



SBD Communications

*Facilitating International Business &
Communications*



ABOUT – SBD Communications

Table of Content

1	About	3
2	Services.....	4
3	The Activities	5
3.1	Workshops	6
3.2	Individual consulting	7



ABOUT – SBD Communications

1 About

SBD Communications is an independent communications firm founded by *Johanna Olson and Mats Olofsson (SBD Consulting)*.

SBD Communications' objective is helping Swedish SME companies succeed in digital communications in Sweden or abroad.

With social media being the new business card; a good authentic presence and strategy is essential. Working in social media is about building brand awareness, trust and relations to customers digitally.

SBD Communications converts ideas to reality, providing a good strategy and implementation for a social media presence and brand awareness on the different platforms*

- Instagram
- Facebook
- LinkedIn
- YouTube
- TikTok

*With a tailored strategy for which platforms to be on depending on the company's target audience.

Focus areas are Strategy, *Content creation & conversion, Relations and Analysis.*

SBD Communications is supported by a widespread of Swedish network.

Johanna Olson has experience from both finance, politics and science with a passion for the creative in digital communications & marketing.



ABOUT – SBD Communications

- Bachelor in Molecular Biology
- Certified social media manager
- Digital native. Social media management, content creator, content photographer & communicator
- Experience of advising and helping both universities and companies into the digital era
- Extensive network
- Experience in reversed mentorship programmes

2 **Services**

With a focus on social media management **SBD Communications** offers to plan, create, update, optimize and publish content on social media in order to increase the specific brand awareness and offers.

Using tactics and marketing tailored to the company's specific needs to reach the company's ideal clients, building the brand and trust strong while creating an organic growth and boosting the company's business!

Services provided on the social media platforms

- Inventory and analysis of existing social media channels (what can be improved?)
- Strategy Development
- Content Plan
- Content Creation
- Social media management
- Analysis

Other activities

- Workshops
- Individual consultations



ABOUT – SBD Communications

3 The Activities

SBD Communications offer services and support in a number of activities.

The Process of social media management

SBD Communications will, in close cooperation with the client, provide and support the client in the strategy and implementation of social media management.

- Inventory of the company's existing digital platforms
- Strategy development
- Branding
- Competitors
- Content Plan- Long term (year) and short (monthly)
- Content production- UGC. Photo, video, captions, hashtags etc.
- Editing- Tools (CapCut, Canva etc.)
- Conversion
- Authenticity
- Engagement
- Tonality
- Publishing
- Algorithms
- Management
- Ads
- Social listening- what does other say about your company?
- Influencer marketing, peer-to-peer recommendations
- Reporting
- Statistics
- Analysis

SBD Communications can serve and support your marketing organization in their efforts to meet the targets by providing effective social media management. E.g.

- Proper plans and tools needed for a good social media presence



ABOUT – SBD Communications

- CTA, CRO, KPIs, goals
- Analysis
- Etc.

Other Activities

SBD Communications offer serviced and support in different operational activities. E.g.

- Workshops
- Individual Consulting, both physical or digital

3.1 Workshops

SBD Communications can arrange workshops covering the services provided in order to understand the value of creation, management and interaction and engagement with customers on social media.

- **½ – 1 day** covering, on a general level, the stages in the Social Media Process and Management
- **1 day** Social Media more in details
- **2 days** Advanced Social Media
- **½ – 1 day** on several occasions for specific requests or needs

Each workshop is tailored to meet the company's specific requirements. In order for the company to learn:

- Understand, establish and manage a social media presence
- Create a Facebook business page/Instagram account for business
- Understand why and how to create relevant content for the different social media platforms
- Understand trends and the value of authenticity in social media
- Create/develop brand, tonality for social media presence
- Evaluate the performance of your content on social media, iterate and optimize



ABOUT – SBD Communications

- Create content calendar for the company's social media presence
- Management of the social media content using real world data

3.2 Individual consulting

Working with **SBD Communications** we can arrange individual consulting covering the company's specific requests. Both in physical meetings or digitally depending on the company's needs.

