

SME · SOCIAL MEDIA · FRAMEWORK OVERVIEW

The Jump Digital Social Revenue System™

How we build social media systems that convert attention into enquiries – not just followers.

THE JUMP DIGITAL SOCIAL REVENUE SYSTEM™

01	Audience Intelligence Mapping™ We identify where your ideal customers actually spend time online – and what content earns their attention. Platform selection is a strategic decision, not a default.
02	Brand Authority Framework™ A defined content positioning and messaging system that makes your brand instantly recognisable – and clearly differentiated from competitors in every post.
03	Content Performance Architecture™ Content types, formats, and posting cadences calibrated to each platform's algorithm – built to grow reach and engagement, not just fill a calendar.
04	Community Conversion Protocol™ Engagement systems that turn followers into leads – DM strategies, comment frameworks, and profile optimisation that moves people from scroll to enquiry.
05	Paid Amplification Layer™ Strategic paid boosting and Meta Ads that amplify your best content to lookalike audiences – multiplying organic investment with precision targeting.
06	Social Revenue Attribution™ Monthly reporting that connects social activity to website traffic, leads, and revenue. Social media treated as a measurable revenue channel, not a brand cost.

SIGNS THIS IS AN ISSUE FOR YOUR BUSINESS

- Follower count is growing but enquiries are not – reach without conversion architecture is vanity, not revenue.
- Posting is inconsistent – bursts of content followed by silence, which trains the algorithm to deprioritise your account.
- Content looks like every other business in your category – no differentiated positioning, no reason to follow or engage.

- You have no idea how much revenue your social media investment is generating.

Social Media Is a Revenue Channel — When Treated Like One

The businesses building real revenue from social are not the ones with the most followers. They are the ones with the clearest positioning, the most consistent systems, and the infrastructure to convert attention into enquiries. That is a buildable advantage.

FIND OUT WHAT YOUR SOCIAL PRESENCE SHOULD BE GENERATING

Book a social media strategy session. We will assess your current presence and show you the revenue opportunity you are leaving on the table. jumpdigital.com.au/contact

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