



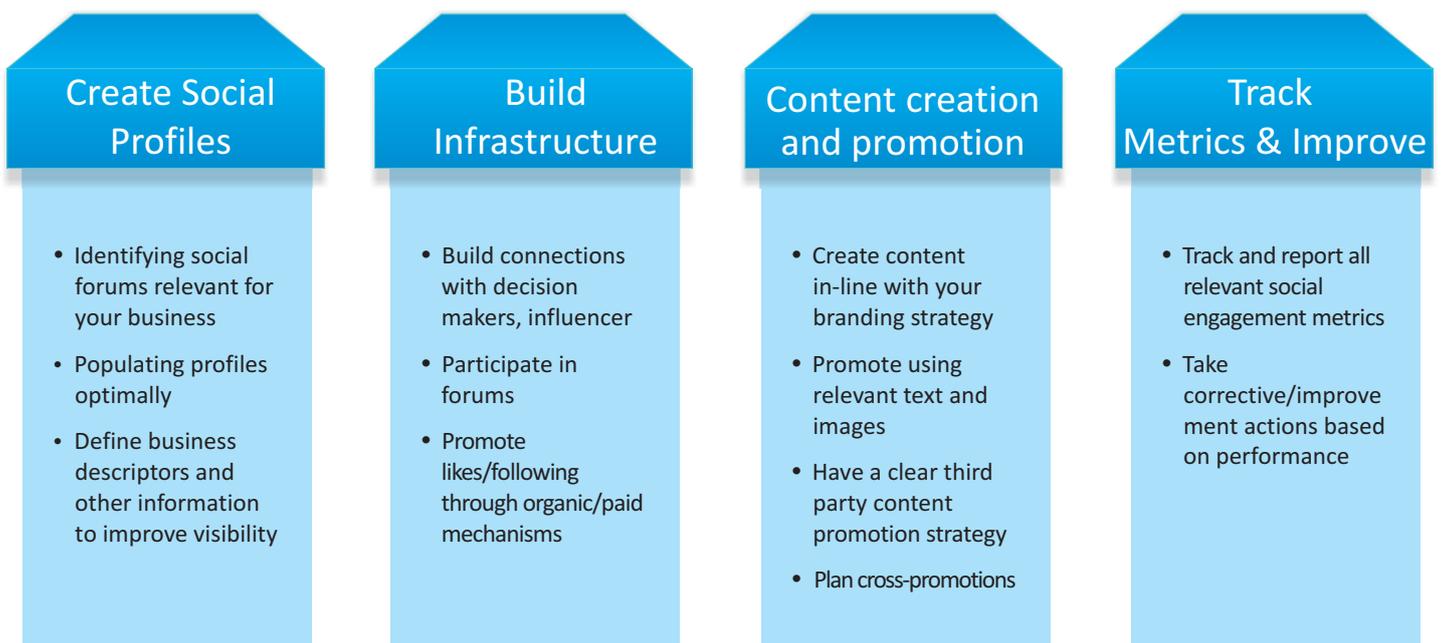
Over the last few years, Social media marketing has significantly gained in popularity as a powerful and effective marketing tool. A majority of businesses are using social media to enhance their relationships with their customers and prospects. The fact that most social platforms are free to use and can really help your content go viral is one of the main reasons for its popularity. Like any other decision, leveraging social media for business benefit needs a clearly crafted strategy and execution plan.

Xenia consulting through its social media marketing services helps create optimum brand presence for your products/services.

### What we do

Xenia provides end to end services in social media marketing, right from creating the right social profiles & infrastructure, planning content promotions in line with your branding strategy and monitoring key metrics regularly to improve performance metrics.

### Services Portfolio



## Engagement Model

Each business has unique requirements. The engagement is structured in a manner so that we understand your expectations clearly and work in a manner so as to meet these expectations. Shown below is a typical engagement model (can vary based on engagement)



“Consistent presence across LinkedIn and Facebook helped us connect better with our potential target audience and helped accelerate the sales process”

*Head of Sales for a leading HR outsourcing company*

## Why Xenia

- Experienced teams to manage social media marketing
- Effective use of tools and automation to manage your social presence
- Responsive and nimble teams to manage your business objectives
- Proprietary methodologies to promote and track efficacy of your social media marketing strategy

## Benefits

- Increase brand awareness through social media presence
- Effective reach to your potential target audience
- Increased traffic to your digital properties
- Improved ROI in your marketing programs

## Contact Us

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## About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels.

We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.