

Social Media Consultant

Social Media Consultant is a job also known as “Social Media Marketing”. Social media marketing refers to the process of gaining traffic or attention through social media sites.

It is a highly trending business idea for creative people and in the present and highly developing age of today, where social media has a huge impact on society, this job has become a requirement for most big selling companies.

- **Is it marketable - How many companies need these services?**

Social Media Consultancy is a job occupancy that is highly marketable at the present age when the world has become a “global village” and people are in constant connection with everyone and everything all around the world through social media. Social media has become a platform for many opportunities and social media marketing is mainly on the market.

People all over the world are in constant search for a consultant to market their business on an international level and what better way to do so than “Social Media Marketing”?

Approximately **500,000 adults** start businesses every month in just the United States. With such a huge rate of newly developing business on such a large scale, a lot of companies will require marketing their business in the most effective way possible and with maximum outreach. For this purpose, companies require “Social Media Consultants” to start the growth of their brand on another level and reach out. It would not be wrong to say that with the rapid growth of the business industry, the need to cheaply market one’s business is growing faster than ever.

So yes, Social Media Consultancy/Marketing is a highly trending and marketable job.

- **How do I make money - Do you charge per social media post? Engagement? How much?**

So the money making part of this job wouldn’t be something to worry about as you can easily keep track of you pay per social media post. It more often than not serves as a freelance job so it pays well but is often inconsistent. But don’t worry, you just have to put your social media skills into play and earn as much as you can. Considering the job requirements, the work is less stressful so the pay is relatively not half as bad.

Initially, your income will start from a relatively low budget scheme but with time as you develop your business and get into the market gaining exposure you will start earning better and making good money with your experience. A basic fee structure varies from **\$15/hour to thousands per project**. Furthermore, if you offer additional services like maintaining specific online profiles and pages of the companies and pitching new marketing

ideas with every changing trend to keep the brand on the go then you are likely to earn more and more and make solid money.

- **What's competition like - How many other people are doing this and how can you differentiate yourself or get started?**

The online world is very rapid and there will always be plenty of competitor social media activists out there, so you will face quite some competition in this business. The simple way to get strongly into the business and face the competition is to keep **you** trending. Share as much as possible, get in touch with people who require your services and tell them to spread the word if they are satisfied with a job well done from you.

- **Estimated monthly bootstrap expenses - Less than \$100? \$100 to \$500? \$500 to \$1,000? Or \$1,000? What are the biggest monthly expenses and what can I do to save money?**

Luckily, the bootstrap expenses will be primarily less than \$100. You will display your work on your own website or social media profile and make a good first impression on potential customers. Other than this there can be a few smaller expenses like printing business cards that can be distributed to increase contacts and links, but it will mainly be to get recognition from big companies so that they can approach you with their marketing queries and need of social media exposure.

So if you are a social media activist or basically are even familiar with the latest online trends then why not put your social media skills into action to get your hands on some well-earned, easy money.