

Michelle Mackay Marketing

Marketing Firm
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Industry: Marketing services, Social media marketing, Website design

Towns: Blind Bay

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ABOUT

WHO ARE WE?

Mackay Marketing is an online social media marketing agency nestled in the tree-lined mountains of the majestic Columbia-Shuswap. We develop creative social strategies that reach, influence, and engage your target audience.

Our experience and expertise make us the perfect choice to take your business to new heights. The intimate nature of our company allows us to be an extension of your brand so you can focus on running your business. Your success is our success.

WHAT WE DO

SOCIAL MEDIA

Our speciality is social media marketing. We start by researching your brand & competitors and then we perform an audit of your existing social networks. After conducting our initial research, we develop a detailed social media strategy that includes overall campaign goals, your unique brand positioning & voice, target audience, and sample content.

Once we work together to finalize a social media strategy, we develop monthly content optimized for each of your social networks and your target audience. Upon your approval, we schedule the content at peak audience times on our social media management software – Sprout Social. This software allows us to monitor activity on all of your social media networks and respond to followers' comments, questions, and reviews on your behalf. Of course, we will work as a team to get the correct information to your followers.

Finally, we track the progress of your social media accounts. Our key performance indicators (KPIs) include follower growth, engagement rate, and audience reach. We provide a monthly report on these KPIs so you can see the progress of the campaign.

BLOG WRITING

If your website has a blog (which we strongly recommend), we also provide blog writing services to enhance your overall social media strategy. We research and write on various topics in your industry including any events, news, or information directly related to your business. Monthly blogs keep your customers informed, provides interesting content to your followers, and boosts your Search Engine Optimization (SEO).

PHOTOGRAPHY

We also offer photography services to enhance your overall social media strategy. We can come to your business or events and take quality photos to use for your social media posts. Having good quality, branded photos are important to the performance of your social media posts. There is a \$50 per hour charge for photography.

FACEBOOK/INSTAGRAM ADS

As a social media agency, we offer running Facebook and/or Instagram ads as part of your social media campaign. Working with your budget, we create ad campaigns to reach your target audience and bring traffic to your social media pages or your website.

GRAPHIC DESIGN

We offer a broad spectrum of graphic design services including logo design and brand guide, social media graphics, trade show graphics, advertisements, billboard design and more. We're committed to making your brand pop!

PUBLIC RELATIONS

As well-rounded marketers, we have experience in public relations and working with the media. If you want further online exposure, we can work to get your business covered in various publications. Again, this will complement our overall social media strategy by providing more content and links back to your website.

WEBSITE DESIGN

We offer engaging website design, development and maintenance services. Our website designs are user focused and easy to navigate to ensure users can quickly find what they are looking for. We create compelling content to attract and influence visitors and convert them into customers.

WHY IT'S IMPORTANT

Why should your business invest in online marketing? There are over 2.8 billion social media users across the world with the Internet being one of the most prominent ways people consume information. If your business is not actively engaged on social media then you're missing out on a lucrative market. By crafting strategic and creative content that is catered to your target audience, posting consistently, and managing your profiles, we can increase your online presence and strengthen the overall quality.

WHO WE'VE WORKED WITH

Current and past brands we have managed:

South Shuswap Chamber of Commerce
Lighthouse Market
Dreamcycle Motorcycle Museum
Blind Bay Village Grocer
Darla Miller - Sotheby's Real Estate Sun Peaks
Spinnaker Cafe
Rollover Vacations
Hillside Construction
Lynn Ewart - Sotheby's Realty Sun Peaks
Arts Council for the South Shuswap - Shuswap Culture
Shuswap Coffee Company
Thread & Paper Crafts - Salmon Arm
Sprockets Cafe
Shuswap Lake Estates
Prairie Creek Home Co.
Blind Bay Bunch (Fundraisers for Shuswap Hospice Society and the Canadian Cancer Society Salmon Arm)
FunRaisers (Fundraisers for various groups in the Shuswap)
Canadian Motorcycle Hall of Fame
LocoMobi World Inc.

NEXT STEPS

If you want to start growing your online community, getting your message out to your target audience, engaging with your customers, and getting qualified leads through your social media presence, then let us craft a detailed proposal tailored to the needs of your business.

HOURS OF OPERATION

Monday to Friday - 8:00 am - 4:00 pm



ABOUT SHUSWAPCONNECTS

Welcome to Shuswap Connects - the business directory for those who, live, work and play in the Shuswap.

We are honoured to be Living and Working on the Traditional, Ancestral and Unceded Lands of the Secwepemc People.

Join today email info@shuswapdev.ca

HELPFUL LINKS

[Shuswap Economic Development Website](https://shuswapdev.ca/)

<https://shuswapdev.ca/>

[CBC news](https://www.cbc.ca/news/canada/british-columbia)

<https://www.cbc.ca/news/canada/british-columbia>

[South Shuswap Scoop newsletter](https://www.shuswapcoop.ca)

<https://www.shuswapcoop.ca>

[North Shuswap Kicker newsletter](https://www.kicker.ca)

<https://www.kicker.ca>