



Rhino Social Media Managed Services.

**Generate more business, grow your brand,
free up your valuable time.**



The rise of social media marketing

Digital marketing is continually developing, and the social media aspect of this has quickly become a critical component of any marketing plan. Social media is now more than just a way to connect with friends – it's an essential tool for businesses to reach potential customers and build up a reputation to inspire brand loyalty from their followers.

Over 3 billion people worldwide are active social media users so it's vital that you tap into this audience. The results if you do are worth it – 92% of marketers agree that social media is important for marketing their business, and 80% state that they increased traffic to their websites by focusing their efforts on social media.

Did you know that 56% of online adults use more than one social media platform? Your business probably has pages across multiple social sites – how much time do you have to spend on all of them? Making the most of your limited time but still delivering an effective social media campaign is tough! You could see a reduction in the effectiveness of your social media channels, which will cause problems when you plan campaigns with your followers in the future.

This is where Rhino can help. With our managed social media service, we are the automotive sales and marketing specialists, with over 20 years of experience. Rhino creates and publishes marketing content to your social media accounts, allowing you to get on with running your business.



Social media challenges

Social media marketing can be daunting, and businesses face several challenges, particularly in the automotive sector, including:

- Developing and maintaining audience engagement
- Creating and posting relevant content for customers
- Delivering posts on time across digital channels

3.03
billion
active social
media
users

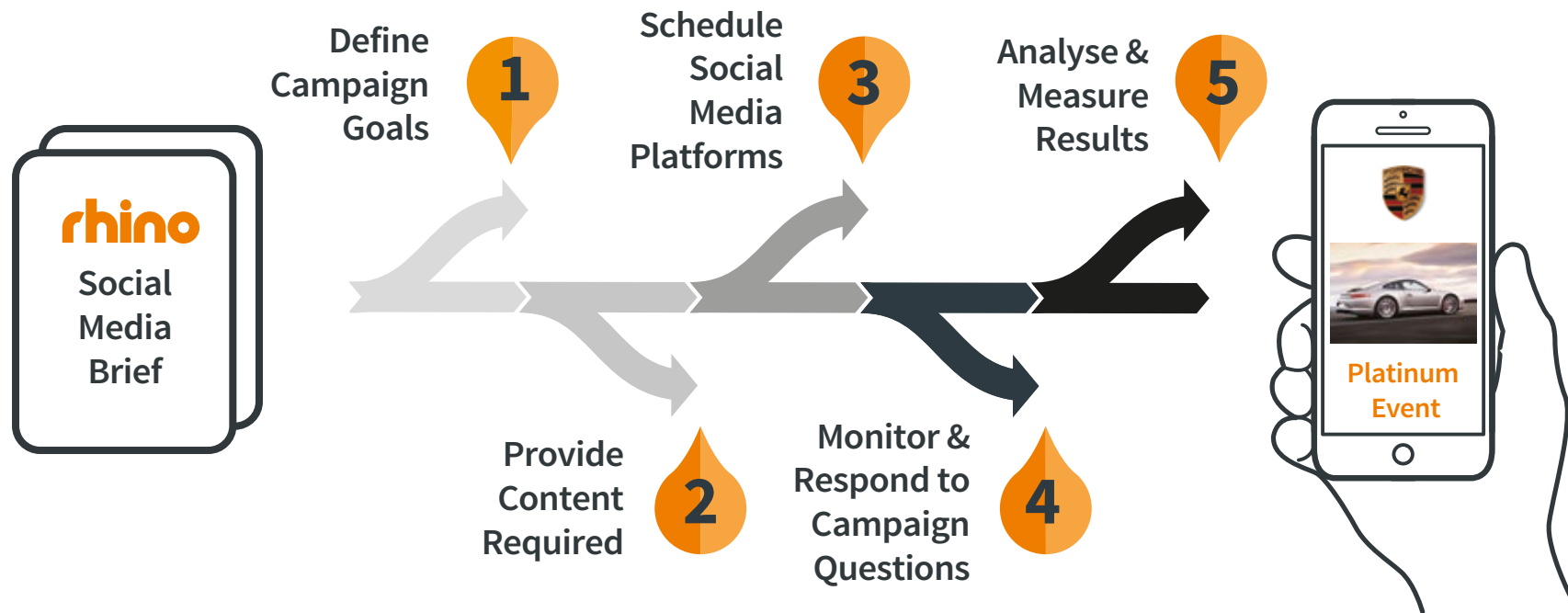


- **91% of brands** use 2 or more social media channels
- Internet users have an **average of 7.6** social media accounts
- Facebook messenger and Whatsapp handle **60 billion messages a day**



Structured campaign design and delivery

Rhino can remove the problems of sourcing relevant content, design assets and videos, all whilst effectively managing your corporate identity and following your brand guidelines seamlessly across multiple platforms. Campaign effectiveness, return on investment, and reputation management are all at the core of Rhino managed campaigns. We take care of all your social media requirements, managed from concept to delivery, with ongoing analytics and management information so you can see your online success!





Social media case study

Goals

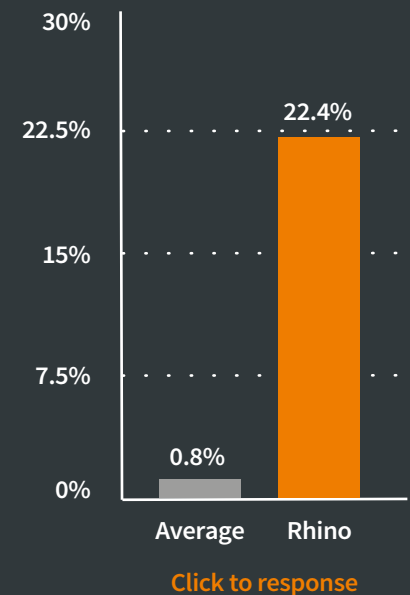
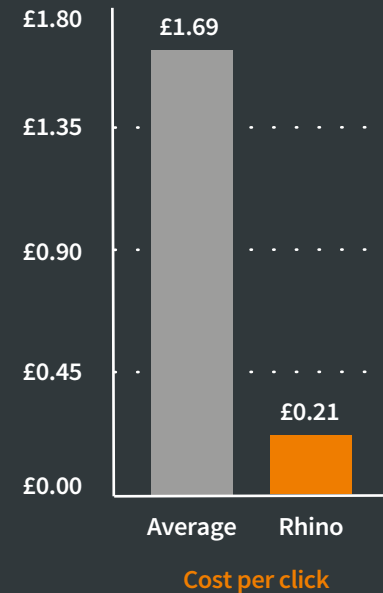
The Porsche Centre decided to host a Rhino Platinum Event. Physical invitations were sent by post, but they were looking for a solution to back these up online, whilst still keeping the exclusivity of the invitation. They wanted to drive people who had been invited to the event to a specific landing page, to respond to the invitation digitally.

Approach

Utilising the customer database provided by the client for the physical invitations, we matched the data to live Facebook accounts to create a custom audience. This allowed us to target only those who were invited to the event.

Results

The advert reached 509 individual Facebook users and generated 114 clicks through to the site, at a cost of £0.21 per click. This works out at a 22.4% click through rate. By tailoring the audience, we achieved a high relevancy score, which in turn reduced the cost per click. The automotive industry average cost per click for Facebook adverts is £1.69 and the average click through rate is 0.8% - this campaign was extremely cost effective when compared to that benchmark!



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Managed services

Rhino-managed social media services enable access to the highest value channels, including Facebook, YouTube, Instagram, Twitter, LinkedIn and Google+. Our services will enable your company to reach thousands of potential new customers online by improving your digital reach.

We are campaign and objective-orientated, which ensures that all actions we take are aligned to your exact goals, achieving impressive tangible results. With Rhino social media specialists on your team, you can expect vibrant and dynamic content delivered across all leading platforms.



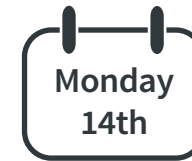
SOCIAL MEDIA STRATEGY

We work closely with you to develop a plan that works best for your business, based on needs analysis and return on investment.



TARGETED ACTIVITY

We target the right data segments and manage your accounts to grow your online presence, helping you to build your brand.



DAILY POSTS

A member of our team manages copy and content aligned to Brand Guidelines, publishing daily social media posts on your behalf.



ADVERTISING CAMPAIGNS

To complement your social media campaigns, we offer Facebook Advertising to fully engage with your customers.



MONTHLY REPORTS

We generate full reports, providing details on what's been happening with a breakdown of all activities across all social channels.



SPECIALIST RESOURCES

Specialist resources help design and implement your social media strategy, setting up and managing campaigns.



Flexible service packages to suit your business

Rhino offers a range of flexible packages to suit all budgets, we can tailor a package to benefit larger retail groups on a retained or pay as you go service:




Bronze BRONZE PACKAGE	Silver SILVER PACKAGE	Gold GOLD PACKAGE
<ul style="list-style-type: none">Bespoke Social Media StrategySet up Social Media ChannelsWeekly posting to relevant channelsIncoming message responseManufacturer led contentMonthly reportingAdvertising campaigns <p>2x posts per channel per week 1x manufacturer news story / offer per week</p>	<ul style="list-style-type: none">Bespoke Social Media StrategySet up Social Media ChannelsWeekly posting to relevant channelsIncoming message responseManufacturer led contentMonthly reportingAdvertising campaigns <p>3x posts per channel per week 2x manufacturer news story / offers per week</p>	<ul style="list-style-type: none">Bespoke Social Media StrategySet up Social Media ChannelsWeekly posting to relevant channelsIncoming message responseManufacturer led contentWeekly reportingEvents content i.e. Black Friday / BoxingDay sales / advertising campaignsMonthly profile asset refresh <p>4x posts per channel per week 2x manufacturer news stories / offers per week 1x video production per month</p>


Go social today

If you are interested in starting your social journey with Rhino, give us a call today on 0161 330 1661 and we'd be happy to help.

Let's Talk.

Should you have any questions or would like to discuss anything presented in this document, please do not hesitate to contact the Rhino team.

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