

MarTech

Outlook

MARTECHOUTLOOK.COM

ISSN 2644-254X

**SOCIAL MEDIA
MANAGEMENT
EDITION**



TOP
SOCIAL MEDIA
MANAGEMENT
SERVICES
COMPANY
2023

AWARDED BY

MarTech
Outlook

Resourceful
Business (RB)



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Originality and Authenticity That Stand Out in a Vast Digital Space

Almost half of the world's population, or 3.74 billion people, are on the Meta family of apps - Facebook, Instagram, WhatsApp, and Messenger - every month, according to Meta. The scale of social media is such that in an age of templates and generative AI, authentic content creation and digital strategy are more important than ever. Social media has evolved beyond the mechanics of posting and managing multiple channels. A digital presence reflects a brand's identity, so the content must incorporate all voices, even at the firm's highest level.



Ann Mills,
founder and principal

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It is about trying to have a strategic view of what works and doesn't work. Some metrics are vanity metrics. In reality, the change in social media is so significant every day that it can be difficult for clients to keep up and understand where social media genuinely works in their portfolios

To deliver impactful content, Resourceful Business (RB), an award-winning digital marketing agency and Women-Owned Small Business, prioritizes one-on-one client relationships. The company takes a holistic approach to digital marketing tactics for each client and develops an overarching strategic vision for all written and digital content components.

Ann Mills, founder and principal at Resourceful Business, began the company as a broader small business consultancy and strategic advisory. However, as she reviewed services that clients requested, digital marketing always made the list. Within two years, RB pivoted to a full-service digital marketing agency.

For Mills, the company's strength is content creation.

"We do not use anything canned. All social posts are original, and we do that for our clients across the board. That is why we choose to remain a small boutique agency because we get to know each client," said Mills.

Social media posts complement other strategic digital assets like websites, Google Ads, email campaigns, and videos. Resourceful Business does not focus on one vertical, but rather creates multiple content pieces that add value and reinforce each other.

To that end, the company abides by two cardinal rules: two sets of eyes on every piece of content and two weeks of content created and queued for each account. When it comes to social media, the team manages various moving parts, including post look and feel, graphics, spelling and grammar, brand guidelines, hashtags, and tags. The first rule prevents errors by the team, whether grammatical or technical. It also allows the social media management process to be iterative so clients have time to contribute to the messaging that goes up on their platforms. As such, RB's second rule gives a client time to proactively review and edit the content.

Mills believes that Resourceful Business' attention to strategy similarly sets the company apart.

"It is about trying to have a strategic view of what works and doesn't work," said Mills. "Some metrics are vanity metrics. In reality, the change in social media is so significant every day that it can be difficult for clients to keep up and understand where social media genuinely works in their portfolios."

As one example, Mills cites an early client with several bricks and mortar locations around New Jersey. The client knew its consumer base had a large Hispanic population. However, when Resourceful Business took over the digital marketing and performed a standard audit of the digital assets and strategy, the team realized the audience targeting did not reflect the customer base. Resourceful Business launched a Google Ads campaign to reach the untapped audience and oversaw the production of two professional on-site videos, one with an English audio overlay and the other with a Spanish one. The videos were published on YouTube, distributed across multiple platforms that included social media, and backed by an ad strategy. Additionally, the team started highlighting more Spanish-language reviews on social media. By adapting the marketing strategy to fit the customer profile, the campaign became a huge success, ultimately boosting in-store foot traffic for the business.

Social media is just one cog in a broader digital marketing strategy. Social posts reinforce other digital assets and can help grow a business. Resourceful Business focuses on deep relationships and high-quality work, building enduring content pieces that leverage customer capabilities and position them for the future. **MT**

Resourceful Business (RB)



The annual listing of 10 companies that are at the forefront of providing Social Media Management services and transforming businesses