



CURATE BEE

Lite Social

We take the headache of social media from you so that you can focus on doing what you do best –growing your business! From our low price of US\$98 per month –you will get an expert team posting content specifically for your business, once a day EVERY DAY!

How do we do that?

We love social media and small businesses so we have been working hard to find a way to deliver quality social media services. That’s why we have built Lite Social which is a technology platform that enables us to reduce costs and provide quality service. We also incorporate strategy to help keep your social media accounts active and therefore keep your followers engaged. One of our strategies is to post curated content to your social media accounts.

What is Content Curation?

Even if you believe in having your own content posted on your social media profiles, curation should definitely be part of your social media strategy. Your followers will engage more with you when you offer them a broader understanding of topics. Curation offers you the opportunity to inform your current expertise about key issues in your industry therefore helping you to become a **Thought Leader**.





The key benefits of content curation are:

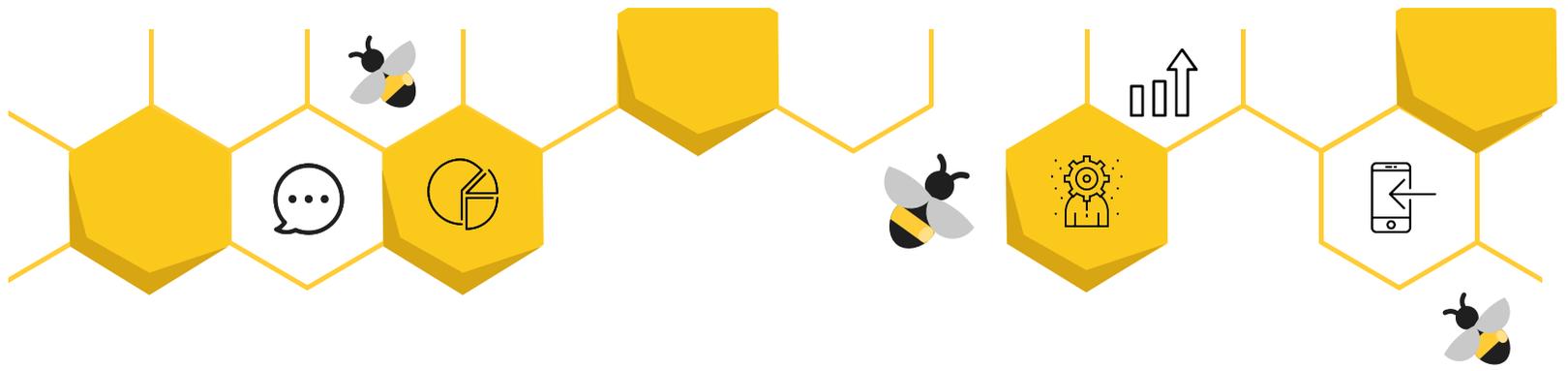
1. Positioning yourself as a thought leader and/or a trusted authority

'Content is king' means little if you cannot encourage people to keep coming back to your business blog or social media pages for relevant, useful information that helps them make decisions, broadens their perspective, or provides entertainment value. Savvy businesses focus on sharing audience-centric curated content, supporting their goal of driving traffic to their website.

2. Improve internal social media strategies

Curation starts with content discovery -finding those relevant articles that will deliver meaningful value to your audience in some way. It offers educational value to you and your team as well, helping you enhance your social media marketing goals and strategies. In fact, content curation can assist with most marketing goals, including lead generation, branding and customer service. It is another way to cut through the noise, determine answers to questions, and share to well-defined audience segments with a clear purpose.

Our team at Curate Bee uses clever technology not only to help find relevant articles quickly but also **makes it easy for you to approve, review the analytics and add any additional post comments you would like**. We ask that you spend 5 minutes a week in approving the articles that our team has curated for you.



Lite Social Packages

FEATURES

	EXPERT	INFLUENCER	GURU
	USD 98	USD 298	USD 668
Dedicated Social Media Manager	✓	✓	✓
Daily Curated Content to 1 Facebook Business Page	✓	✓	✓
Daily Curated Content to 1 Twitter Account	✓	✓	✓
Daily Curated Content to 1 LinkedIn Company Page	✓	✓	✓
Daily Curated Content to 1 Google+ Business Page		✓	✓
Daily Curated Content to 1 LinkedIn Personal Profile		✓	✓
Once a week branded post		✓	✓
* 1 Facebook Business Page		✓	✓
* 1 Twitter Account		✓	✓
* 1 LinkedIn Company Page		✓	✓
* 1 Google+ Page			✓
* 1 Instagram			✓
* 1 Pinterest			✓
* 1 Facebook Ad (Including Ad Spend of US\$200)			✓
Email Support	✓	✓	✓
Phone/ Zoom.Us Support			✓
Access to Analytics Report	✓	✓	✓
Choice to Approve Posts Prior Publishing	✓	✓	✓

**We assume that all of your social media pages are already set up and optimised for posting*

