



OligoMEDIA
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OligoMEDIA FAQ

Frequently Asked Questions



Why you need to outsource Social Media Management?

Benefits

- **You can save time. Your staff won't be distracted.**

If you are trying to do everything yourself, chances are you are not being as efficient as you could be. When you outsource social media management, you can focus on other important tasks and leave the social media to the professionals.

- **You can get access to expert knowledge and insights.**

Consultants who specialize in social media will have a wealth of knowledge and experience that they can share with you. They can help you create content, develop strategies, and track results so that you can continue to improve your social media presence.

- **Increased reach and engagement.**

When you outsource social media management, you are giving your social media accounts to experts who will know how to best reach your target audience. They will have the experience and knowledge needed to create content that engages people and helps you achieve your business goals.

- **Improved branding and image.**

A well-run social media campaign can help improve your company's branding and image. Professional social media managers know how to create positive images for companies and can help you build a strong social media presence that reflects positively on your brand.

- **Reduced stress.**

Managing social media can be stressful, especially if you are trying to do it all yourself. When you outsource social media management, you can relax knowing that everything is being taken care of by experts. This can be a huge relief and can help improve your productivity and efficiency.

- **Rapid response time.**

With social media management consultants running on a full-time basis, their staff are often focused on your business for up-to 8 hours a day. This means any message, comment, like or review coming in is seen almost immediately and can be reacted to at the same speed, keeping customers happy and informed.

- **You'll save money.**

Less than what it costs to maintain an in house social media specialist.

Social Media Management In-house vs. Outsourcing ?

- **Quality.**

Often the term '**think outside the box**' applies to professional social media managers, as they are not working within your business, they have the unique ability to view your business from an outsider's perspective, thus generating truly creative ideas that your audience will appreciate.

- **Fresh Ideas.**

When you work for the brand and have done for a long time it can be difficult to see things from the perspective of a new customer. An external agency can take time to know your brand and business while adding a fresh perspective. As marketing agencies deal with a variety of clients in different sectors it brings experience and knowledge they have gained to your campaigns. As well as this, agencies are aware of emerging content marketing trends and able to forecast upcoming trends in your industry.

- **Your marketing team will post only what they want to sell.**

Social media isn't about sales, but rather building a strong communication and feedback system that would lead to sales, if done correctly.

They will delegate this to someone in-house or to an intern, both of which have other responsibilities to handle. Someone who will do this for barely 5 hours a week, which isn't really enough. For a medium-sized company, managing a single social platform could take roughly 32 hours a month.

- **Content.**

When you're too close to the business, it can be difficult to see things from the perspective of a new customer or client. This can even keep you from communicating your ideas to your audience in a way that they fully understand and appreciate.

An outside agency or consultant can tell confusing jargon from casual conversation, and know when each one is appropriate.

Why do OligoMEDIA work as consultants and do not entertain design instructions?

Clients having different opinions about style and design directions.

They say that "**too many cooks spoil the soup**" and We at OligoMEDIA think the proper saying is actually "**too many opinionated people that think they are cooks spoil the soup**" is more appropriate.

So, yes, having too many uninformed opinions can be a bad thing (design by client's committee!).

There is never just one and only good "**Design**", so different visions may clash. If you adapt them partially, the final result may be **inconsistent and disastrous!**

Why do I have to assign a “single point of contact” for all communication with OligoMEDIA?

It is often counter productive and affects quality of designs if multiple and conflicting point of views (of client team) are incorporated while creative designing. We some times even encounter clients finally suggest to go back to first design. Aesthetics of Post creatives are subjective, not objective. There are no one best design, mantra is perpetual attempt to improve quality of designs in subsequent post creatives.

Are revisions limited?

Yes. There are major revisions and minor ones. Often clients might not realize there's a difference. **"Moving photos and text around the page means we are doing layout changes and that's a major revision. However, changing a short text phrase here and there is a minor revision".**

- **Accept that design is subjective**

The client knows much more about their business than an agency, but they may lack the perspective of a user. OligoMEDIA always reminds clients that design is subjective and that we didn't make the design for their taste but their audience's.

Major revision usually changes more than 20% of the design.

- **Major revisions:**

- Changing the design partially, such as adding new elements or changing them completely – more than 20% of the design.
- Completely changing a design from an original brief.
- Changing a design direction.