



# PRESENCE PACKAGE UPDATES

As we continue on our journey to bring the best in the industry solutions and services, we have been evaluating our Social Media Presence offerings (including Social Presence, Presence +, Presence Premium, Yext, Social Account Builds, and Review Management). During this time, we have taken a look at our process and the ways in which we communicate and have identified some areas of improvement. You will begin seeing these changes effective immediately. **Updated 6/1/22**

## POINTS OF CONTACT

- To best assist all of our clients in the most timely fashion, we now have several involved & knowledgeable team members able to assist on your account at all times. You can reach them at [social.support@lee.net](mailto:social.support@lee.net)
  - All existing accounts have received an email from this address outlining updates in communication.
  - New client communication will come from this address moving forward – onboarding calls, social calendar sharing, review/response management questions, etc.
  - Route all social account questions and escalations to this email as well.
- 1:1 communication from social managers may come from an [name@yourdigitalagents.com](mailto:name@yourdigitalagents.com) email address moving forward.
- All internal questions (i.e. pre-sale questions, questions on what is running, questions on SWFT) can be sent to [vision@amplifieddigitalagency.com](mailto:vision@amplifieddigitalagency.com). This team will loop in appropriate parties as needed.
- Any other concerns and escalations can be sent to your Pod Director. They will loop in appropriate parties as needed.

## TURNAROUND TIMES

- **Social Content Calendars:**
  - Content calendars will now be sent via email (subject line “New Social Calendar” for approval **5 business days** before the first post is scheduled to go live — not the beginning of the month.
    - When you navigate into this email, click the “View Social Calendar” button.
    - We require edits to be sent back through the “Needs Changes” button within the given **5 business days**. If we do not hear back from you before the posts begin to go out, all posts will go out as is.
    - If a post does not satisfy your client, we will gladly replace the wording, the image, or the entire post as requested for up to **4 posts per month** in one set of revisions to ensure efficiency and timeliness for all parties.
    - All post requests and suggestions from the client are **due by the 15<sup>th</sup>** of each month in order to accommodate it into the upcoming social calendar.
- **Review Responses:**
  - Responses to both positive and negative reviews will be completed within **2 business days** (onboarding process determines if negative review responses need to be approved)



# SELLING & FULFILLING PRESENCE MANAGEMENT

## PLANNING & FORECASTING

[Presence packages route through the agency – click here for instructions.](#)

\*See rate card

## BASIC CAMPAIGN INFORMATION

- Business Name
- Business Address
- Business Website
- Business Phone
- Social Media Links
- Number of Locations
- Contact Information for the client
- A few days/times they're available for a kickoff call

## ORDERING PRESENCE PACKAGES

[Presence packages route through the agency – click here for instructions.](#)

## SCOPE OF PROCESS

1. Once the order has completed billing, **a social specialist will reach out to your client within 3-4 business days with a welcome email and a plan to schedule an onboarding/kickoff call.**
  - Kickoff calls are required for all presence packages except Yext standalone.
2. Once a call has been scheduled, you'll be invited to the kickoff call with the client and social team. Product will enter fulfillment in this stage, and team will advise on turnaround for all pieces.
3. Clients will receive regular communication with details on proofs, reporting, and other items included in their package. Sales reps are included on all correspondence to ensure open communication across teams.

## TURNAROUND TIMES

- **New client communication:** **a welcome email & request to schedule kickoff call will be sent within 3-4 business days of order receipt.**
- **Social posts:** 1-2 weeks, pending kick-off call and receipt of information from client
  - Creation/scheduling: 7-10 business days to build out schedule and create posts and 5 business days for approval to post
  - Content ideas/recommendations: by the 15<sup>th</sup> of every month
  - Content calendars: 5 business days before the first post is published.
  - Updates: up to 2 business days
- **Reputation management:** 1-2 weeks, pending kick-off call and receipt of information
  - **Review response:** 2 business days (onboarding process determines if negative review responses need to be approved)
- **Directory Listing, Claiming, & Search Engine Registration:**
  - Registration: 7-10 business days after kick-off call
  - Verification: 1-2 weeks later

**INTERNAL DOCUMENT – NOT CLIENT FACING**

For questions on Presence & Social Management, contact [vision@amplifieddigitalagency.com](mailto:vision@amplifieddigitalagency.com)