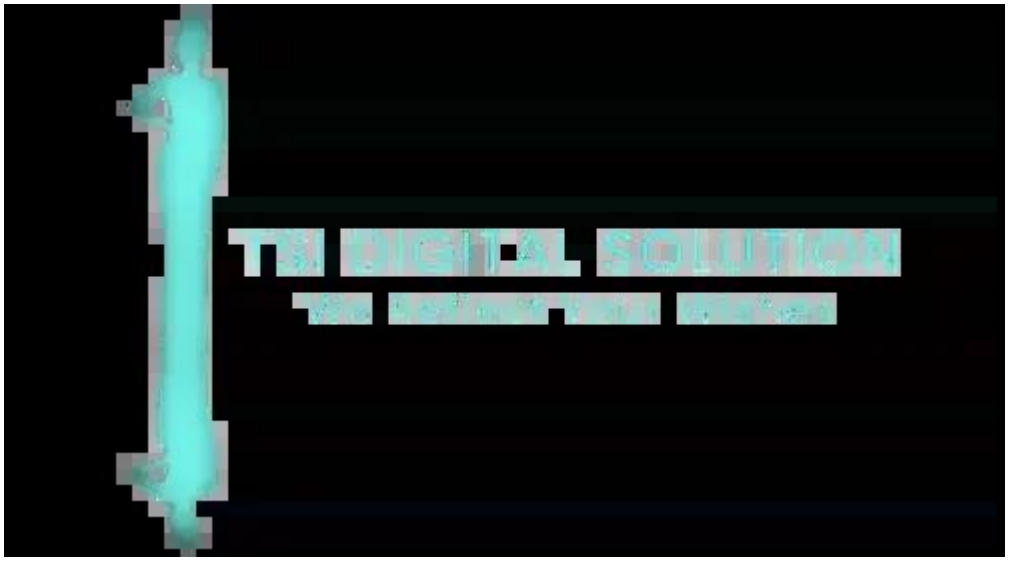
Why Outsourcing Your Social Media Management?

Category: SMM Blog
August 11, 2024





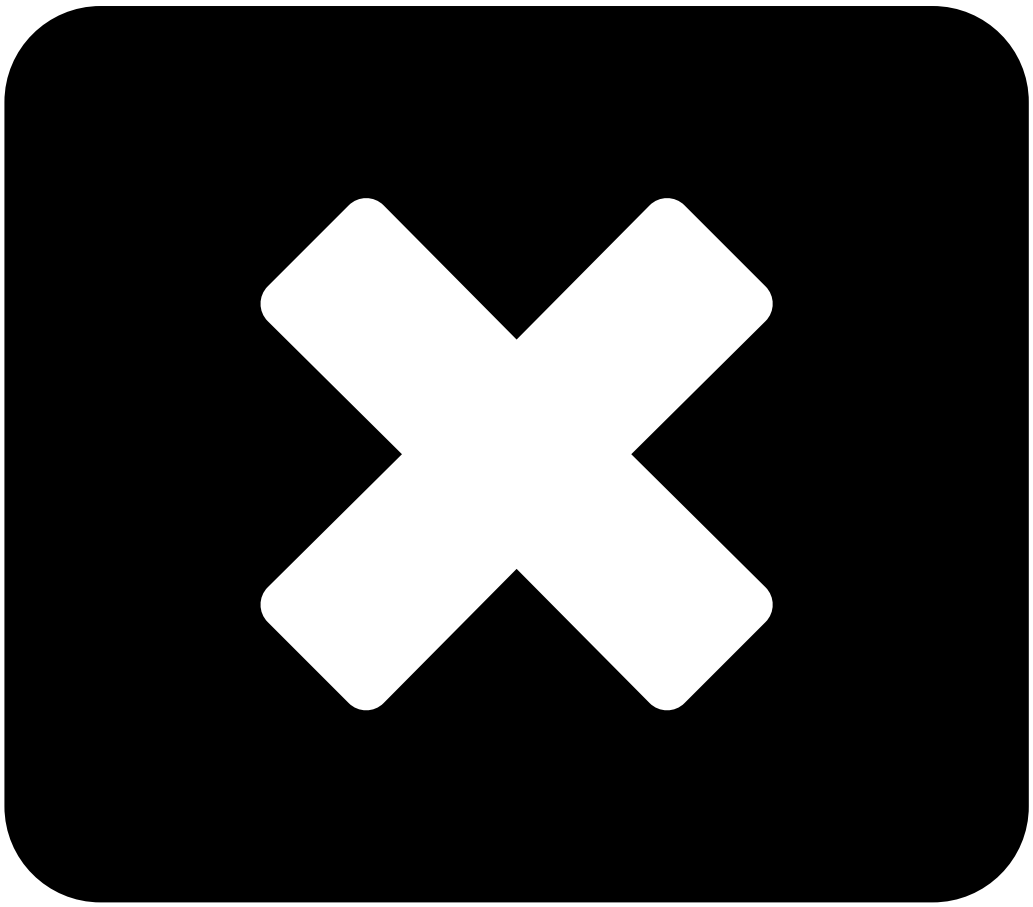
- About us
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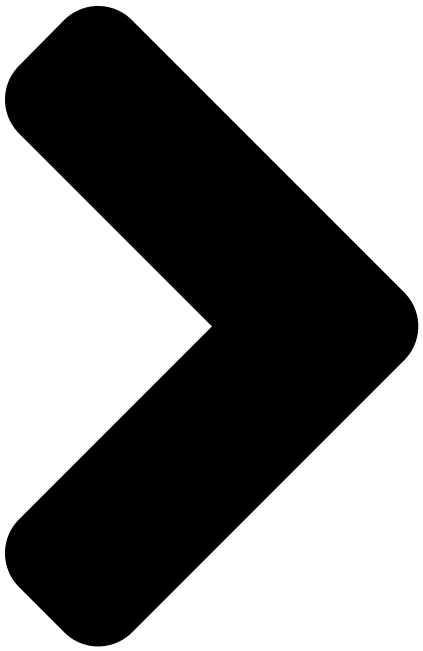






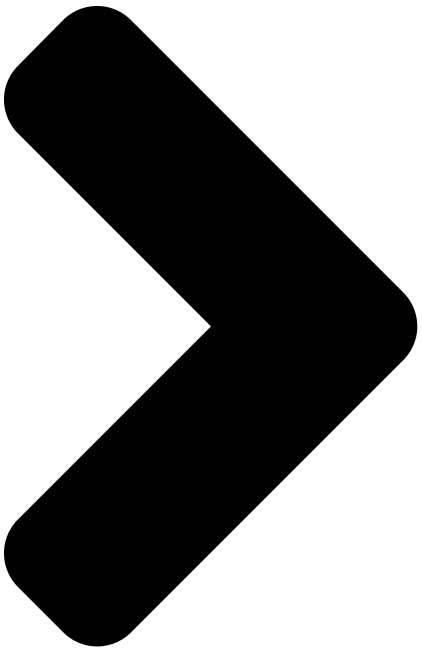


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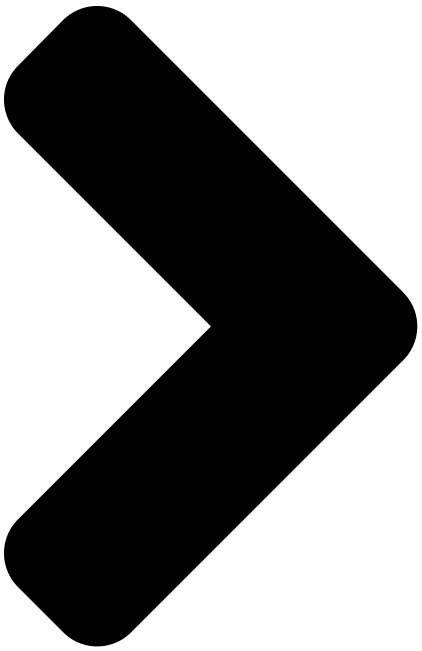


About us

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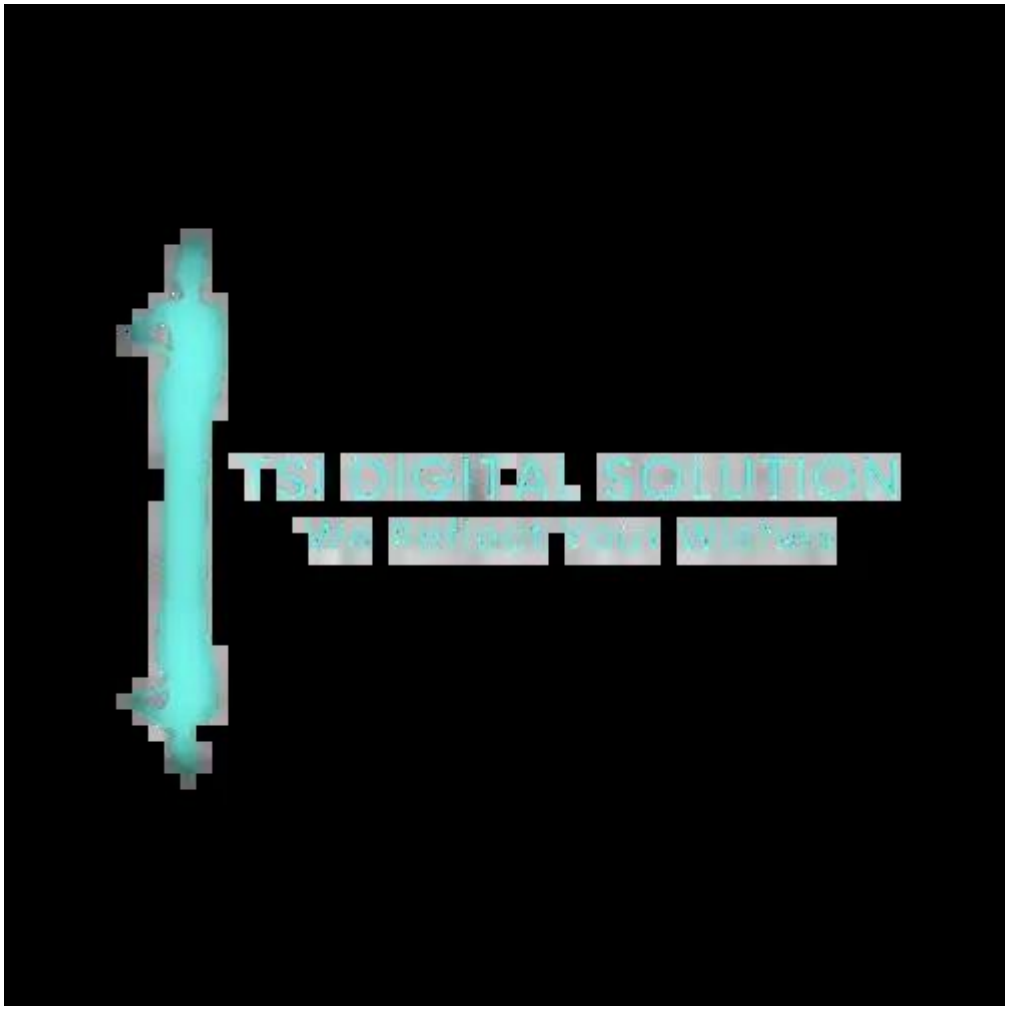
Courses University TSI

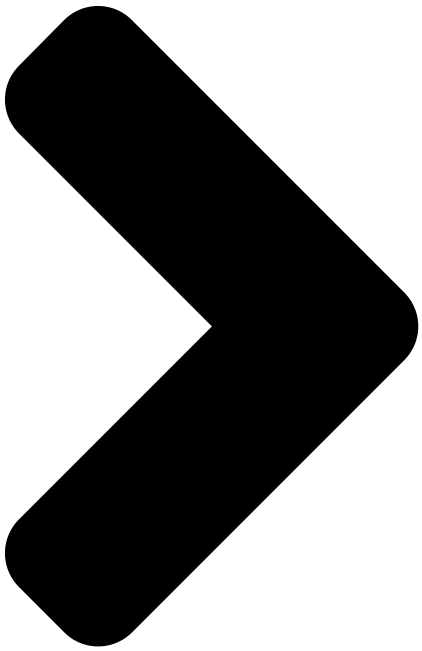


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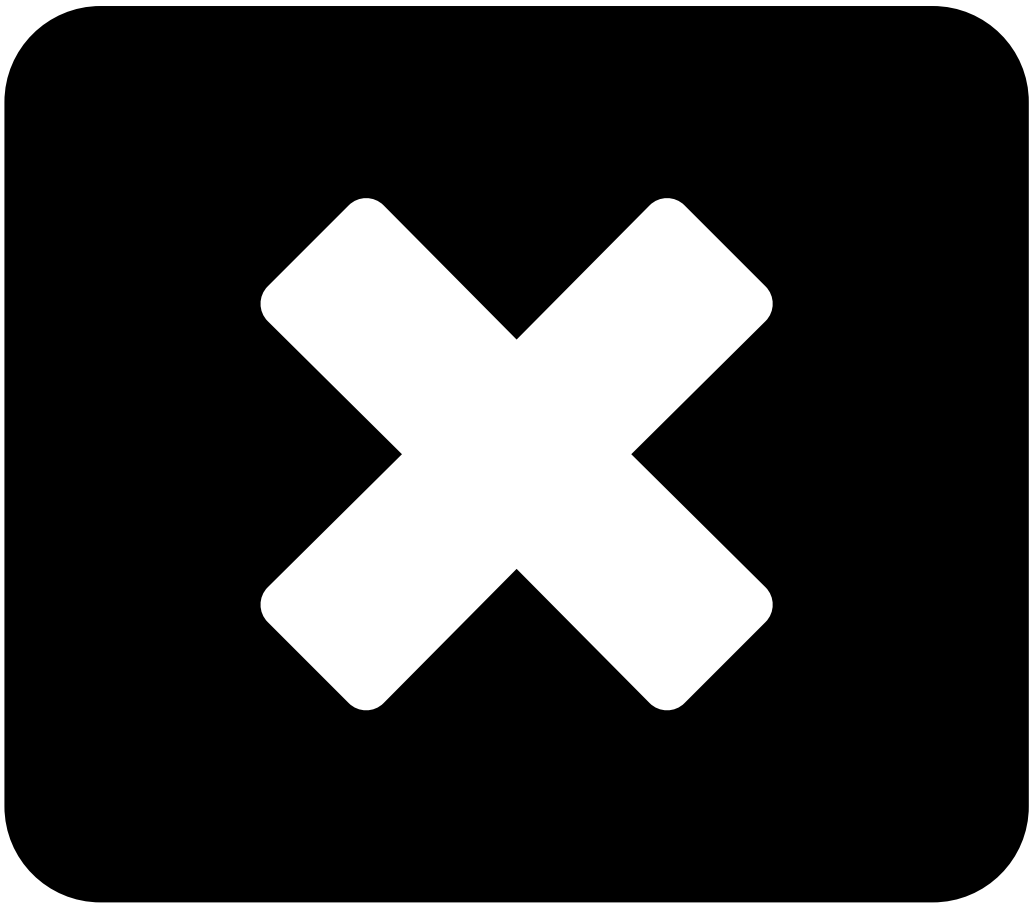
What we have realized


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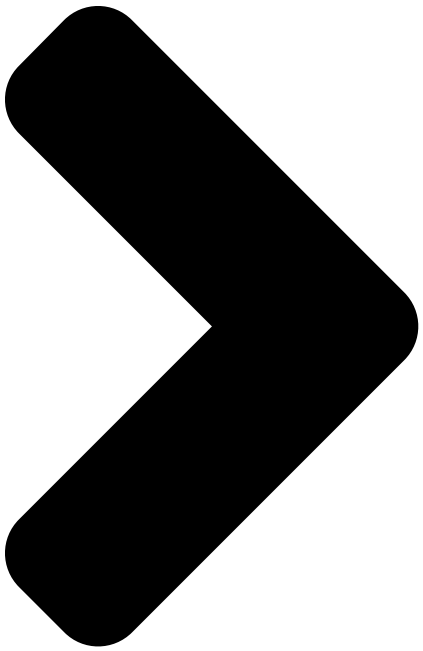


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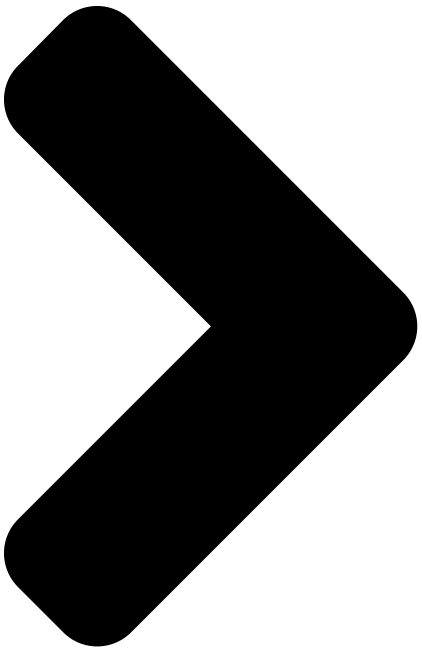


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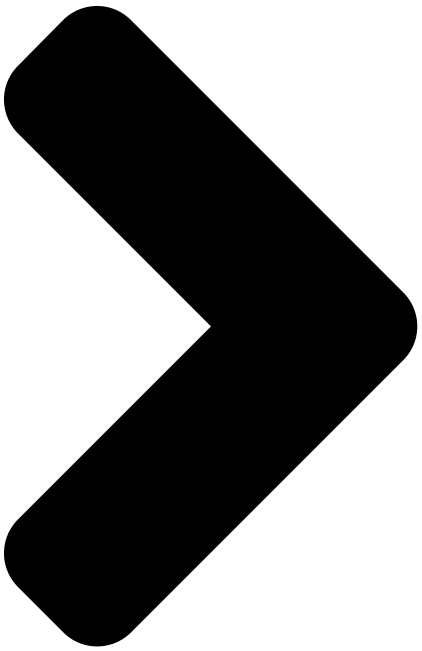


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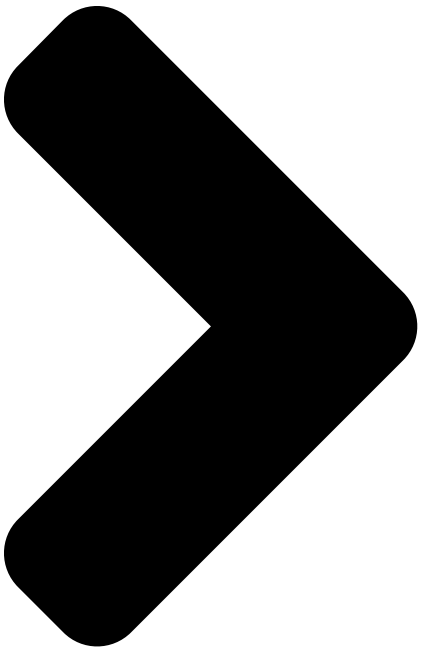
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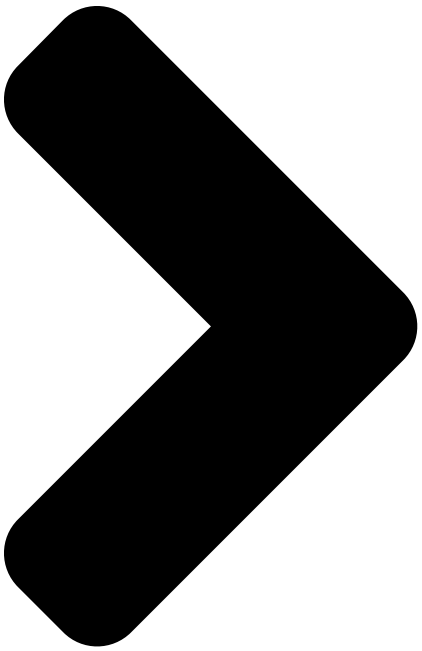
Web Design & Development



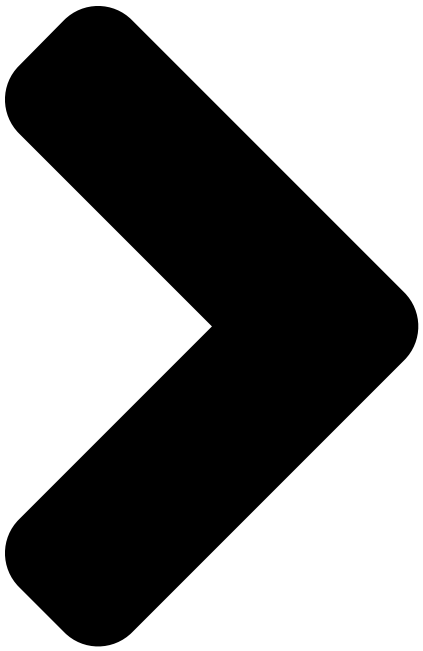
- Hosting



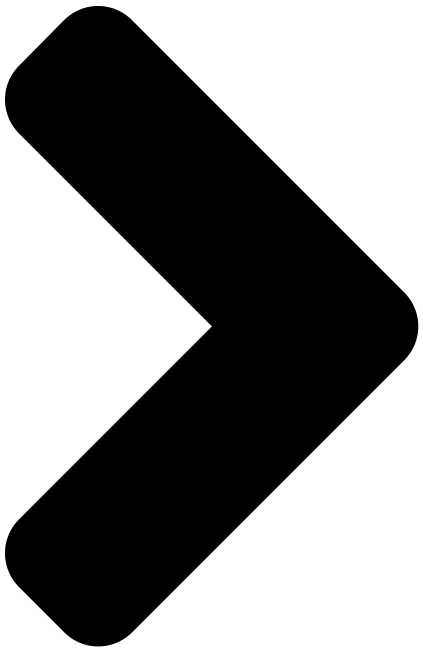
SEO/Ads/MGB/Speedup/Technical



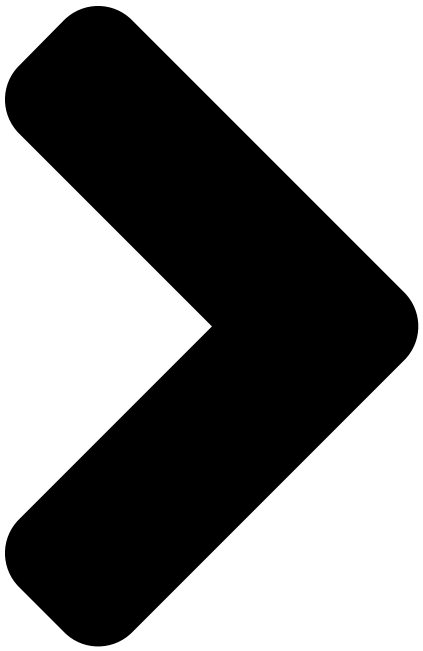
App Design & Development



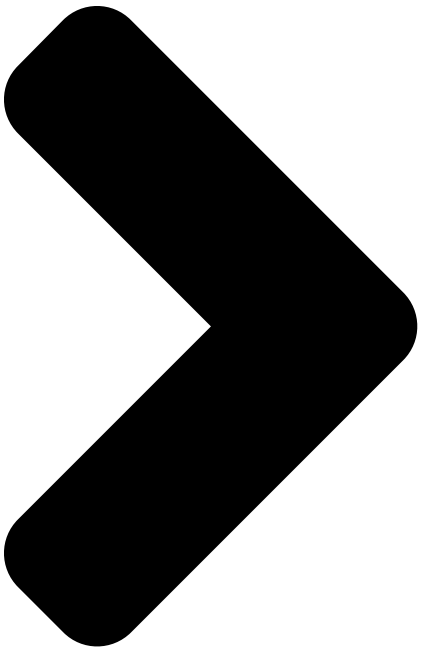
AI Agents



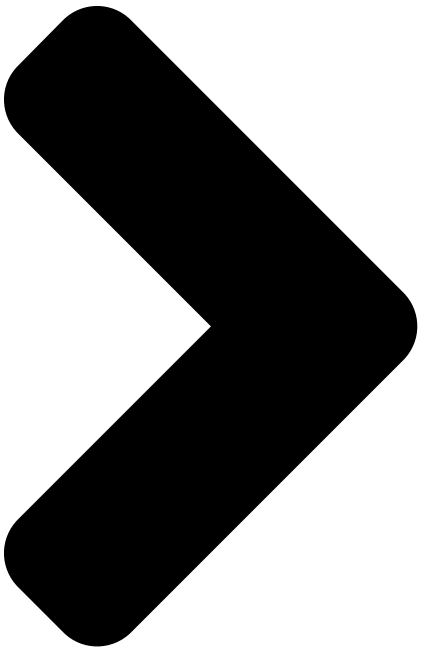
e-Commerce



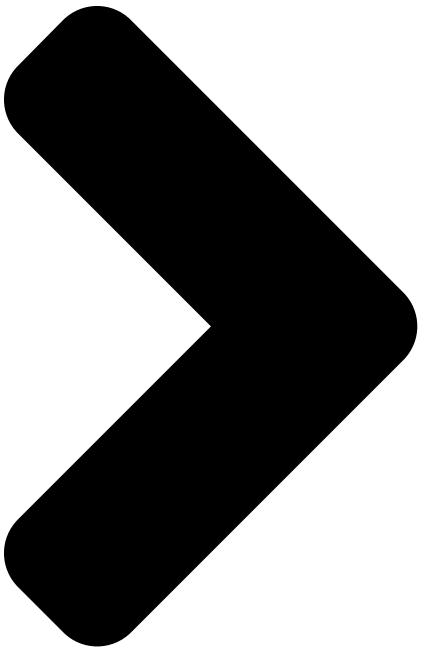
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

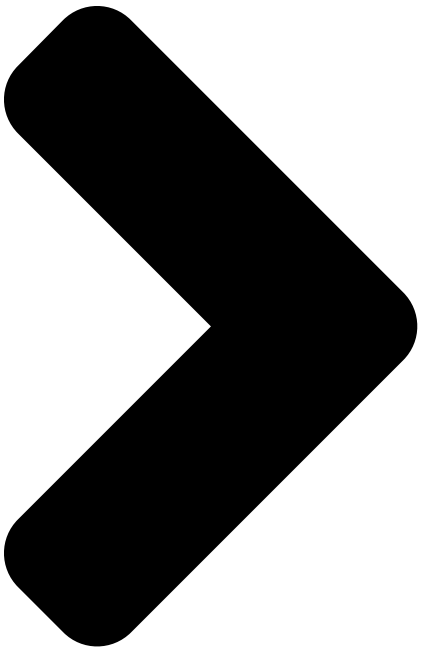
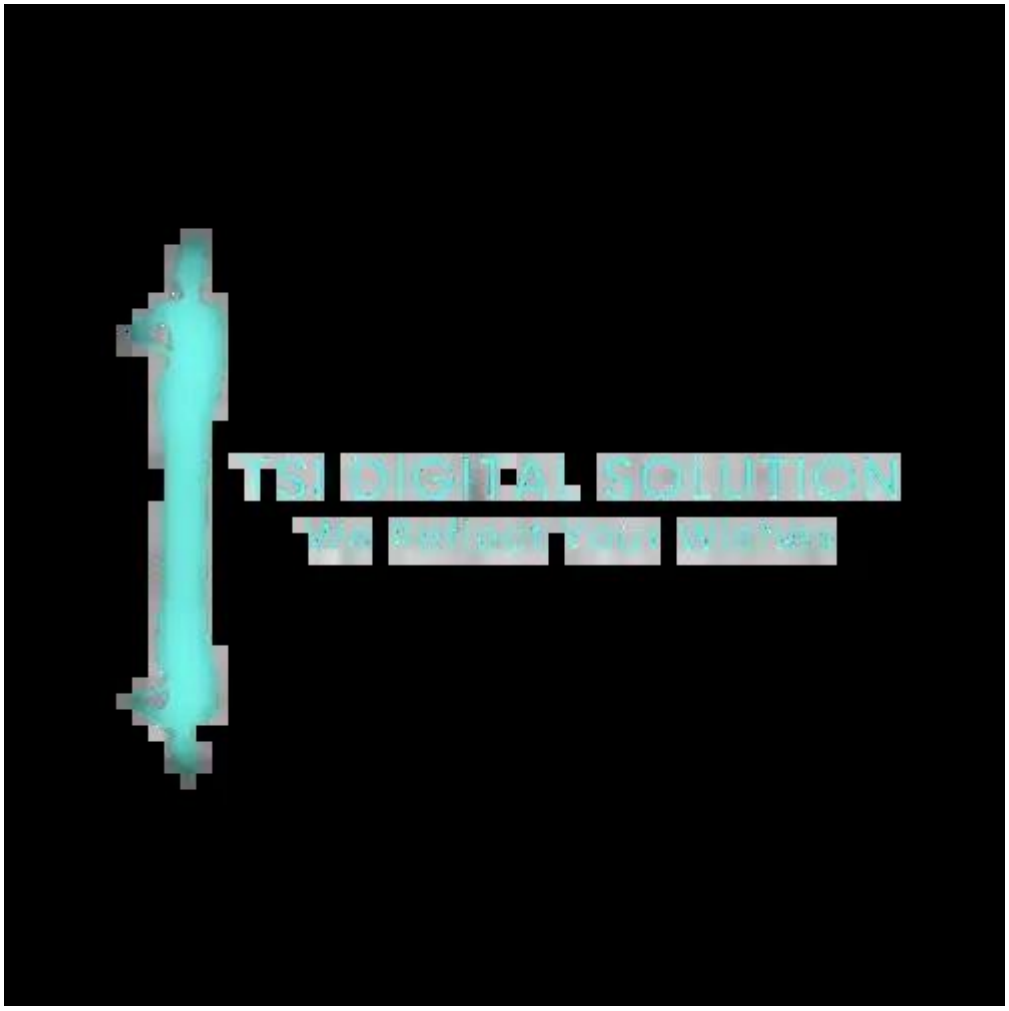
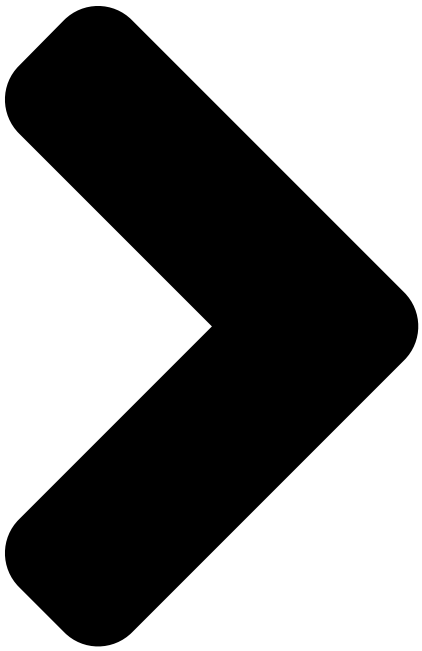


Photo- & Videography

Calculate the price online yourself

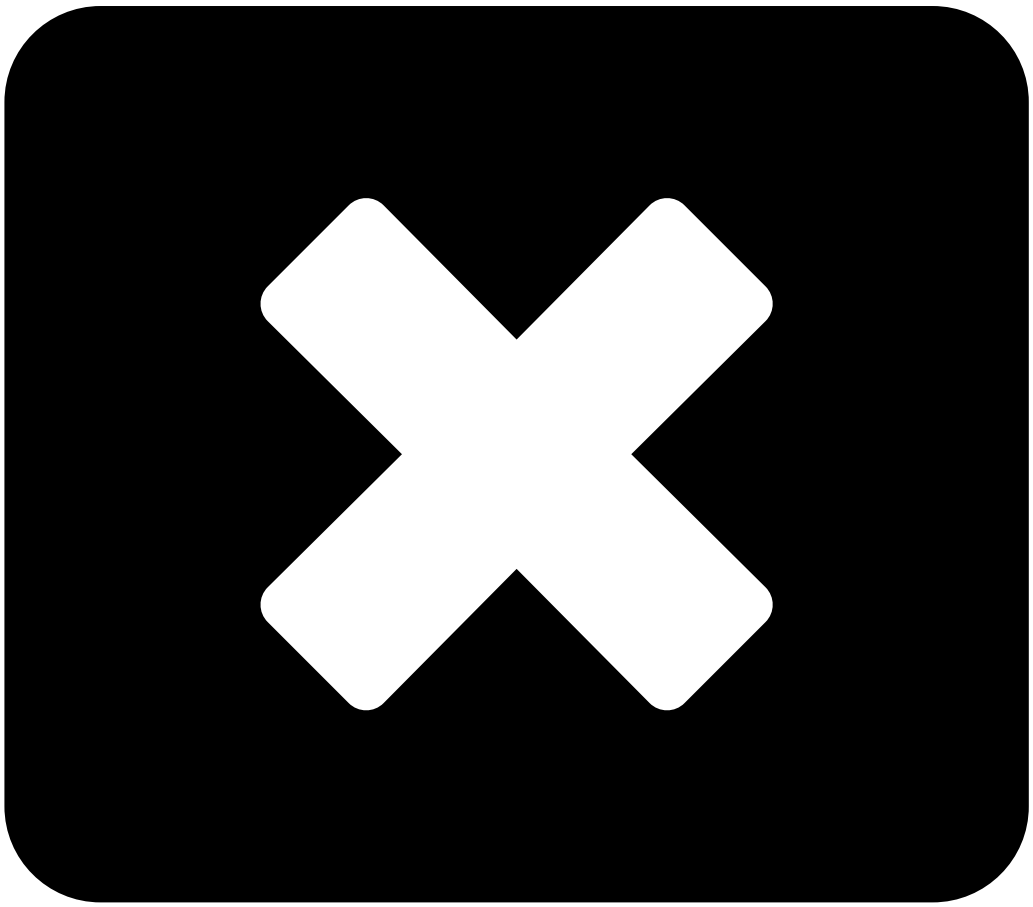
The way we work


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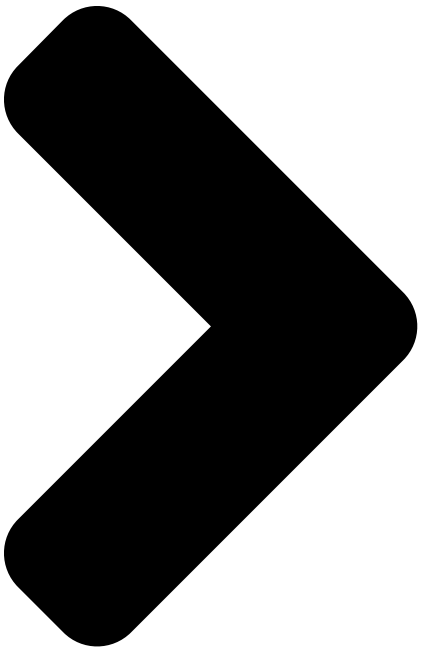


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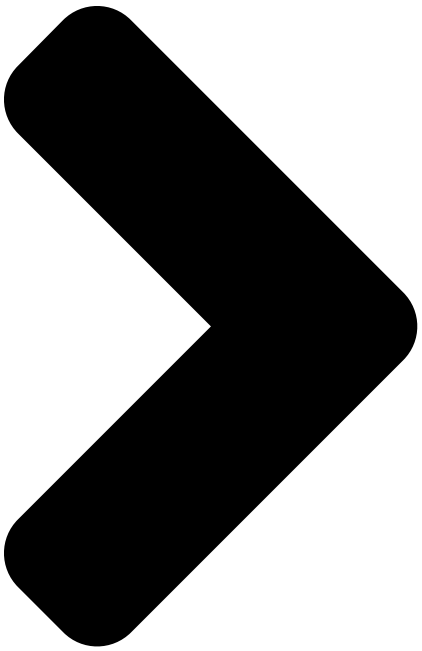
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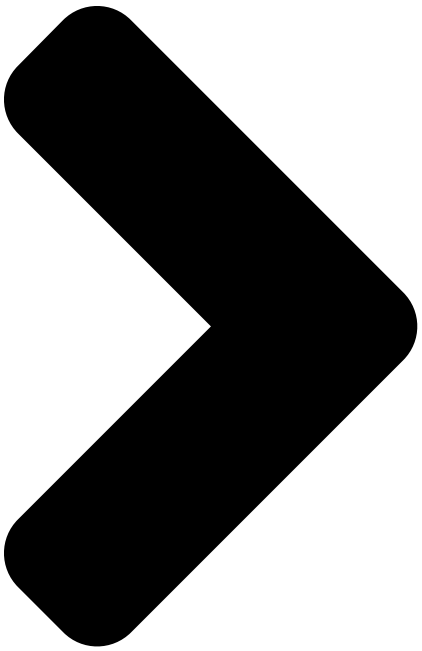
Realized projects

Calculate an estimate of your project costs directly online

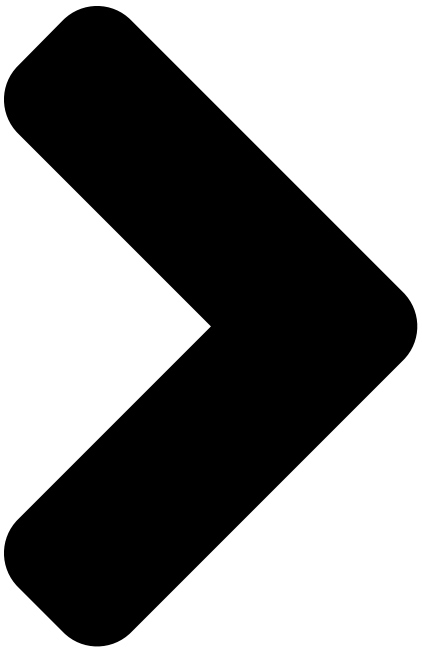
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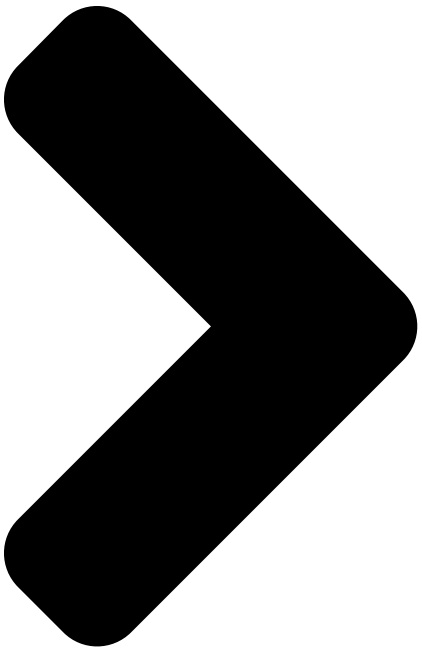
- Cost calculation for my website



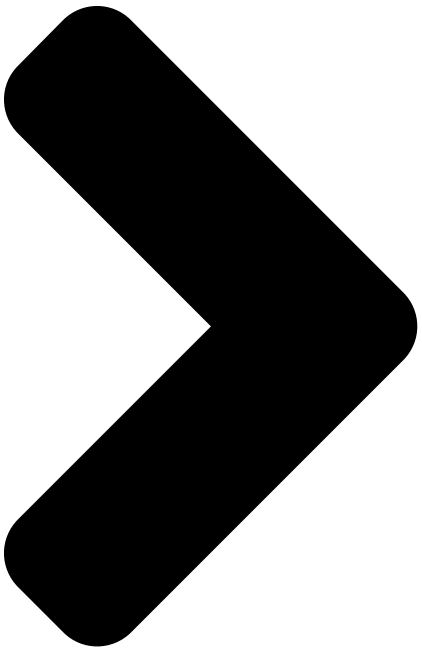
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



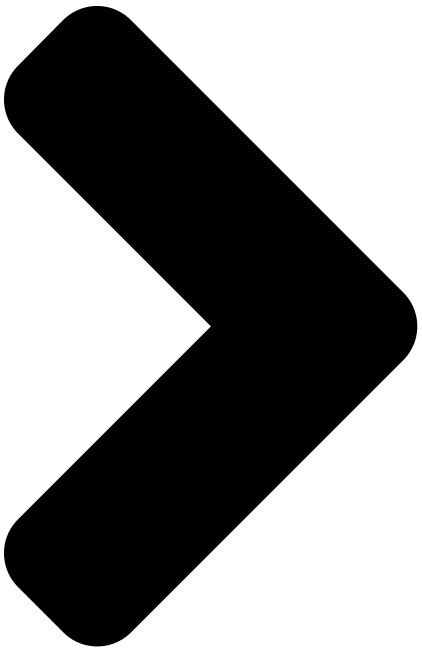
Contact us for a personal App



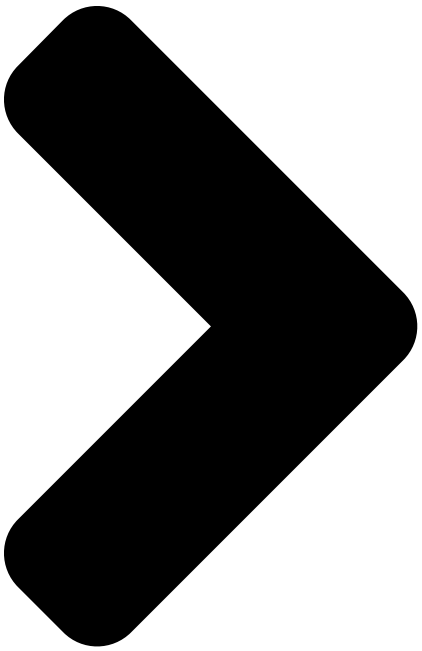
- Contact us for your AI Agent



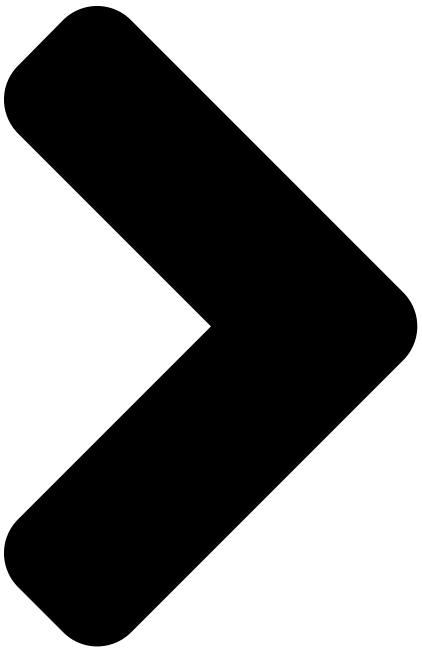
Cost calculation for an e-commerce shop



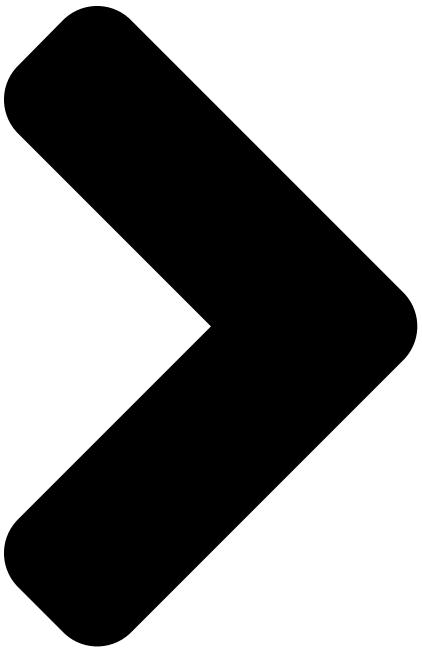
- Contact us for branding



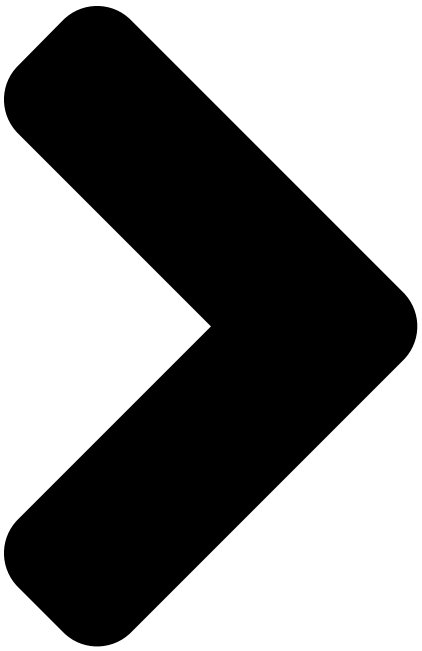
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



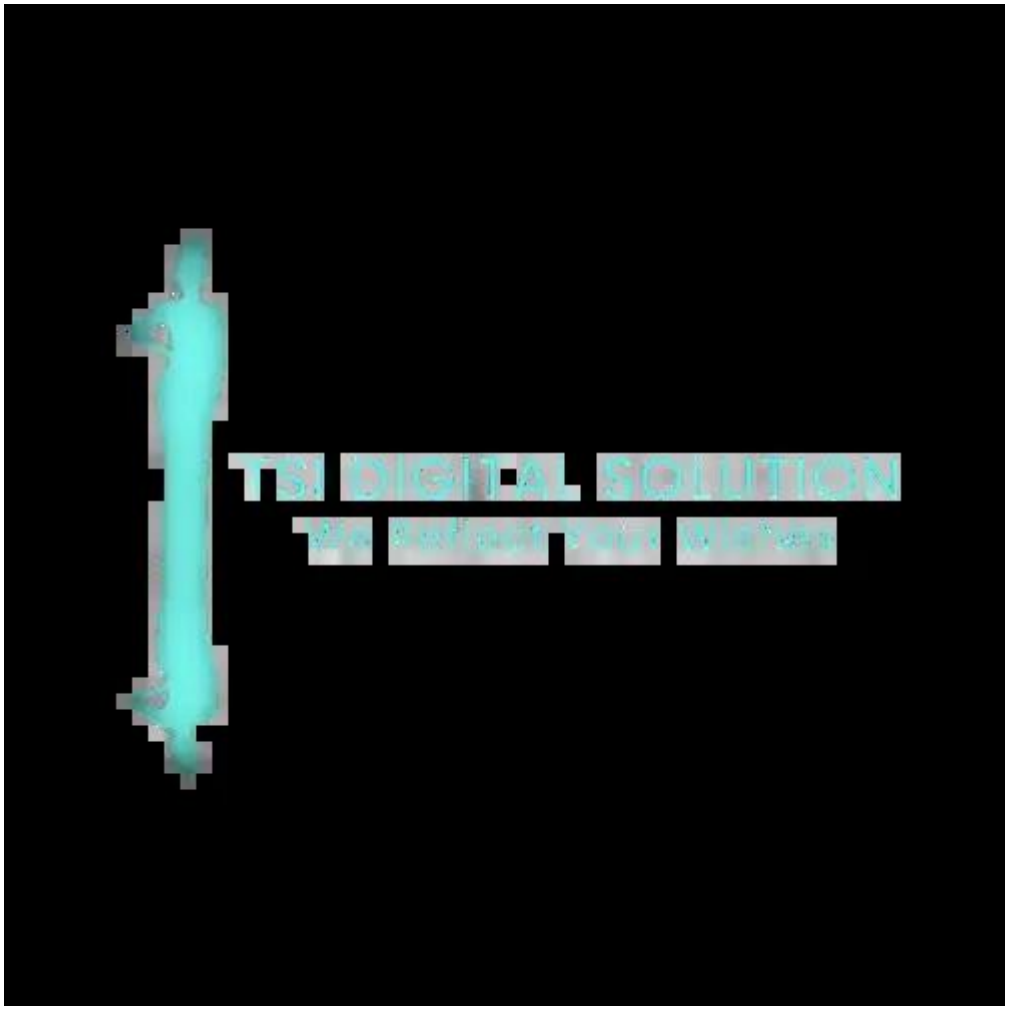
Cost calculation for Copywriting & Translations

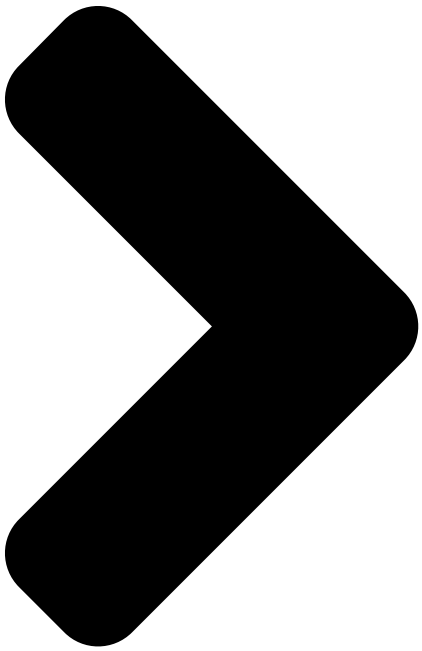


Cost calculation for Photo- & Videography

Get a detailled quote

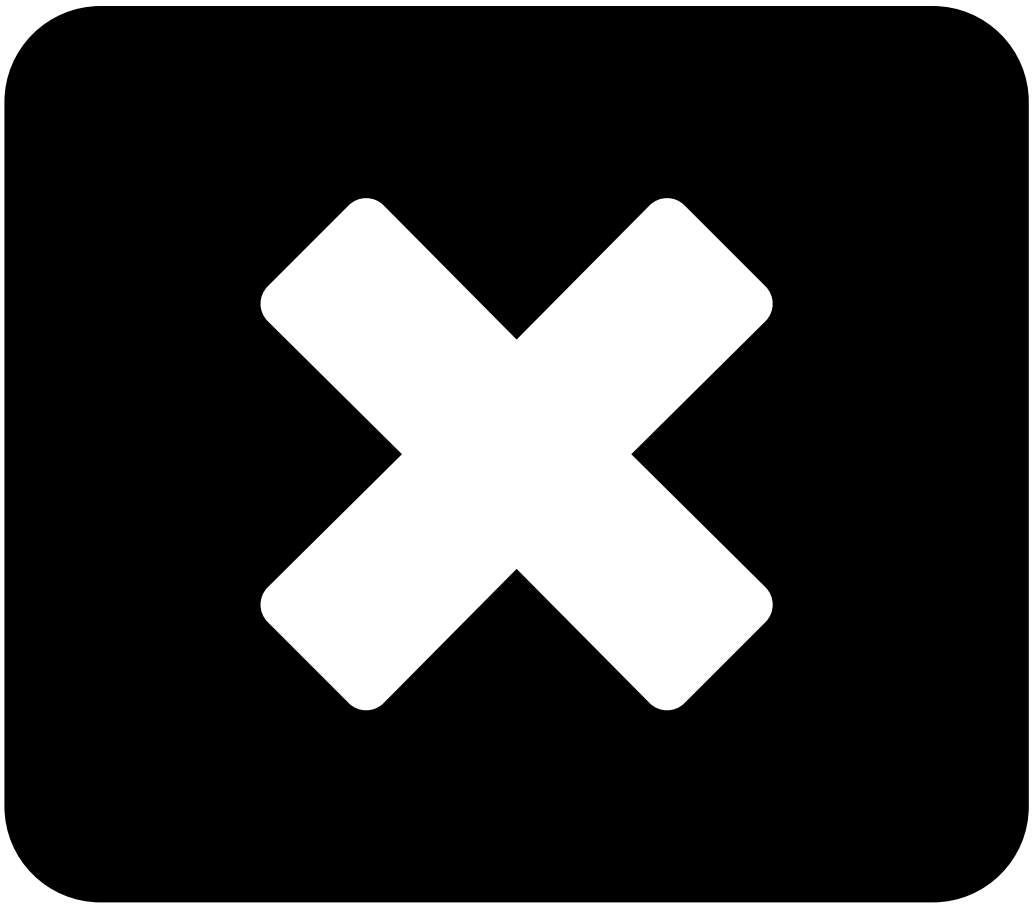
Interesting stuff to read


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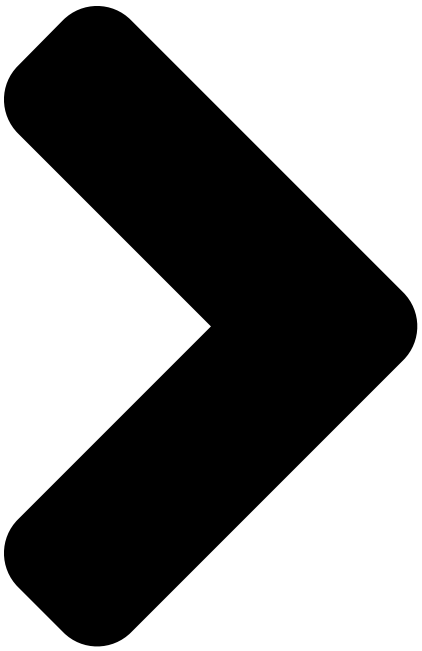


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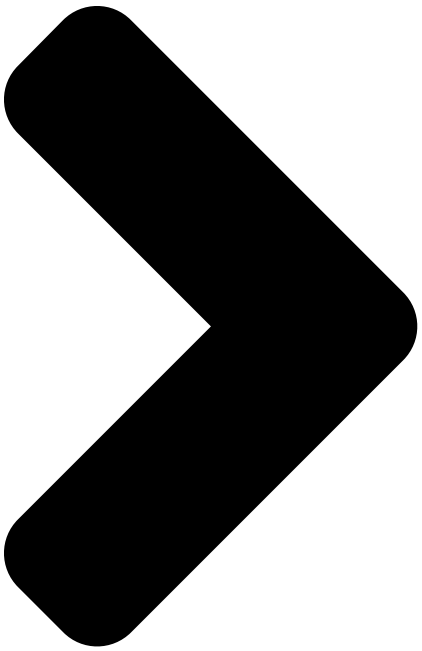
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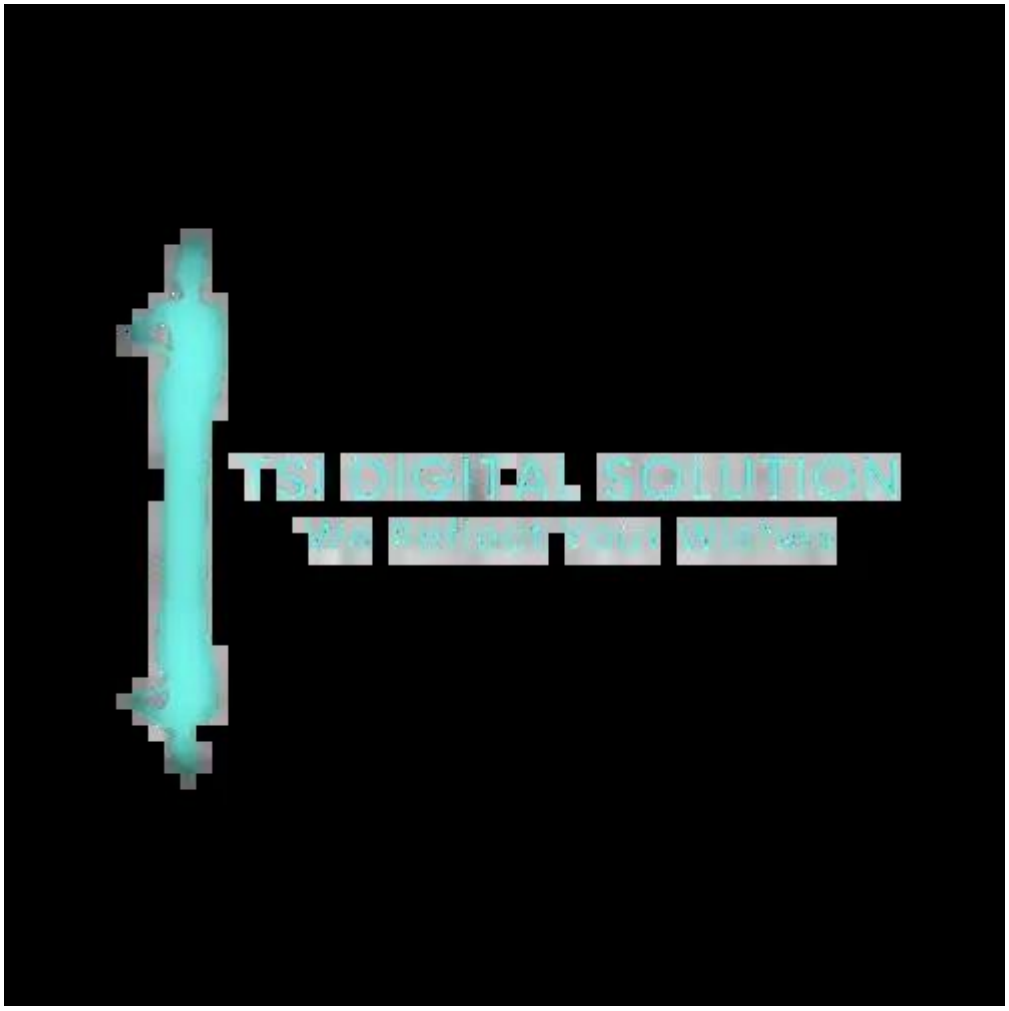
Blogs

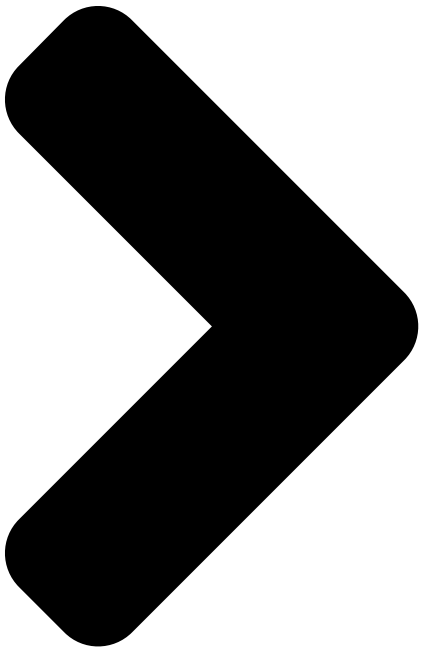


Demo

Just ask, we are here for you

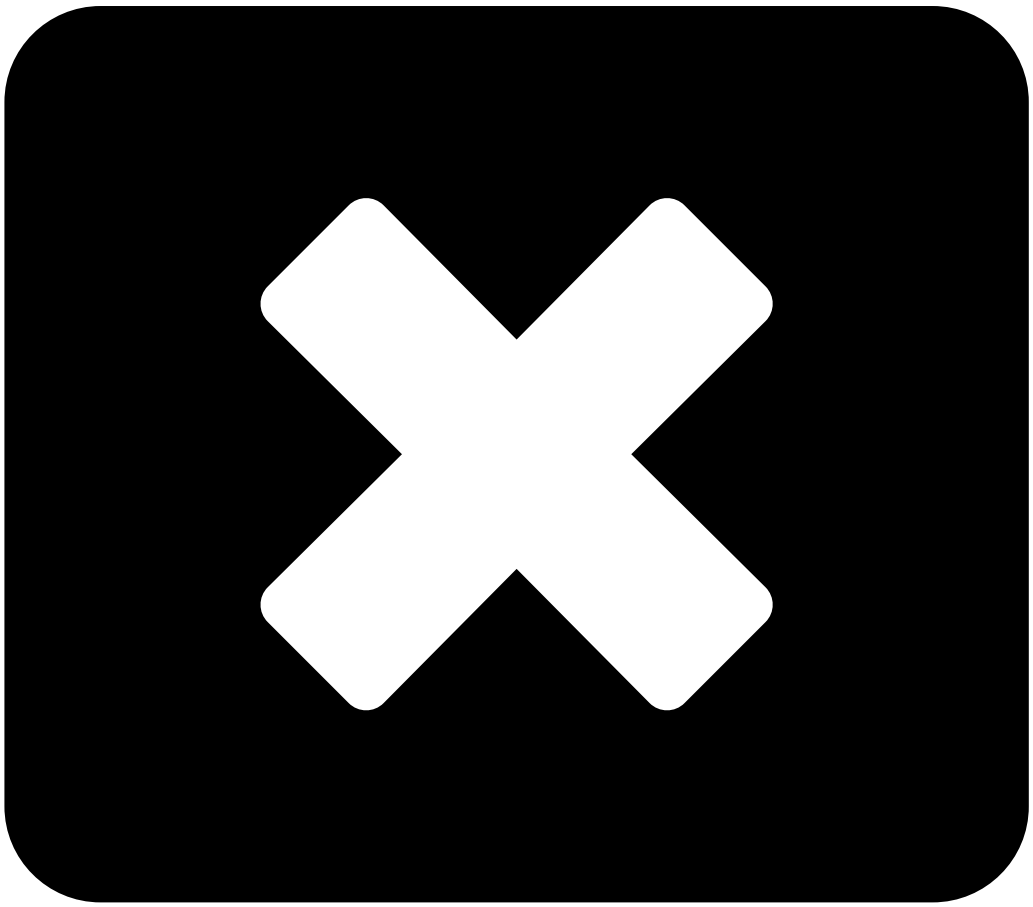
Who we are


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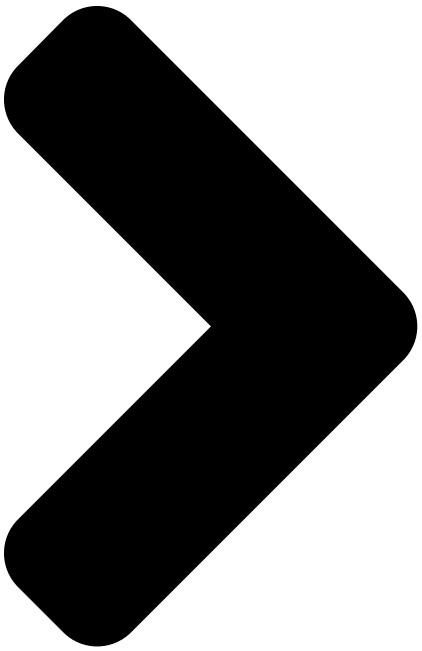


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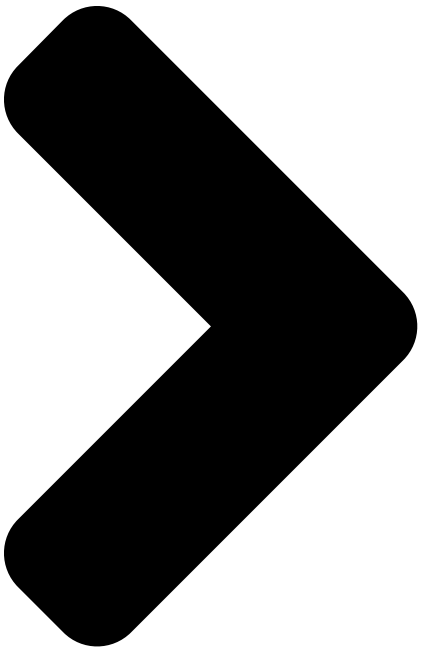


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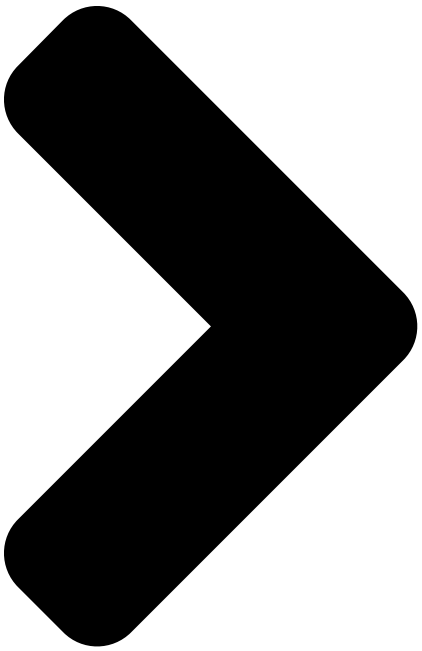
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Affiliate program

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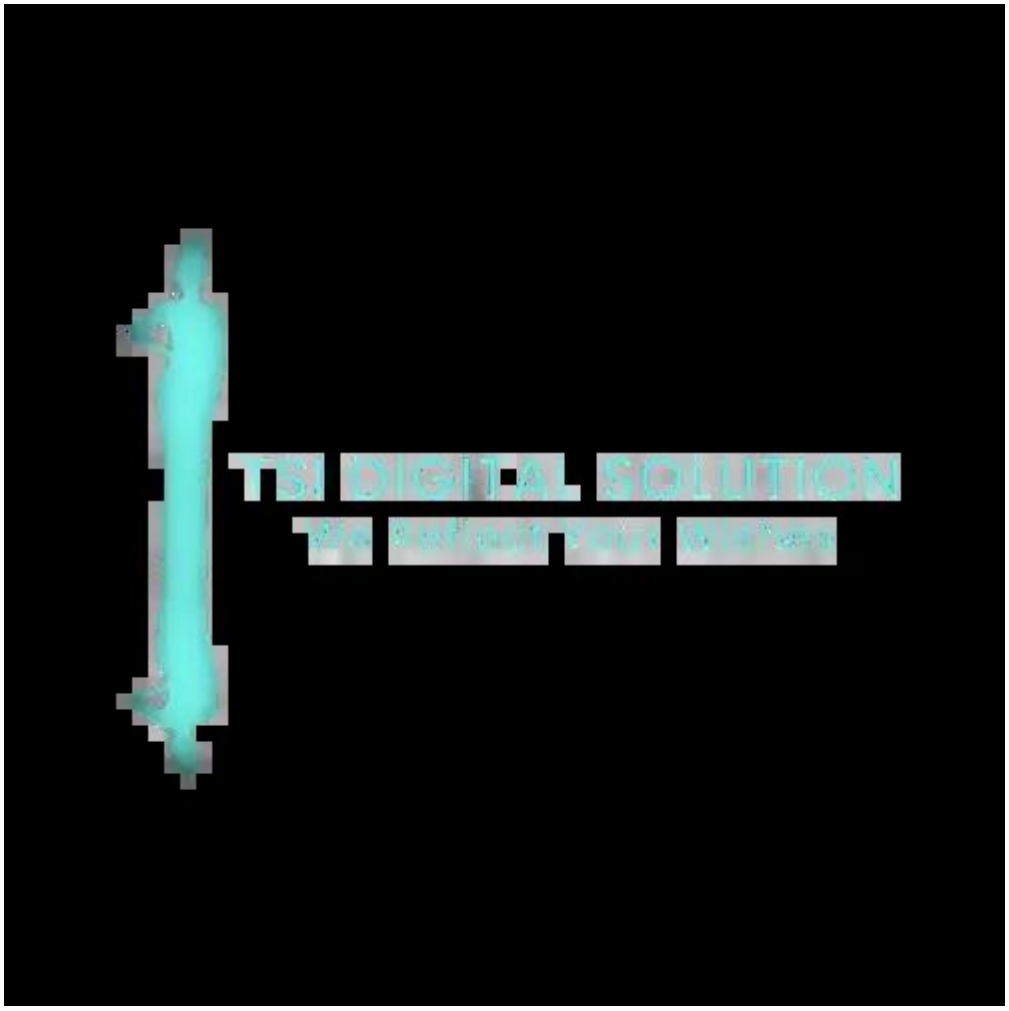
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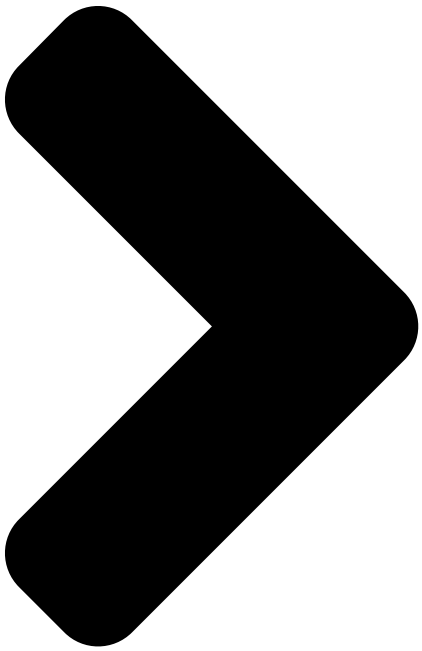


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Outsourcing Your Social Media Management: It Just Makes Sense

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Outsourcing Social Media Management.

Why Outsourcing to TSI Digital Solution

Social media isn’t just another checkbox on your marketing to-do list—it’s the front line of your brand’s connection with the world. In an age where a

single tweet can make or break your reputation, managing your social media properly is crucial. But let’s face it, keeping up with social media trends, engaging with followers, and crafting killer content takes time and expertise that many businesses just don’t have. That’s where outsourcing social media management comes in.

Why Even Bother Outsourcing?

It’s easy to think you can manage your social media in-house. After all, how hard can it be to post a few updates and reply to comments, right? Well, there’s a bit more to it than that.

Why It Matters:

- **Expertise Matters**: Social media platforms change constantly—what works today might flop tomorrow. A professional social media manager lives and breathes these changes. They know the algorithms, trends, and tools inside out, ensuring your brand isn’t just seen but stands out.

- **Consistent Branding**: One of the biggest challenges in managing your own social media is consistency. It’s not just about posting regularly, but about maintaining a consistent voice and brand image across all platforms. A professional ensures that every post, reply, and story aligns with your brand’s identity.

- **You Focus on What You Do Best**: Your business is your baby, and you know it better than anyone. But do you really want to spend your time scheduling posts and analyzing engagement rates? By outsourcing, you free up your time to focus on the bigger picture—growing your business.

- **Stress Less About Crisis Management**: We all hope for smooth sailing, but social media can be unpredictable. A single negative comment can snowball into a PR nightmare if not handled correctly. Professionals are trained to manage these situations calmly and effectively, protecting your brand’s reputation.

- **Cost-Effective in the Long Run**: While hiring a social media manager might seem like an extra expense, think about the costs of missed opportunities, ineffective campaigns, or a tarnished brand image. The ROI of a well-managed social media presence often outweighs the initial investment.

While affordability is often cited as a reason to outsource social media management, the real value lies much deeper. Social media is more than just posting content—it’s about creating a narrative, engaging with your audience, and building a loyal community around your brand. That’s why professional

social media management is crucial.

But Isn’t It Cheaper to Do It In-House?

At first glance, it might seem more economical to handle your social media internally. But let’s break that down a bit.

the reasons:

- **Time is Money**: Your team has a lot on their plate already. Adding social media management into the mix can lead to burnout and decreased productivity in other areas. This is especially true if the person handling social media isn’t specialized in it. The learning curve and time spent on tasks outside their expertise can end up costing more in the long run.

- **Quality Over Quantity**: Sure, anyone can post a picture on Instagram. But can they craft a post that resonates with your audience, builds engagement, and drives conversions? Quality content that aligns with your overall marketing strategy requires skill, experience, and creativity—things a professional brings to the table.

- **Tools of the Trade**: Professionals have access to advanced tools for analytics, content scheduling, and social listening that can be expensive and complicated for in-house teams to manage. These tools provide insights that are crucial for optimizing your social media strategy, ensuring you’re getting the best bang for your buck.

Many businesses attempt to manage their social media in-house, believing it to be a cost-effective solution. However, this approach often leads to hidden costs that outweigh any initial savings. This is why DIY social media management might be costing you more than you think.

Why TSI Digital Solution is Your Go-To Partner

At TSI Digital Solution, we don’t just manage your social media, we amplify your brand’s voice. Here’s why partnering with us is a no-brainer:

our reflection

- **We Get to Know You**: We take the time to understand your brand, your goals, and your audience. This personalized approach ensures that every piece of content we create resonates with your target market.

- **Multilingual Expertise**: Planning to reach a global audience? No problem. Our team speaks multiple languages, ensuring your message is clear and effective no matter where your audience is.

- **Always Adapting, Always Optimizing**: Social media isn’t static, and neither are we. We continuously monitor and tweak your campaigns to keep them fresh, relevant, and performing at their best.

- **Your Success is Our Success**: We’re not just a service provider; we’re your partners in success. We’re committed to delivering real, measurable results that help your business grow.

Outsourcing your social media management to TSI Digital Solution is not just a cost-effective decision, it’s a strategic move that positions your business for success in the digital age. By partnering with us, you gain access to a team of experts dedicated to growing your brand’s online presence, driving engagement, and achieving your business goals.

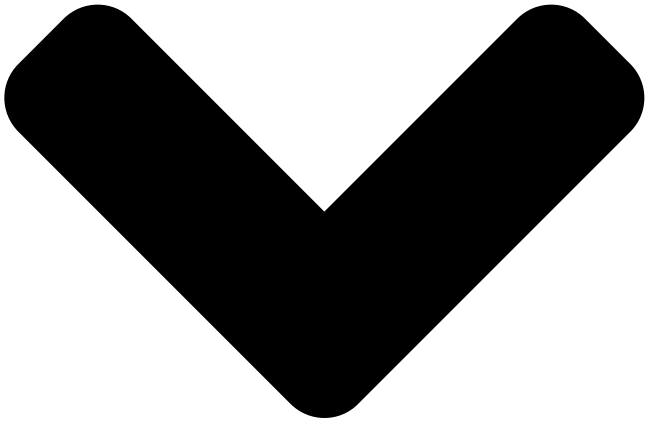
Wrapping It Up

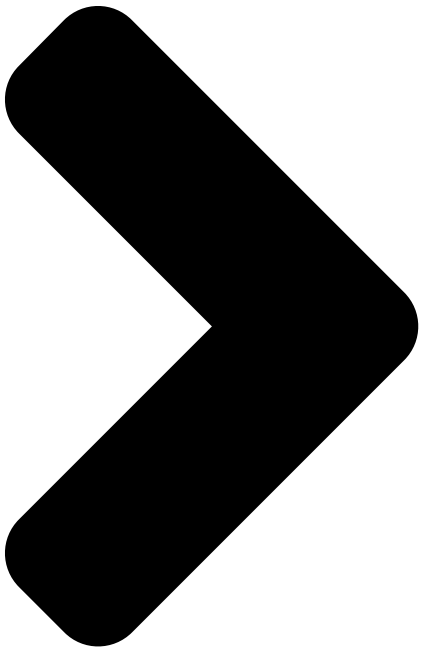
Outsourcing social media management isn’t just about freeing up your time—it’s about ensuring that your brand is in the hands of professionals who know how to make it shine. With TSI Digital Solution, you get more than just posts and tweets, you get a strategic partner dedicated to your success. By partnering with us, you gain access to a team of experts dedicated to growing your brand’s online presence, driving engagement, and achieving your business goals. So why struggle with DIY when you can have the experts on your side?

Ready to take your social media game to the next level? Let’s talk and see how we can help you achieve your digital goals.

Frequently Asked Questions (FAQ)

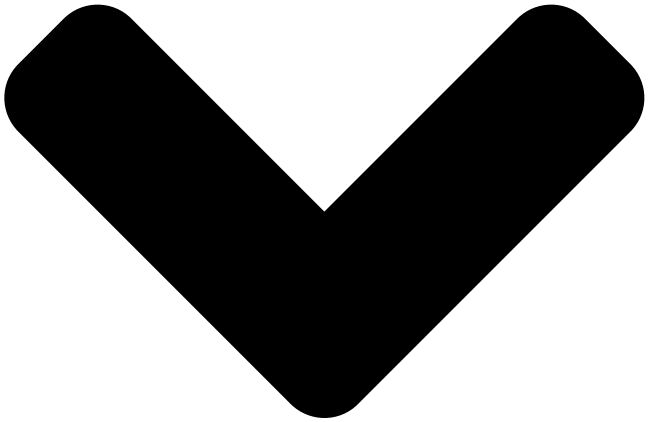
What are the main benefits of outsourcing social media management?

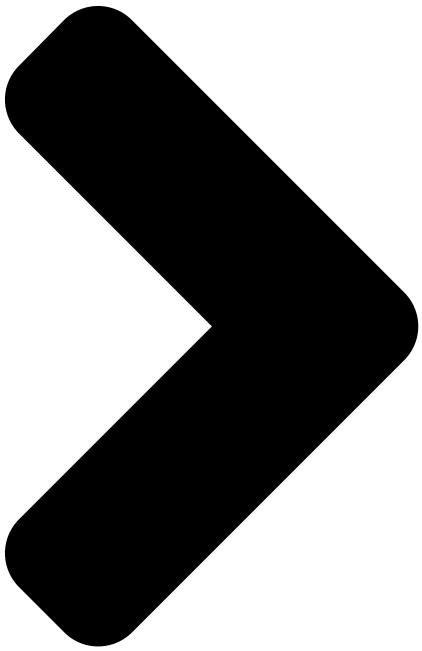




Outsourcing social media management provides key benefits: access to expertise on changing algorithms and trends, ensuring consistent branding across platforms, freeing up your time to focus on growing your business, professional crisis management to protect your reputation, and being cost-effective in the long run through better ROI.

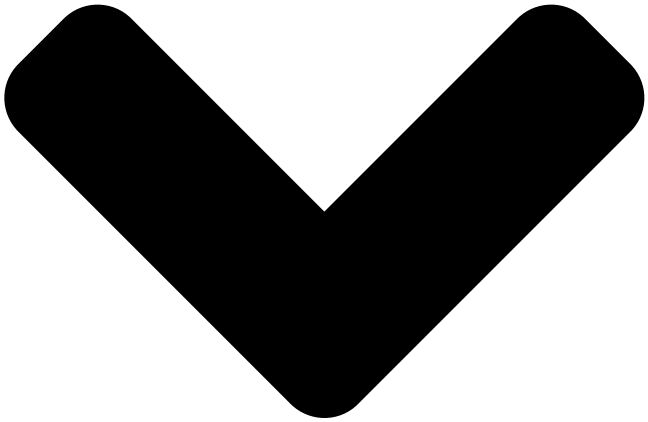
Is it cheaper to manage social media in-house instead of outsourcing?

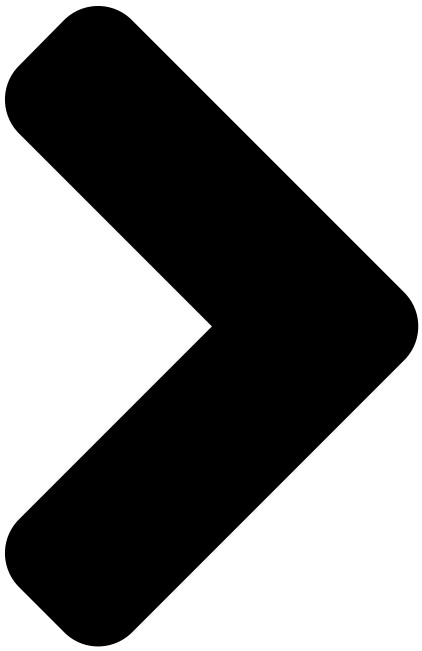




It’s often not cheaper in the long run. While it may seem economical initially, DIY management has hidden costs: it consumes valuable time that hurts productivity, often lacks the quality and strategic skill to drive engagement, and requires expensive tools for analytics and scheduling that professionals already have.

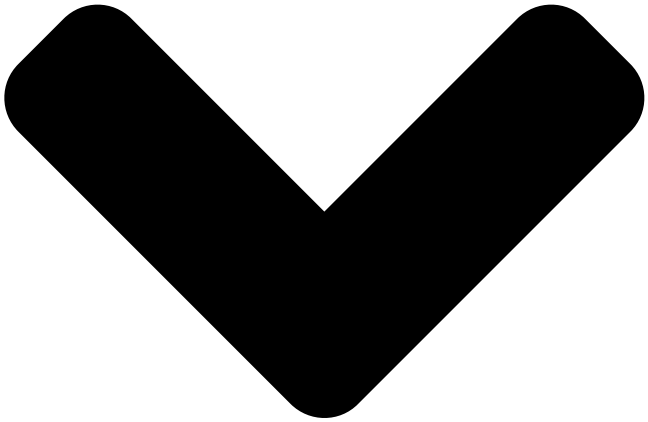
How does outsourcing social media management reduce stress for my business?

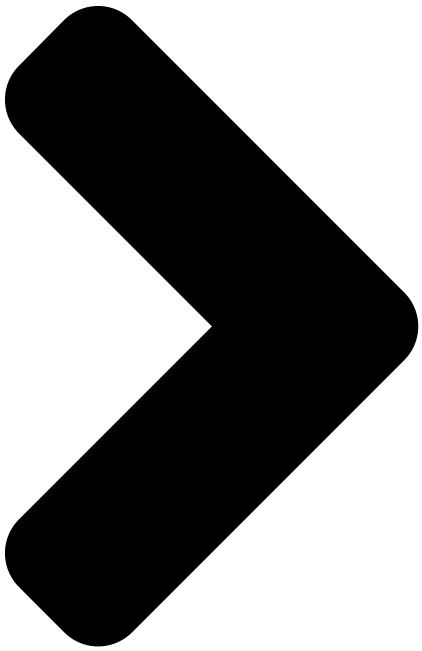




Outsourcing helps you stress less about crisis management. Professionals are trained to handle negative comments or PR issues calmly and effectively, preventing small issues from snowballing into a reputation nightmare, which protects your brand.

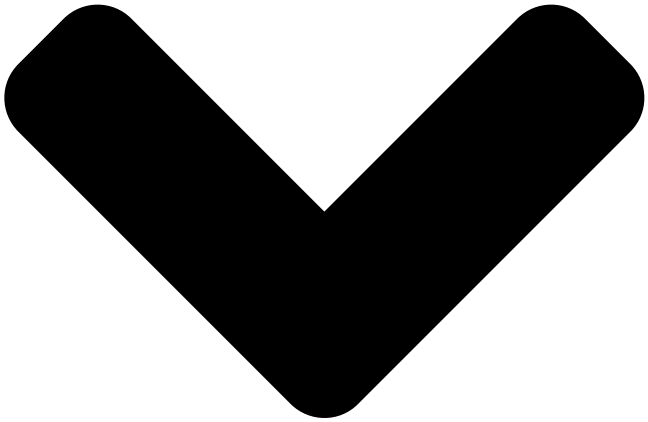
What makes TSI Digital Solution different as a social media management partner?

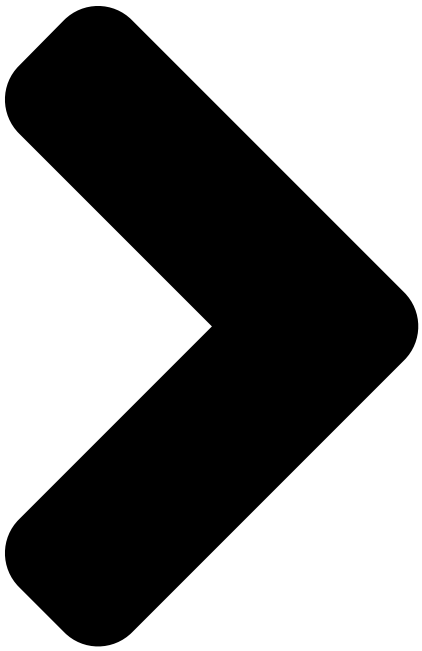




TSI Digital Solution offers a personalized approach by getting to know your brand and audience. They provide multilingual expertise for global reach, continuously adapt and optimize campaigns, and act as a committed partner where your success is their success, focusing on measurable results.

Why is professional expertise important for social media management?





Social media platforms change constantly. A professional manager lives and breathes these changes, understands the algorithms and trends inside out, and uses this expertise to ensure your brand not only is seen but stands out with quality, strategic content.

Outsourcing social media management provides key benefits: access to expertise on changing algorithms and trends, ensuring consistent branding across platforms, freeing up your time to focus on growing your business, professional crisis management to protect your reputation, and being cost-effective in the long run through better ROI.

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Reach Out to Us

Ready to Take Your Social Media Game to the Next Level?

Stop struggling with DIY management and partner with experts dedicated to your success. Let’s talk and see how TSI Digital Solution can help you achieve your digital goals.

Contact TSI Digital Solution today.

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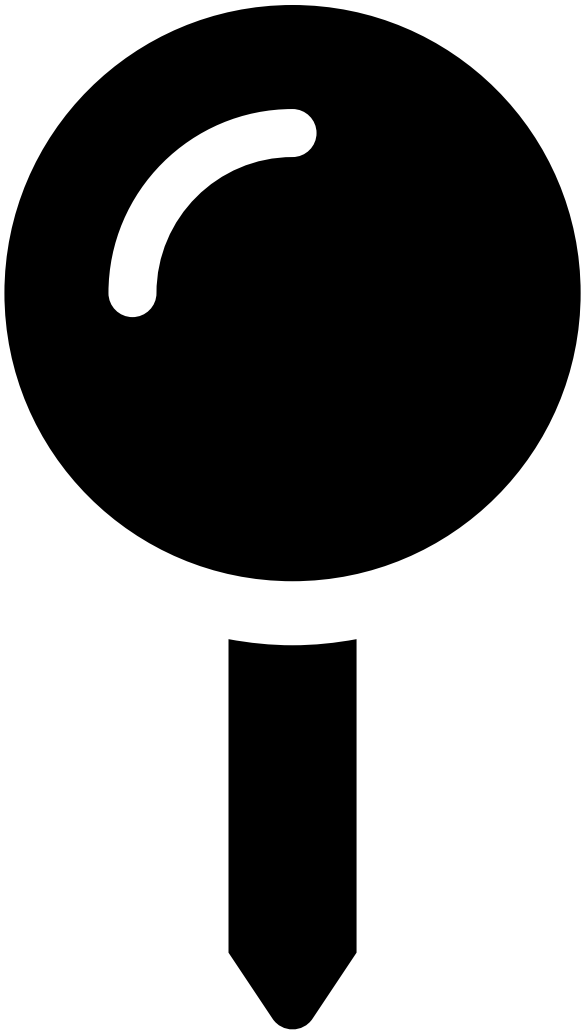
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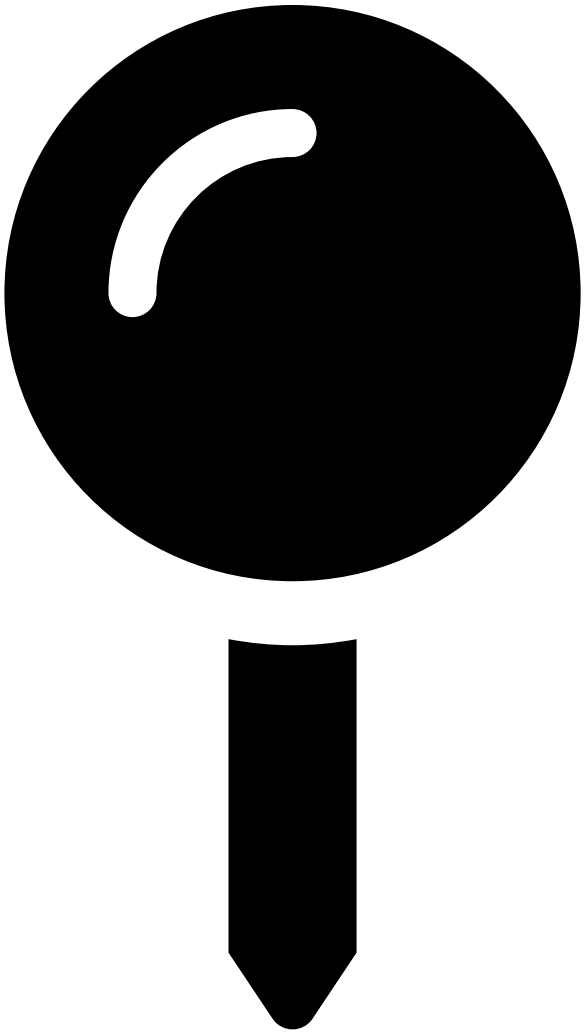
We Reflect Your Wishes

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TSI Digital Solution
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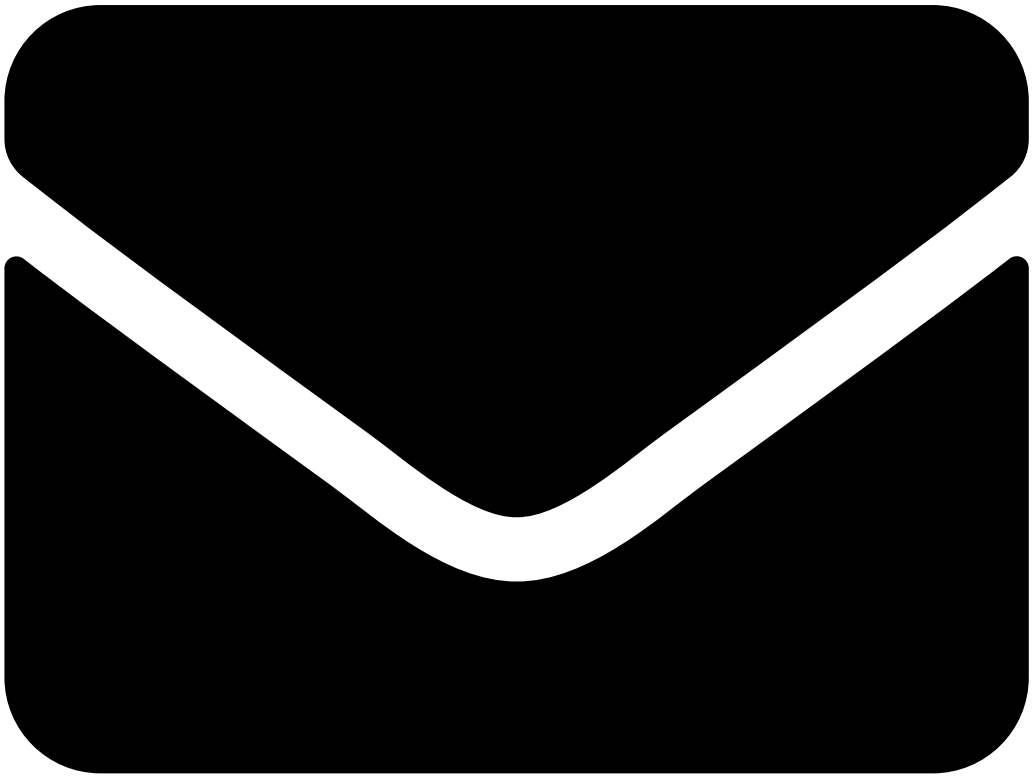


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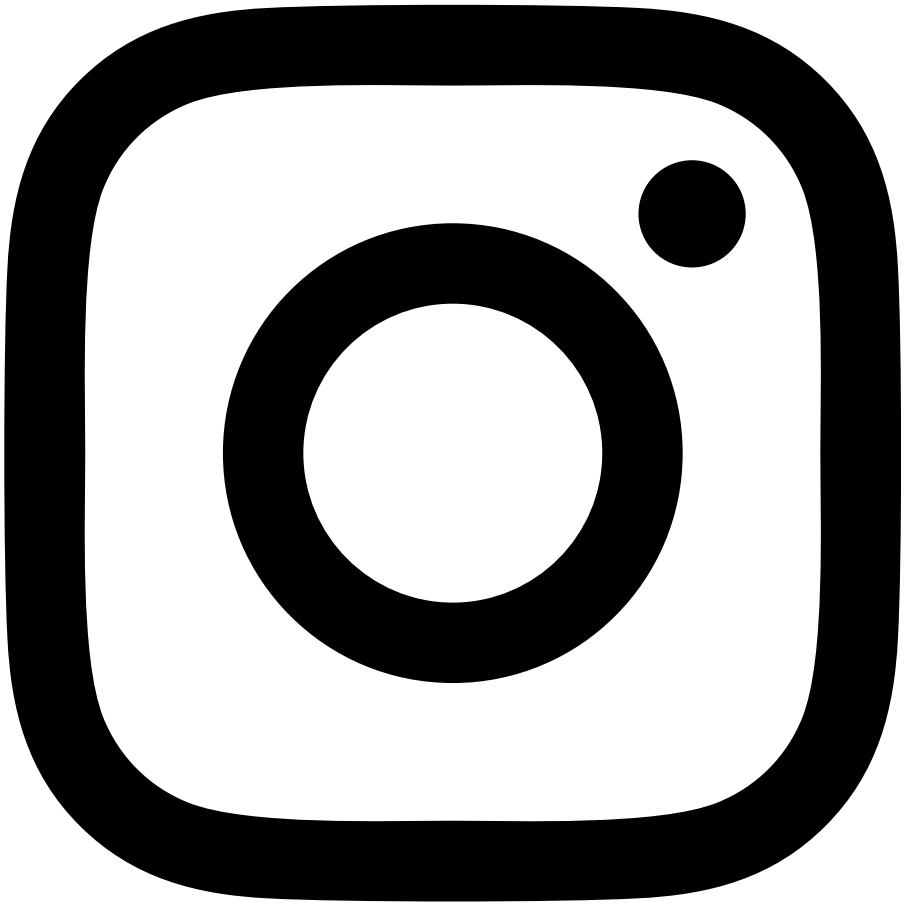
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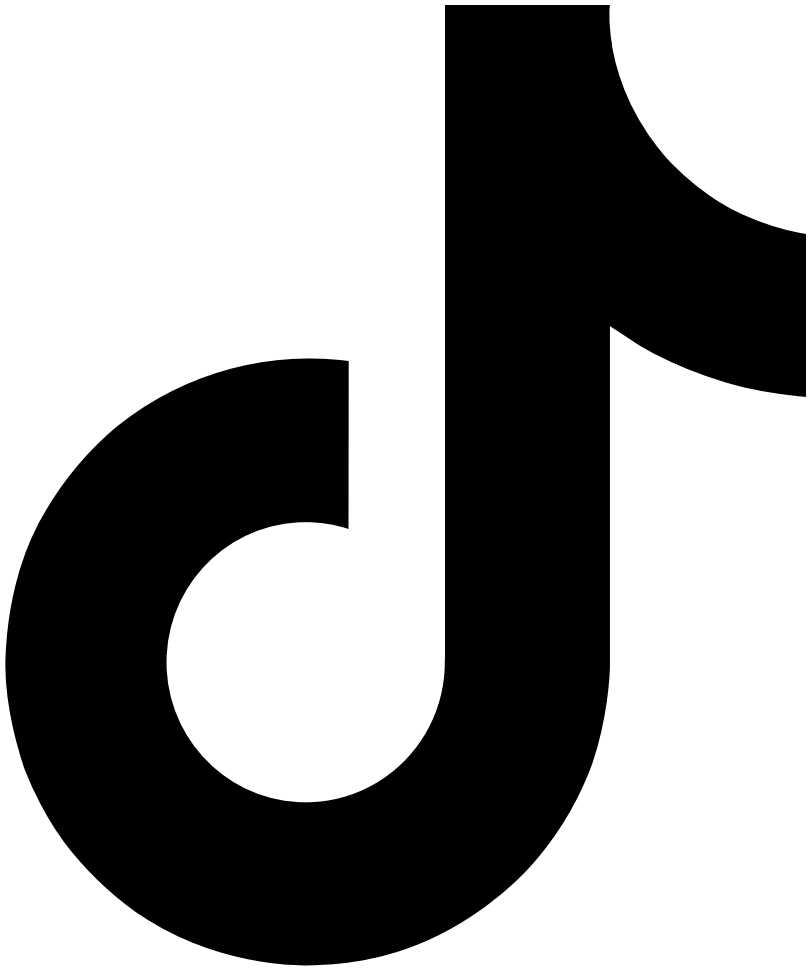
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