



## **DIGITAL MARKETING CAPABILITIES**

# WHO WE ARE



## TEAM

Experts in digital marketing, advertising and content creation



## EXPERIENCE

10 years managing digital strategies



## SCALE

Hundred of thousands of social data points

**Security:** Safeguarding clients' reputations online through advanced social media monitoring techniques.

**Brand development:** Reaching new audiences and building brand loyalty with existing ones through content production and community management.

**Analytics:** Using data to continually optimize social media strategies.



Build an active and engaged target audience base



Take strategic actions on online feedback, complaints and questions



Save time and energy by outsourcing digital media management



Keep unacceptable content out of your social media feeds



# COMMUNITY MANAGEMENT

## How can I ensure my social media channels are in the right hands?

### YOU ARE LOOKING FOR

- An experienced team to manage your social channels
- Seasoned pros who know how to adopt your brand voice
- Audience builders
- Veterans in crisis and reputation management
- An agency with proven workflows, procedures and tools

### OUR TRACK RECORD

- Ten years in social media, decades in web
- From tourism to energy, pharma to farming, we have learned the lingo
- Audiences built from the ground up for numerous clients
- Floods, screaming, death and other assorted mayhem - we've seen it all
- As media folks, we know how to run a content factory



# SOCIAL MEDIA ANALYTICS

## How can I use data to create smart social media strategies?

### YOU ARE LOOKING TO

- Determine if your online marketing is having the impact it should
- Build a robust audience
- Enhance reach, frequency and engagement
- Reduce wasted effort and spend
- Fine tune your content marketing
- Identify high-performing content and channels
- Protect your brand and reputation
- Measure success

### ACTUAL CLIENT RESULTS

- Increased web traffic by double-digit percentages for multiple successive years
- Cut ad budget by 25 per cent, simultaneously increasing reach, frequency and engagement
- Positioned client in prime positions on Google for keywords and phrases
- Quantified and optimized online revenue from a previously disconnected e-commerce system
- Revamped content to be audience-centric, dramatically increasing consumption
- Managed major tourist destination through an extended crisis

# WE'RE PROUD TO WORK WITH CLIENTS LIKE:



## AND MANY MORE!

# WHAT WE DO



## Digital strategy

Personalized, data-driven strategies created for your unique organization and target audience.



## Search engine optimization

From SEO audits to strategy and website tuning, we'll get you back on Google's radar - in a good way.



## Content marketing

We'll tell your stories with passion and enthusiasm and always from a person's point of view.



## Brand monitoring

We'll make sure your online presence stays true to your brand, even during a crisis.



## Community management

We have extensive experience in representing organizations in the daily turbulence of social media.



## Influencer identification

Boost your outreach efforts by collaborating with industry influencers.



## Blogging

Leave the editorial calendars and writing to us; we'll ensure your blog is always fresh, entertaining and informative.



## Reporting and analysis

Discover what's working, what's not and what needs to be done to correct course on a monthly basis.



## Advertising

A good mix of paid, owned, earned and social media advertising is the best way to convert audiences.



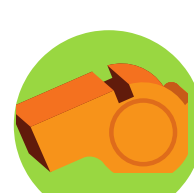
## Audits and health checks

Is your digital strategy making progress? Our audits and Quarterly Health Checks will keep your strategy on track.



## Website copywriting

A quick website audit can root out any issues and let you decide if your site needs a redesign, a rewrite or a rebuild.



## Training and coaching

Our team of digital media experts is ready to educate, inform and amuse your audience.

# OUR TOOLS:



**sprout**social



Google Analytics

