



About Simply Social Media

Santa Fe-based social media marketing consultancy.

Our unique blend of social media management, strategy, content creation, and InstaMeets drives our business. With a combined 65K+ followers, our @SimplySantaFeNM and @TravelNewMexico channels are powerful regional platforms with international reach. From photo contests to InstaMeets and Special Event Takeovers, we can help create unique opportunities and campaigns for promotion to a new market. We strive to connect the virtual community in real life.



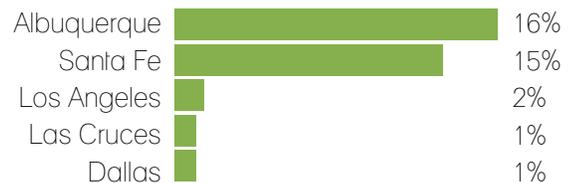
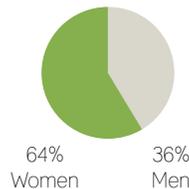
We met through Instagram in 2014 and instantly bonded over our love of local community. We are living proof of the positive power of social media done well, and the potential for lasting and meaningful relationships. Curating and creating great content, engaging with our community, and helping promote Santa Fe and New Mexico are what we live and breathe 24/7, only limited by our imaginations! Follow us on Instagram, Facebook and Twitter and at www.simplysocialmedianm.com.



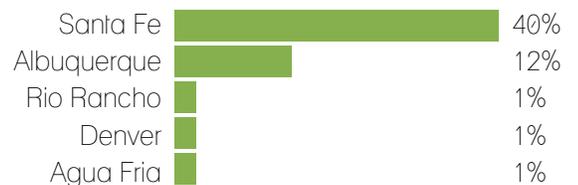
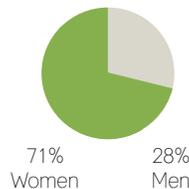
Our flagship lifestyle platform @SimplySantaFeNM was created in December of 2014 with a focus on supporting local businesses, organizations and events through a grassroots effort. This account now has a following of 24K+ people located all over the world. Over 111,000 images and videos have been posted to Instagram using the hashtag #simplysantafe.



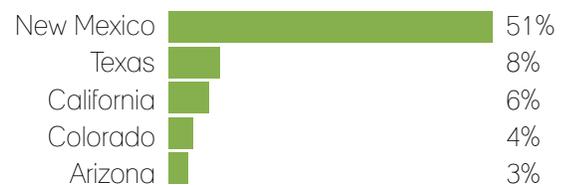
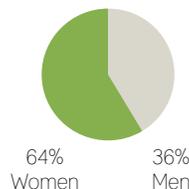
24,373
Followers



2,128
Likes



2,843
Followers



#SimplySantaFe

Monthly Reach

Monthly Impressions



1,167,704

7,194,878



194,111

330,661

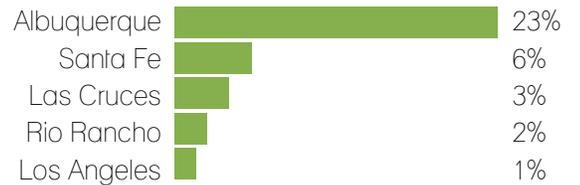
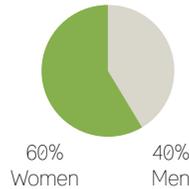


Our travel platform @TravelNewMexico was created in May of 2015 and documents New Mexico road trips by offering guest Instagrammers the chance to do a “takeover” of the account, during which time they share their unique New Mexico road trip experiences through imagery and stories.



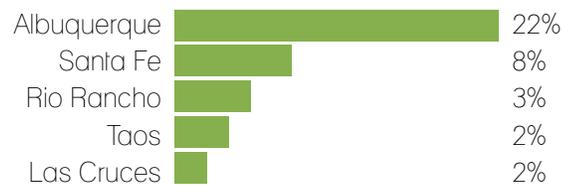
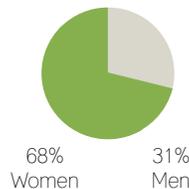
@TravelNewMexico

33,170
Followers



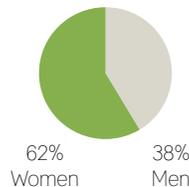
@NewMexicoTravel

1,417
Likes



@NewMexicoTravel

1,499
Followers



#TravelNM +
#TravelNewMexico



Monthly Reach

1,809,600

Monthly Impressions

10,457,828

60,549

225,557



Promotion Services

With a combined 65K+ followers, our @SimplySantaFeNM and @TravelNewMexico channels are powerful regional platforms with international reach. From photo contests to InstaMeets and Special Event Takeovers, we can help create unique opportunities and campaigns for promoting to a new demographic through influencer marketing. We strive to connect the virtual community in real life.

Photo Contests

Starting at \$500/week

Social media photo contests are used to engage people with a location, business, or event in a fun and creative way. Depending on the goal, social media users are asked to participate by posting images per the guidelines in consideration of winning merchandise, services, and/or gift certificates.



Special Event Takeovers

Starting at \$500/day

If you're looking to expand the awareness of your event to a new market, we will attend and promote it through original photography to our @SimplySantaFeNM or @TravelNewMexico community. We can also do a guest takeover on your Instagram account at the same time.



InstaMeets

Starting at \$2,000

InstaMeets are unique social media events planned specifically for each client. Photographers attend these events and create user-generated content your business can share while also increasing brand awareness, to potentially reach an international demographic.





Consulting Services

Are you a small to medium size business or lifestyle brand looking to increase your presence on social media and build a local and engaged community? Our unique blend of social media management, growth strategy, content creation, and influencer marketing ensures that we have something to offer everyone. Let us help you make social media simple!

Social Media Management

Management of various social media platforms to include posting original and shared content, usage of appropriate hashtags, finding cross promotional opportunities with other relevant community organizations/businesses (tagging), optimizing posting schedule, community management and responding to messages in a timely manner. Contract periods start at three months. Discounts are given for six or twelve month contracts.



Growth Marketing

Let us grow your social media following by manually targeting accounts in your business' ideal market.

Individualized Training

We offer one-time or ongoing private training sessions for 1-2 people to work on specific technical and strategic social media goals related to the particular business or organization.

Content Calendar

Creation of editorial calendar specific to the social media goals of the particular business to include imagery and text, recommended hashtags, and posting times optimized for each platform.



Content Creation

Unique content creation through use of original photography and video to create imagery appropriate for the specific client and their social media engagement goals.

Workshops

One time Technical and/or Strategic Social Media Workshops for groups of 3 or more people. Can be organized through a single business/organization or as a collaboration for businesses/organizations in the same industry.

We would be happy to create a custom proposal for your social media needs.
Please contact us for a consultation.

We offer a free social media consultation which includes an audit of your existing platforms.

Let's brainstorm fun and unique strategies to reach your social media goals!

Here's how to get a hold of us:

(505) 398-1212

hello@simplysocialmedianm.com

www.simplysocialmedianm.com



/SimplySocialNM



@SimplySocialNM



@SimplySocialNM



Their team was courteous, creative, prompt and responsive to all our ever evolving needs across multiple platforms!
- Santa Fe Street Fashion Week

