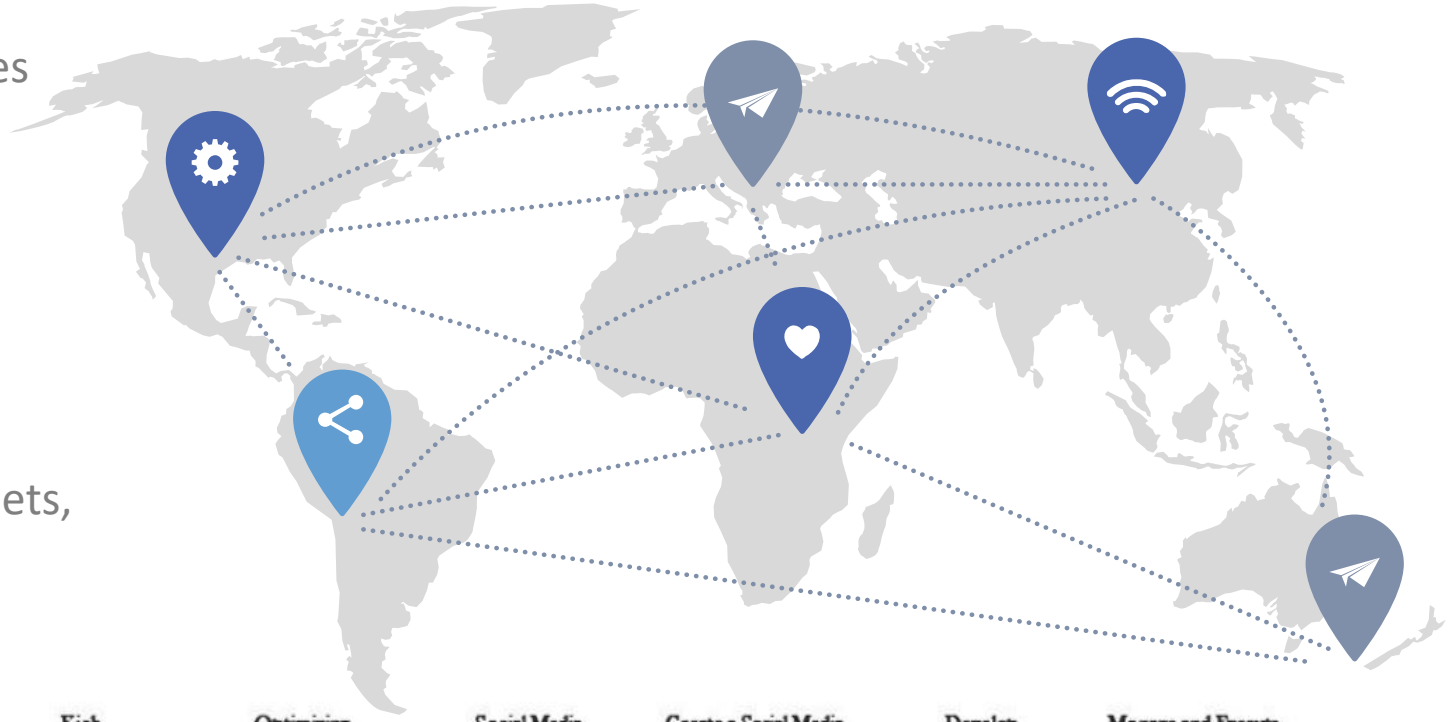
Pinterest is a visual search engine that is known to be a great source for driving website traffic, leads or sales towards a specific brand. Either you wanted to promote your services/products or increase leads for affiliate sales if you are not using Pinterest to its full potential, you will be missing a lot. We have a dedicated team of professionals that are extensively involved in the market research to provide the best services to our clients.

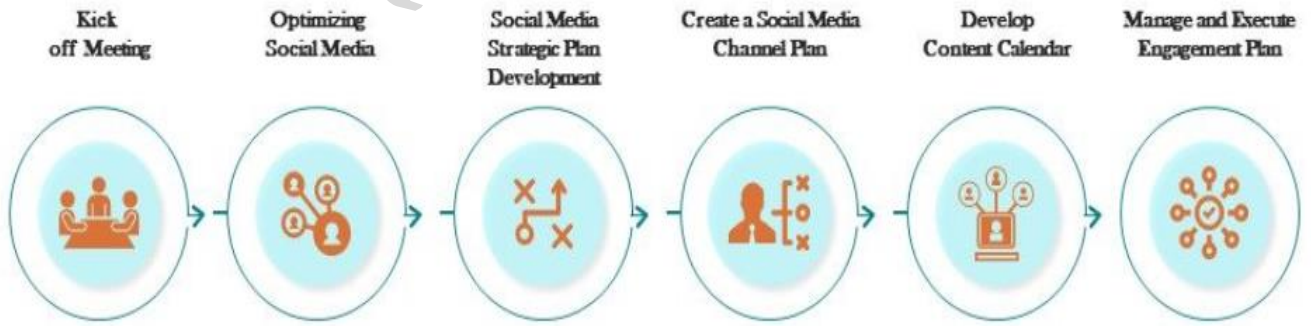
We help to:

- ✓ Pinterest Account Set Up and Optimization
- ✓ Increase community engagement
- ✓ Add optimal number of pins since they are directly proportional to the number of backlinks
- ✓ Customized graphics and content
- ✓ Pinterest Optimization and reporting for measurable results
- ✓ Surge more website traffic
- ✓ Strategy Intensive
- ✓ Determine and plan campaign goals and strategy
- ✓ Monthly tracking report
- ✓ Custom marketing strategy as per need

TIMELINES + MILESTONES

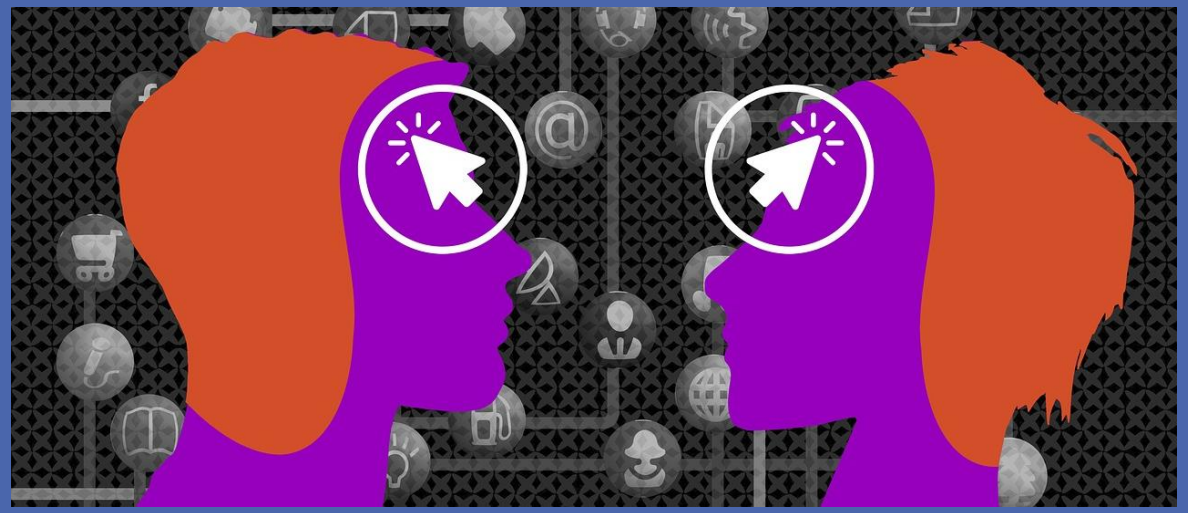
- ✓ Social content creation
- ✓ Make goals specific, measurable, attainable, relevant and time based
- ✓ Avoid goals that focus just on vanity metrics like Likes and Followers
- ✓ Align goals with overall business' sales, marketing, and productivity goals
- ✓ An increase in followers
- ✓ An increase in participation (likes, comments, retweets, resharing/reposting, etc.)
- ✓ An increase in traffic to your website or blog
- ✓ Establish a relationship with the consumer





CONTENT STRATEGY CHECKLIST

Understanding brand's identity is important first step to deciding on the content that should be sourced or create. We made checklist to ensure we are delivering the best outcome every time.



- What is your brand positioning and voice?
- What is your community interested in when they aren't talking about your brand or directly to you?
- What issues are important to your brand and either they are being addressed or not?
- Performance analysis: What content has worked and what hasn't?
- Analyze Search behavior such that what do people search for when they are looking for specific products and services of different brands?

TOP 10 SOCIAL MEDIA MANAGEMENTS TOOLS USED BY US – ANALYTICS DOMAIN

1. eclincher – For SMBs & Agencies
2. Falcon.io – For Enterprise
3. Sprout Social – For Agencies & Medium Sized Businesses
4. Hootsuite – For SMBs & Enterprise
5. Agorapulse – For SMBs & Agencies
6. Loomly – For Solopreneurs & Small Businesses
7. SocialPilot – For Small Agencies
8. Sendible – For Agencies
9. Buffer – For SMBs
10. Later – For Solopreneurs on Instagram

TOP 10 SOCIAL MEDIA MANAGEMENTS TOOLS USED BY US – AUTOMATION

1. IFTTT – For Computer Software, Information Technology, Higher Education
2. Facebook Ads Grader – For starters, small businesses, and entrepreneurs
3. Quuu – For startups
4. MeetEdgar – For small scale companies
5. Awario – Targeting the audience by Gender
6. Brandwatch – For Niche market focused audiences
7. Talkwalker – Large enterprises
8. Social Insider - Social Media Managers, Small Agencies, Agencies
9. Qwaya – For SMEs
10. Mention - Agencies

IFTTT

Ad Grader

Quuu

MeetEdgar

awario

Brandwatch

Talkwalker

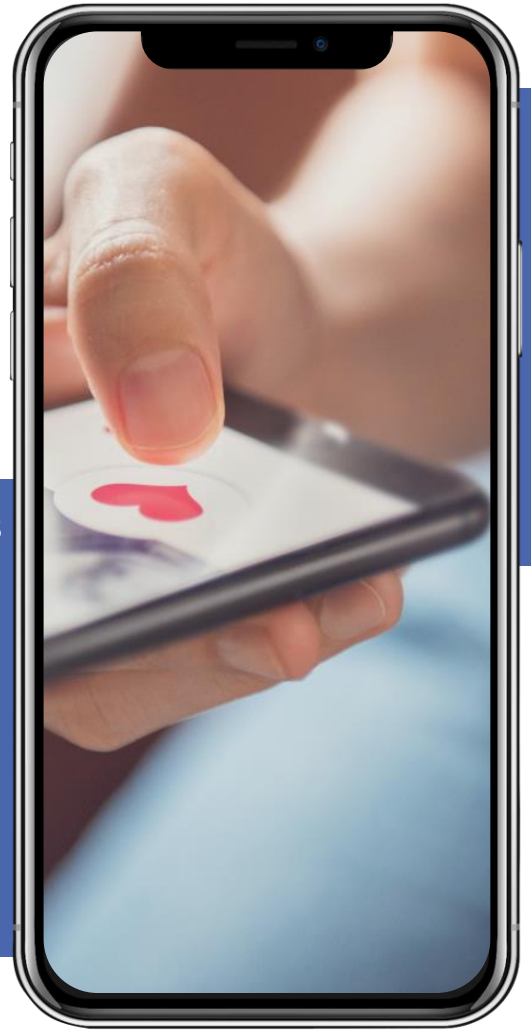
socialinsider

Qwaya

mention

INFLUENCER MARKETING SERVICES (OUR CASE TECH INFLUENCERS)

With an Influencer marketing strategy, you can easily tackle all obstacles of promoting your brand in the competitive industry.



We have a team of in-house experts that will design, plan and implement a right strategy for your brand. Our selected influencers will be handpicked strategically so that it will matches your niche and will be able to allow you to gain more exposure, followers & sales for your business

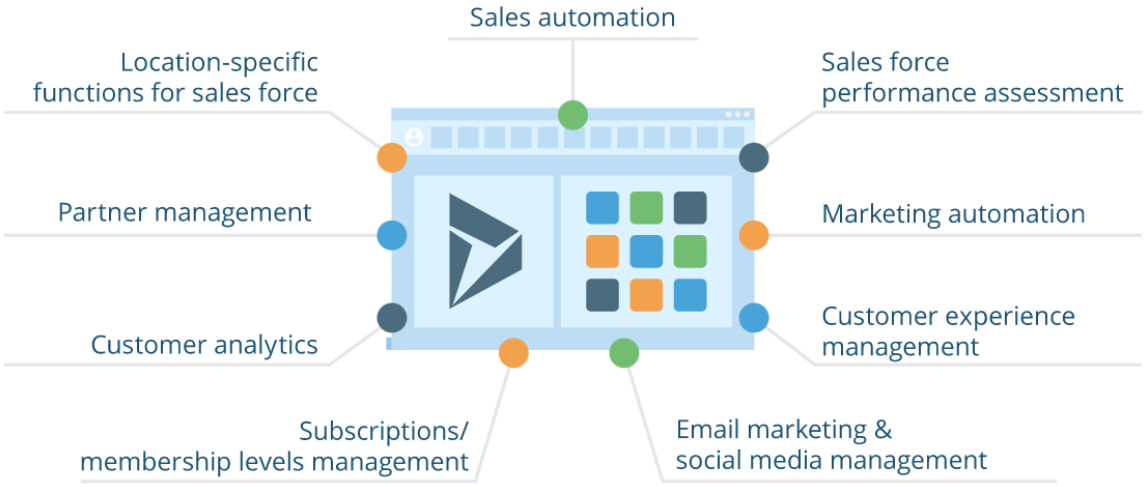
OUR SERVICES

- ✓ Research and follow niche-specific and active influencers
- ✓ Influencer pitching strategy
- ✓ Tested and proven email templates to use in any campaign
- ✓ Streamline marketing process
- ✓ Plan negotiation tactics to get the best deal
- ✓ Advanced Video Influencer Guide for step-by-step strategy to find your own influencers
- ✓ Strategic newsletter 2021 covering the latest monthly Instagram trends & updates

SOCIAL MEDIA MARKETING FOR DYNAMICS 365 CONSULTING COMPANIES

Areas covered by us:

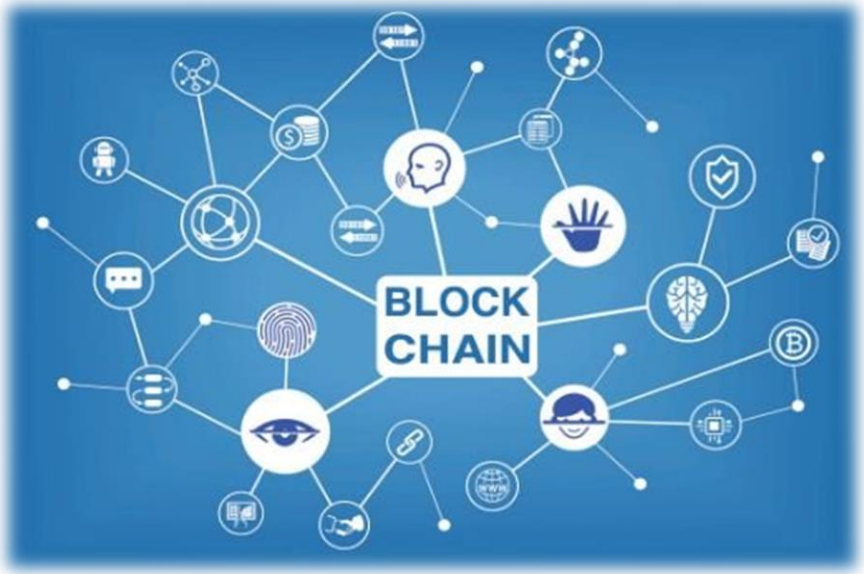
- ✓ Dynamics 365 Sales, Marketing, Finance, Project operations, Customer service, Fraud detection, Field Service, Talent– covering all modules' aspects
- ✓ Dynamics 365 XRM Web API, CRUD implementation
- ✓ Dynamics 365 REST API Development, End Points, HTTP methods
- ✓ Dynamics 365 Custom Plugin Development, Plugin registration
- ✓ Dynamics 365 Power Apps Component Framework
- ✓ Dynamics 365 Typescript Development and deployment
- ✓ Dynamics 365 Power App development, model-driven applications
- ✓ Dynamics 365 integration with Power BI and AI builder
- ✓ Dynamics 365 for Power App users
- ✓ Dynamics 365 – build your own CRM through Custom canvas apps
- ✓ Dynamics 365 Customizations and Mobility solutions
- ✓ Dynamics 365 Custom integration



SOCIAL MEDIA MARKETING FOR BLOCKCHAIN CONSULTING COMPANIES

Areas covered by us:

- ✓ Blockchain Crypto Services- Cryptocurrency, Cryptocurrency Wallet, Crypto Wallet Types, How to secure the crypto wallet, NFT, How are NFTs traded, Initial Coin Offering (ICO), Initial DEX Offering (IDO), Initial Farm Offering (IFO), Initial Liquidity Offering (ILO), Cryptocurrency Exchanges, Centralized Cryptocurrency Exchanges, Decentralized Cryptocurrency Exchanges.
- ✓ Use cases of blockchain in
  - Education Industry
  - Healthcare Industry
  - Real-estate Industry
  - Construction Industry
  - Financial Industry
  - Automotive Industry.

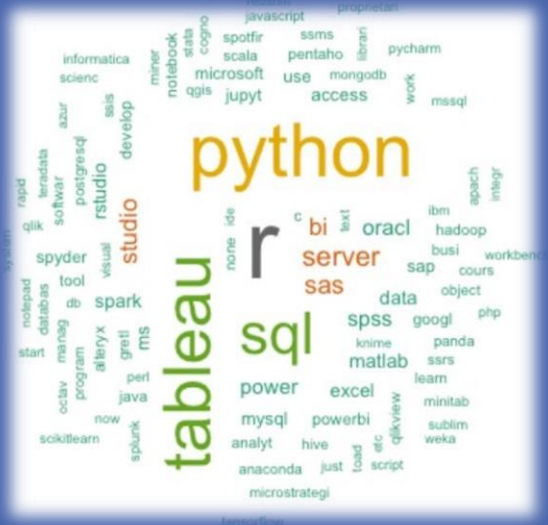


- ✓ Crypto Services technical writing- Cryptocurrency, NFTs- create your own cryptocurrency, create your own crypto wallet, how to create NFT marketplace, how to create tokenization of assets, create your own crypto exchange.

SOCIAL MEDIA MARKETING FOR TABLEAU CONSULTING COMPANIES

Areas covered by us:

- ✓ Structuring Data - structure data for analysis, Data Preparation, cleaning dirty data, structuring ill formed data, combining multiple sets of data, improve speed and efficiency.
- ✓ Data Visualization - sorting, comparing and analysing data through interactive graphs and charts in Dashboards.
- ✓ Tableau Prep - cleaning, automating, administering and sharing of data, Share data flows
- ✓ Tableau CRM - end-to-end analytics solution, Automate actions, Predictive Analysis using Einstein Analysis.
- ✓ Tableau Integration - Tableau Data Connectivity to variety of data sources
- ✓ R Integration - statistical analysis, machine learning packages
- ✓ Tabpy - data exploration and visualization with data science logic
- ✓ Connector SDK - connect ODBC or JDBC driver
- ✓ Web Data Connector - connect to data sources accessible over web
- ✓ Document API - Programmatically modify Tableau files.
- ✓ Extension API - extension to integrate and interact with other application in Tableau
- ✓ Hyper API - Automate custom extract, transform and load (ETL) processes
- ✓ JavaScript API - embed Tableau visualization in web applications.
- ✓ MetaData API - Perform impact analysis, track relationships between content and external assets
- ✓ Tableau Server Client - Connect Tableau server to python using Personal Access Token.
- ✓ Rest API - customized custom applications, script interactions.
- ✓ Webhooks API - notify when triggering a workflow using HTTP and JSON
- ✓ Mobile App Bootstrap - stay signed in to Tableau Servers, embed Tableau content, embed the Tableau content



SOCIAL MEDIA MARKETING FOR METAVERSE CONSULTING COMPANIES

Areas covered by us:

✓Shopping at metaverse- metaverse for business, metaverse for ecommerce, augmented reality for ecommerce, virtual reality for ecommerce, challenges for brand and retailers, future in metaverse.

✓Use cases of metaverse in

- Education Industry
- Healthcare Industry
- Real-estate Industry
- Construction Industry
- Financial Industry
- Automotive Industry.

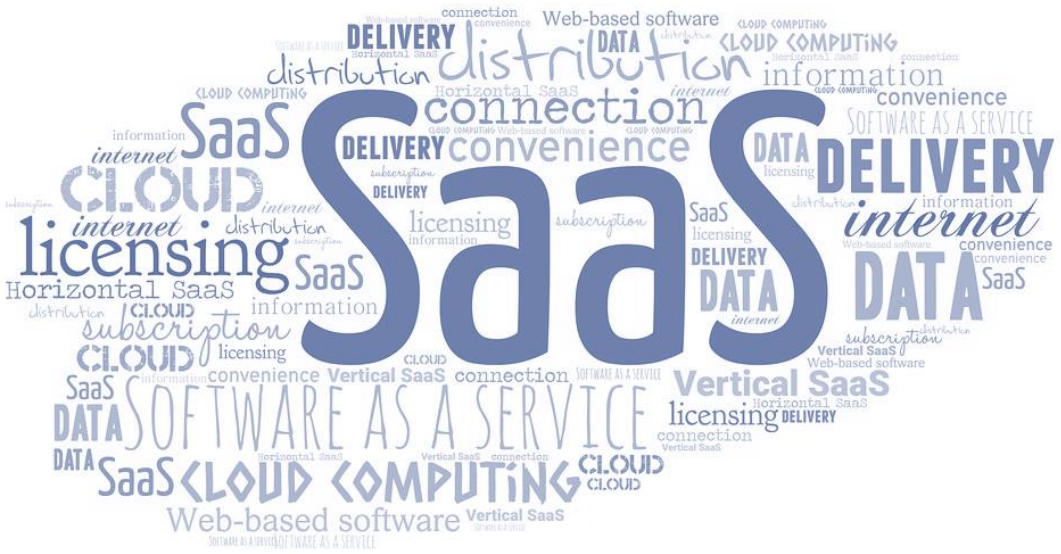
✓Shopping at metaverse technical writing- VR/AR, 3D engines and frameworks(unity, cryengine), WebXR Deice API, A-frame, react360, amazon symerian, developing the content, fine-tune the content, publishing omnichannel content

SOCIAL MEDIA MARKETING FOR POWERBI/ ANALYTICS CONSULTING COMPANIES

Areas covered by us:

- ✓ AppSource Power BI Apps - Usage and Customization of App, Publish Power BI App on AppSource
- ✓ AppSource Power BI Visuals - Importing Custom Visuals from Microsoft AppSource, Custom Visual Development
- ✓ Microsoft Power BI Components - Power Query, Power View, Power Map, Power Q&A, Data flow among Power components
- ✓ Microsoft Power BI Editions - Power BI Desktop, Power BI free, Power BI Pro, Power BI Pro License, Power BI Premium, Power BI Mobile, Power BI Embedded, Power BI Report Server
- ✓ Power BI Custom Visual - Power BI custom visual development using D3.js , Python custom visual, Python Scripts in Power BI Desktop, Power Apps visual for Power BI, D3.js Power BI Visual, Development Patterns, Custom Visual License Management.
- ✓ REST API base development service - Microsoft.PowerBI.Api, Microsoft.PowerBI.Javascript, Pyhton Based Development, Microsoft Azure Active Directory .Net Based development, Azure hosted serices.
- ✓ Power BI Dashboard Mobile Strategy - Power BI Mobile Apps, Mobile App development, publish a phone report, Phone layout report app
- ✓ Power BI DAX and M formula language - Data Analysis Expressions, Calculated Columns, Calculated Measures, Dax Functions, M formula language, Advanced cleaning and transformation, filter and analyze data.

SOCIAL MEDIA MARKETING FOR SAAS CONSULTING COMPANIES



Areas covered by us:

- ✓ Multi-tenancy architecture Software
- ✓ Third-party Integration with ERP/CRM and other SAAS services
- ✓ SAAS B2B, B2C, and B2B2C solutions
- ✓ Server-side, RoR, NodeJS, .NET, Java, PHP, etc.
- ✓ Front-end, Angular, React, Vue.js, etc
- ✓ Exposing 3rd Party APIs and deployment
- ✓ SaaS database models, Application and Database instances per tenant, Multi-tenant app with one database per tenant, Multi-tenant app with a single multi-tenant database, Multi-tenant app with shared Multi-tenant databases
- ✓ AI/ML Cloud model, MLaaS
- ✓ SaaS Frameworks, ABP, SAASKIT, FINBUCKLE.MULTITENANT, CLOUDSCRIBECLOUDSCRIBE

WHY US?

Do you think that your business lacks in social media networking? Well, look no further, we are here to assist you. We will help you to build your brand awareness across the web by creating meaningful connections with your customers and followers through social media marketing. Allow us to help your audiences understand what sets your business apart

Our strategy is to:

- ✓ Set goals that aligns with your business goals
- ✓ Generate warm leads and close sales quickly
- ✓ Drive traffic to your site
- ✓ Establish most important and related metrics & KPIs for your brand
- ✓ Create and develop engaging social content
- ✓ Create a personalized experience as per your customers
- ✓ Build a community for your audience
- ✓ Run cross-channel campaigns.
- ✓ Establish the Best Times to Post and Set Up a Content Calendar

VERTICAL SECTOR FOR MARTECH CAMPAIGNS TARGET COMPANIES

Having a thorough business plan and comprehensive market understanding for any business can enter or expand to enjoy instant success. Our vertical sectors for Social Media Marketing are:

AI/ML

We help companies identify customers that are looking for AR/VR/MR services for their business processes. We help tech companies in AI/ML domain to find rights clients using social media marketing

CRYPTO/BLOCKCHAIN

We assist Crypto/Blockchain companies to find rights customers using social media marketing. Our experts help organizations identify to seize the potential of the potent and versatile emerging technology of crypto/blockchain

AR/VR/MR

We are helping companies that offer Augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to interact with their domain-specific clients using social media. We run and manage marketing campaigns to identify customers that are supporting AR/VR/MR services

EDTECH

We locate educationalists on different platforms to promote the use/knowledge of EdTech in the industry. We leverage various social media campaigns to identify the target market to expand business in the education industry.

VERTICAL SECTOR FOR MARTECH CAMPAIGNS TARGET COMPANIES

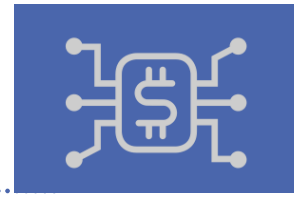
Having a thorough business plan and comprehensive market understanding for any business can enter or expand to enjoy instant success. Our vertical sectors for Social Media Marketing are:

PSYCHETECH

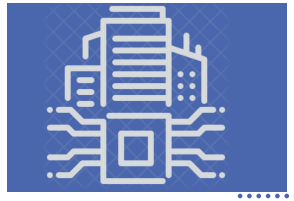
Our campaign for social media is specifically designed to target psychologists, medical health workers, psychiatrist, and social workers that are promoting advanced-level psychetech solutions in the industry

FINTECH

To transform the financial services sector, FinTech innovation continues to lead the industry. To fuel market growth and leadership for the clients, our consultants plan and organize customized campaigns that assess financial institutes/organizations within the market to build awareness of a business by demonstrating their powerful solutions among stakeholders



PROPTECH

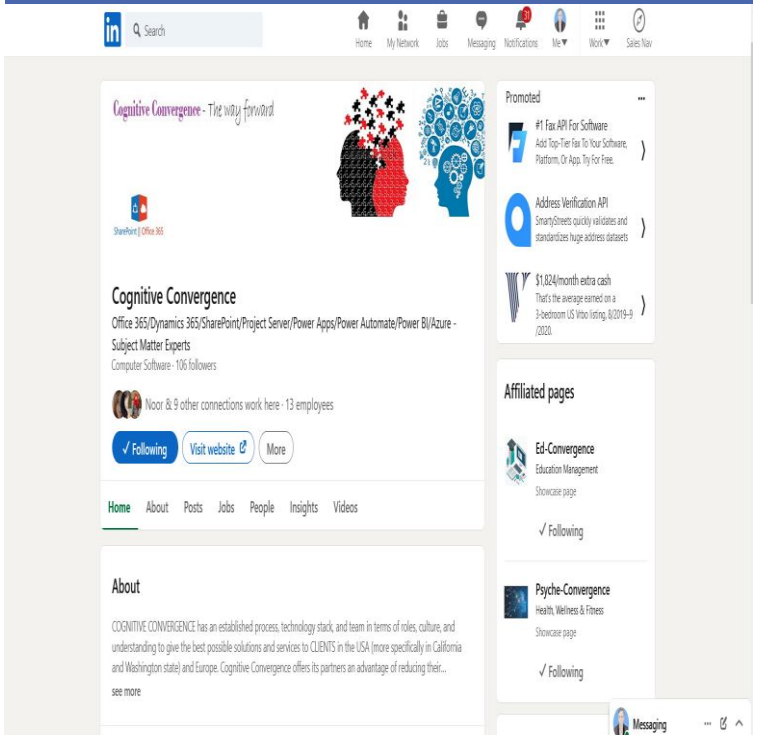


Proptech has evolved in the real estate industry. Our campaigns for Proptech are focused and customized as per the industry's needs. Instead of randomly targeting the clients, our campaigns are targeting a market niche for more productive results

KNOW MORE ABOUT US

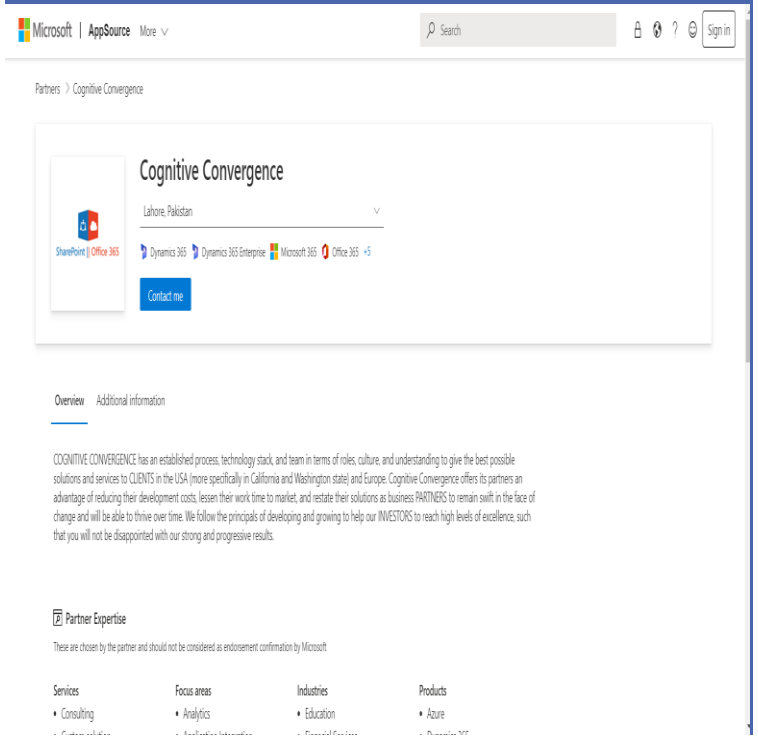
LINKEDIN

https://www.linkedin.com/company/cognitive-convergence



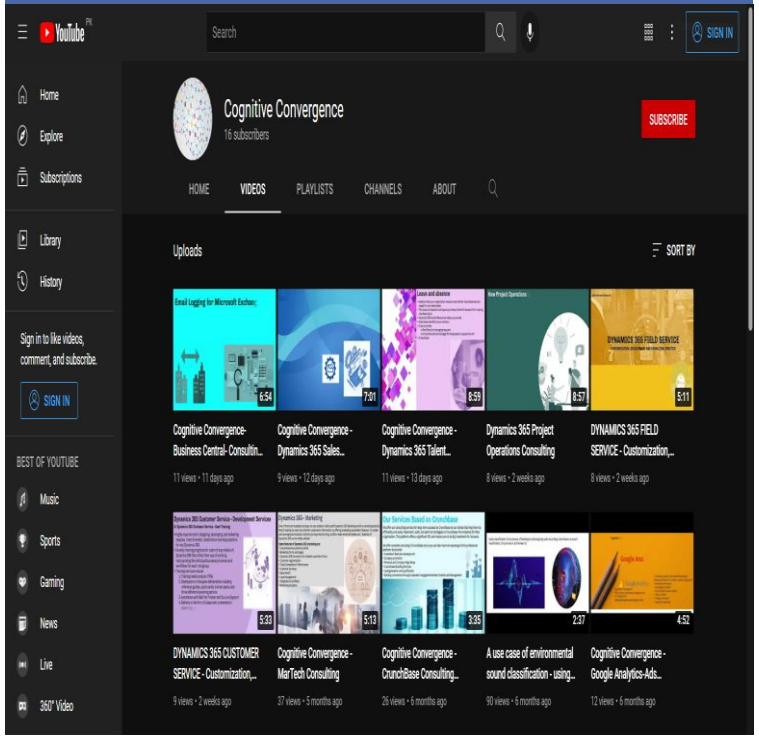
MICROSOFT

https://appsource.microsoft.com/en-pk/marketplace/partner-dir/01dec2cc-ce32-4da9-9d33-946f58de01dd/overview



YOUTUBE

https://www.youtube.com/channel/UCOdtEU8k1L_xC_Zu4yy7ycw/videos



Consulting services of **Cognitive Convergence** for **Social Media Marketing** offers strategic opportunities to clients, investors, and partners that are:

- ✓ Unique and industry defining
- ✓ Mutual interest centric business approach
- ✓ Significantly enhance company's footprint
- ✓ Grow revenues by entering new and exciting **Technology Domains**, **App development ideas**, **Solution Development**, and **Joint venture** projects based on **social media strategies**.
- ✓ Wants to have strong Financial Empathy with customers by understanding their financial model and changing billing based on financial limitations, needs, patterns of clients.
- ✓ 1st mover advantage with
  - ✓ Talent: 100%
  - ✓ Timing:100%
  - ✓ Technology: 100%
  - ✓ Technique: 100%

THANK YOU

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