

The Deep Dive

Making Social Media work for SMEs



**OTTERLY
BRILLIANT**
AGENCY

The Social Media Challenge for Small Businesses

Many small businesses create accounts across the current Primary Social Media Platforms; TikTok, Instagram, WhatsApp, YouTube and Facebook. However, without showing these profiles constant care and attention, they are missing the opportunity to get Social Media to really work for them. These businesses could be creating much greater awareness, helping viewers and customers understand better what they do, and ultimately generate more business.

This is where Otterly Brilliant can help:

The Otterly Brilliant Deep Dive

To ensure that such businesses understand the potential, and put the necessary Social Media framework in place, Otterly Brilliant offers the following Deep Dive assessment:

- Review of current Social Media content presence and existing content
- Discussion around the art of the possible and where the business would like to be
- Phased plan including clear next steps, various timelines and associated costs

What will you get?

On completion of the Deep Dive assessment, you will have a clear understanding of the opportunities that an active Social Media presence provides, and a clear roadmap to achieve this.

How long does it take?

1-2 days depending on size of company and maturity of current Social Media presence.

Why Otterly Brilliant?

Otterly Brilliant exists to grow the Social Media presence of businesses and independent content creators. Our expertise lies in short-form content, specifically geared towards TikTok and Instagram as our Primary platforms. We work closely with TikTok as a verified partner, ensuring maximum results.