COMMENCE
MARKETING

Commence your social shift

Save time and engage your customers with our expertly crafted posts designed to elevate your brand.

Commence creates the buzz that really makes a difference.

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Key points about social media marketing in the UK

Social Media Users

As of January 2025, there were 54.8 million active social media users in the UK. (Source Statista)

79% of the UK population actively use social media

High Adoption Rate

Over 96% of companies use social media for brand awareness and building. Acquiring new customers followed with 72%. (Source Statista)

96% of companies use social media for brand awareness & building

Social Media Business Pages

75% of buyers are influenced in their buying choices by what they find through social media channels. (Source VividFish)

75% of customers use social media as part of the buying process

Impact on Buying Decisions

Social media platforms are a crucial first step for many consumers with most people using social media to see products, reviews and check for brand authenticity before going to the company's website.

Importance of Engagement

Regularly posting engaging content and interacting with followers is crucial to attract potential customers.

Dominant Platform Usage

Businesses in the UK primarily utilise Facebook, Instagram, LinkedIn and YouTube for social media marketing.

Growing Advertising Spend

Social media advertising spend in the UK is projected to reach £9.95 billion in 2025, with an annual growth rate of 9.44%, leading to a projected market volume of £13.99 billion by 2029. (Source Statista)

Highest Advertising Reach

YouTube currently has the highest advertising reach among social media platforms in the UK.

On average, reaching over 39% of adults from the country. (Source Statista)

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10 reasons why businesses need social media

1 Brand Awareness

Helps reach a wider audience and establish a recognisable brand presence.

2 Customer Engagement

Enables direct interaction with customers, fostering relationships and brand loyalty. A strong social media presence can significantly influence a consumer's decision to buy from a brand.

3 Cost-Effective Marketing

Compared to traditional advertising, social media marketing is more affordable and offers high return on investment (ROI).

4 Increased Web Traffic

Sharing content and promotions on social media can drive traffic to the company's website.

5 Lead Generation & Sales

Platforms like Facebook, Instagram and LinkedIn help generate leads and boost sales through targeted advertising.

6 Customer Service & Support

Provides a quick and efficient way to handle customer enquiries, complaints and feedback.

7 Competitive Advantage

Businesses that leverage social media effectively can stay ahead of competitors who do not.

8 Market Insights

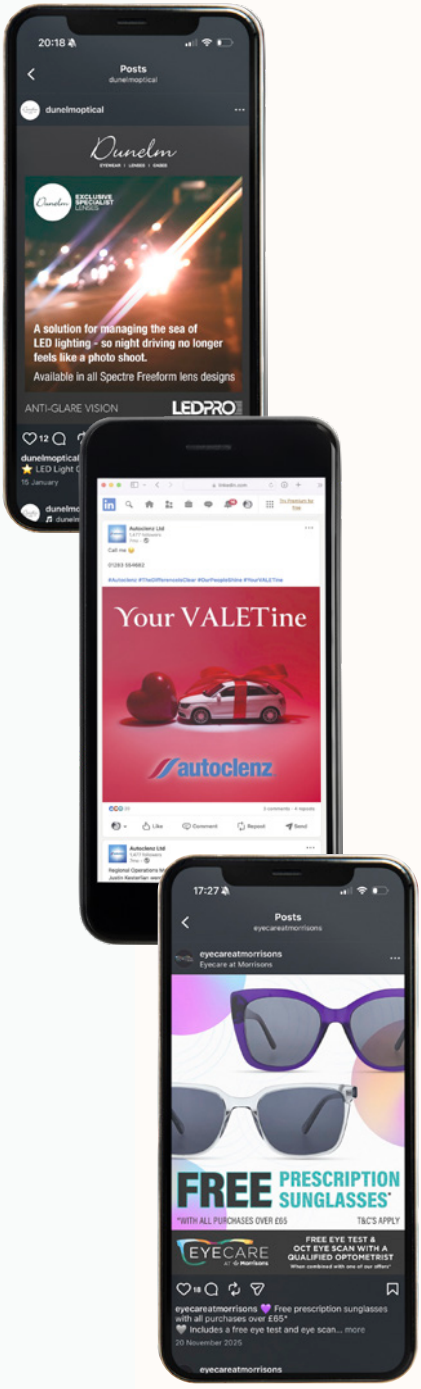
Social media analytics help businesses understand customer preferences and trends.

9 SEO Benefits

Social signals (likes, shares, comments) can enhance website search engine rankings.

10 Brand Credibility & Trust

Regular updates and engagement help establish credibility and a positive brand reputation.



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Social media marketing monthly packages

	Starter	Momentum	Viral
	Perfect for businesses beginning their social media journey.	**Most Popular** Consistent content and growth strategy.	High-output content designed to maximise reach and engagement.
Monthly Basis	**£600** PCM + VAT	**£900** PCM + VAT	**£1,500** PCM + VAT
Hours	**10**	**15**	**25**
Content Plan	✓	✓	✓
Posts & Visuals	**8**	**12**	**20**
Animated Video*	**4**	**6**	**8**
Stories	✗	**4**	**8**
Boosted Posts**	✗	**£50**	**£100**
Reporting	✗	✓	✓
Meeting	✗	✓	✓
Platforms	**Max 2**	**Max 3**	**Max 4**
	We send 8 professionally written and designed posts for you to upload.	Posts can be supplied for upload, or with full access, we can upload and post.	Posts can be supplied for upload, or with full access, we can upload and post.

- All packages assume social media accounts are set up. If required, Commence can create a professionally branded social media account for £180 + VAT per account.
- Content ideas are discussed ahead of creating the monthly plan.
- We do not use templates. All posts are unique to your business, designed to fit your brand's style, and tailored to your customer base.
- We write the accompanying copy for each post in a tone of voice reflective of your brand.
- Monthly rolling agreement with no contract. Invoices raised on 1st of each month, payable within 28 days.

* Animated video posts are inclusive of the total number of posts per month.

** Boosted posts are available with the 'Starter' package at an additional cost. 'Momentum' and 'Viral' packages include an allowance for boosted posts, with any extra over the inclusive amount charged separately.

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Are you ready to get social?

get in touch

To discuss social media contact
Donna Crisp, Marketing & Design Director on **07881 313151**
or email **donna@commencegroup.co.uk**

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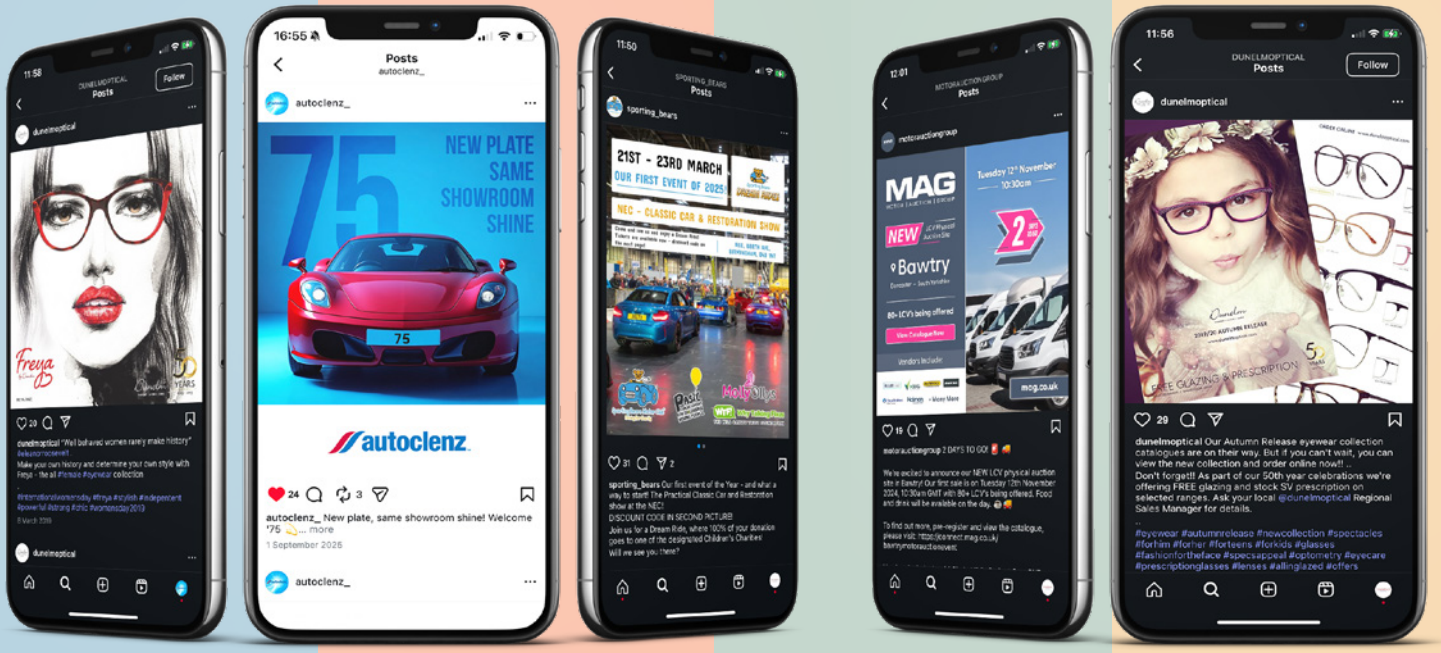
Search Commence Marketing



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