

# DIGITAL MEDIA MARKETING SERVICES



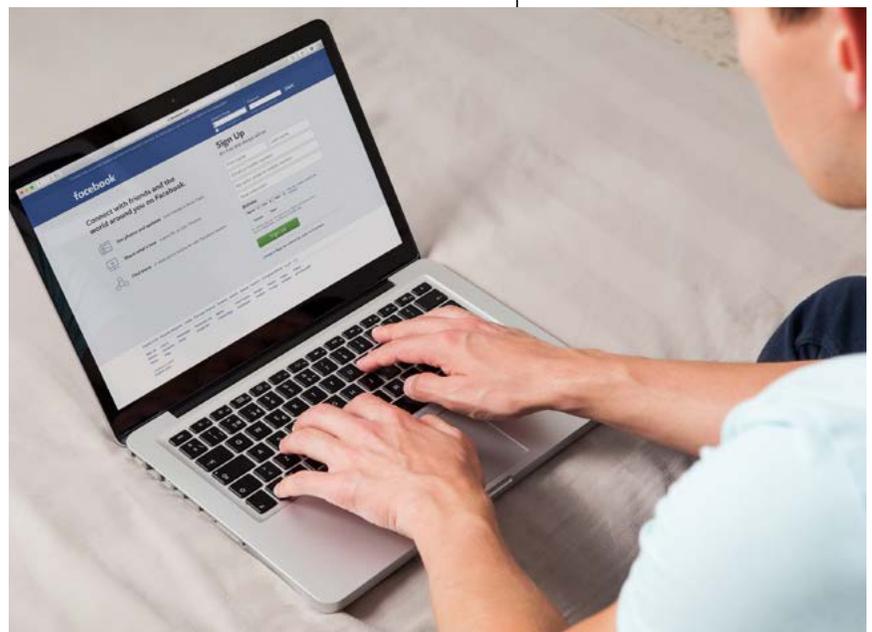
## Social Media Campaign Management

Social media is an excellent form of communication for your brand to interact with current and potential customers in a personal, insightful and helpful way. We will enable your organization to harness the power of social media during your digital campaign, and gain brand advocates who can help propel your company goals, as well as to work as a customer service channel. How can this be accomplished? Campaign Content. The creation of content that is unique to your marketing objective is critical to “win” the social media audience. Much like conversing at a party, you create a conversation with a new acquaintance and find similar interests and hobbies to learn more and relate to one another. This is a human interaction that can be reproduced through the development of engaging content. We provide campaign solutions to develop and deliver value-added content for your organization. At the beginning of each campaign, our Creative Services Team can provide campaign content including images, copy, hashtag recommendations and web links. This will be scheduled within a campaign that matches your business objectives. To take our creative services to the next level alongside campaign creation, we will monitor and maintain the campaign to measure key performance indicators, while optimizing your campaign for the best results.

## Social Media Advertising

Social media advertising is a key element in any digital marketing campaign. It is critical for companies and brands to participate in some form of advertising within platforms such as Facebook, Instagram, Pinterest, Twitter and Google+ to reach their relevant audiences. When posting on a social media platform, brands are competing with fans’ newsfeeds that include other brands, as well as a best friend’s new baby, a co-worker’s crossfit success and their neighbor’s new puppy. In order to break through the noise to gain a strong and loyal social media following, companies of all sizes need to participate in social media advertising.

We will provide strategic insight to help grow your social media audience, promote your product, gain message awareness and ensure your offer is claimed. Social media advertising is extremely agile and can be updated by the hour and can be budgeted by the day or campaign, allowing flexibility based on results and conversions. Our team will assess your goals and objectives and execute your social media campaign based upon the needs of your target audience. We will provide you with weekly ad monitoring, ad creative and monthly reporting.



**We offer many digital media services to fulfill your marketing needs.**

