



DIGITAL BUSINESS TRAINING + STRATEGY



Agency Overview

“...changing before
our very eyes...”

- TY DOWNING



FORMED IN 2008 by emerging thought leaders in the digital social media space, SayItSocial is a full service digital agency, offering Digital PR, Analytics Monitoring, Social Media Marketing and Digital Creative. At our core, we are a globally recognized leader of digital business strategy and training solutions, contributing to the betterment of small to enterprise global companies, and several Fortune 100-5000 organizations.

“After creating and successfully running an Internet marketing company in 2004, I saw the need to embrace Social Media early on. Consumer behaviors were changing before our very eyes, as they are today. So we immersed ourselves into understanding these new social and digital technologies to better train our clients on how to leverage Social Media for their Business, thus SayItSocial was created.” - Ty Downing, CEO

THE SAYITSOCIAL DIFFERENCE: As a boutique agency, we are able to approach our services and offerings in a customized and metrics & research based process - our tailor-made offerings are the catalyst to our success. We thrive on creating innovative new training programs, effective social business strategy maps, and cutting-edge social media marketing solutions.

OUR MISSION: To strengthen our client’s business & financial objectives through developing and implementing a powerful social business strategy for their brand.

OUR APPROACH SIS 360° :

SayItSocial's 360° Model® is representative of our holistic and universal approach to social business. Offering Social Business Strategy, Training Programs, Digital PR Services, Monitoring & Research, Social Media Marketing & Creative Design –our 360° model® aligns our deliverables in an inclusive, metrics-driven process. Whether you utilize all of our services, or just one, we advance your organization's social media goals in a customized offering.

OUR PROPRIETARY APPROACH has gained the recognition of a multitude of Fortune 100-5000 companies and we will continue to advocate this approach as the digital world continues to evolve.



“ SayItSocial delivered a tailor made, effective social media training...their knowledge is advanced. ”

- Rob Wander - Marketing Director
Springer Science & Technology

“ I can't say enough about their ability to inspire people and promote ideas. ”

- Victoria Harres VP, Audience Development @ PR Newswire

OUR CLIENTS



SOCIAL MEDIA STRATEGY:



WE DEFINE SOCIAL BUSINESS STRATEGY as the deep integration of social media and social methodologies into an organization, with the purpose of driving business impact. A successful strategy aligns tactical business goals (with the blending of traditional media) and enables execution of that strategy.

We execute our proven proprietary methodology of reaching business and financial objectives through social media—**“T+T=T” – TALK + TRUST = TRANSACTION** as the foundation of a social business strategy.

We Approach Social Business Strategy in a 6 Step Process:



We define social media ROI objectives by analyzing the following:



SOCIAL MEDIA TRAINING:



SAYITSOCIAL TRAINS BUSINESSES to immerse themselves in the digital and social space, to better connect and measure the value of their digital strategies, social networks and communities. We do this by consulting and training companies to build powerful networks and directly engage your brand with your respective markets. We help organizations to engage quickly with all constituencies and constantly measure the value and growth of your social network to tap into the emerging social revolution and make course corrections rapidly to keep your efforts on a successful growth pattern.

We Approach Training in a 5 Step Process:



ON-SITE: (also virtual training)

Tactic rich workshops can cover a wide range of topics in the Social Business sphere, whether you are overseeing your company's community managers, or developing a Crisis Management Plan. Our company employs the top trainers in the digital marketing industry who have immersed themselves in studying and analyzing social strategies, tools, campaigns and patterns. We continue to collaborate with international enterprises to train their leaders on the proper approach for developing, implementing and cultivating successful Social Business.



{On-site Training in Dordrecht, NL}

ELEARNING:

Our customized eLearning modules cover a variety of Digital Marketing initiatives in easy-to-understand, engaging and visually stimulating courses. These courses can include any number of requested graphic and interactive elements –designed around Sheetz's business needs - including animation, video, document downloads and graded interactive quizzes.

Effectiveness is measured through elements of the training course itself and with our comprehensive follow up process. Courses can include graded and non-graded quizzes, interactive games and we enlist post-test evaluations. To ensure information stays fresh, we schedule bi-monthly virtual follow up meetings to refresh any content and go over any questions.

DIGITAL PR:



SAYITSOCIAL INTEGRATES social and digital strategies with traditional Public Relations services to form a cohesive "Digital PR" offering. Times and technology have changed, and so have human behaviors, thus our agency will protect, propel and "humanize" your organization's brand.

REPUTATION AND CRISIS MANAGEMENT are crucial components to the Digital PR service. Viewed as critical and proactive factors of our client's overarching social business strategy, reputation and crisis management are processes unique to each individual client. Our methodologies of controlling, assessing and responding

to the digital conversation surrounding your brand, entails clear and concise escalation procedures and triage planning processes. Acting as your organization's digital PR command center, SayItSocial's team consists of digital strategists and professionals with combined 30+ years' experience in the online + social industry.



"SayItSocial... has been increasing our audience, driving more interest, engagement and activity."

- Kristel Wills, Manager, Social Media Concur

DIGITAL PR INCLUDES:

Reputation Management

Crisis Strategy

Crisis Management

Escalation Procedures

Triage Organization

Corporate Communications

Digital Ad Buys

Media Relations & Planning

Brand Monitoring

Documentation & Reporting

Content Creation

Operating Social Media Management Systems (SMM tools)

ANALYTICS:



DIGITAL BRAND MONITORING is a chief form of business intelligence, used to identify, predict and respond to customer behavior. Listening to online conversations about your corporation, business or brand can help determine ROI and compete in the digital market space. For our own brand monitoring and that of our clients, SayIt-Social's utilizes several leading reputable social media management (SMM) tools.

CONSULTATION: We help our clients stay relevant through weekly, monthly and/or quarterly audits of the organization's online presence and community influence. Our consultation and research provides a full ecosystem analysis by examining current data and influence. Discovering social proof (mining the web for positive mentions of the brand and build credibility around the mentions) is a function of SMM that is often overlooked but what we consider a major piece of marketing's decision-making process.



{actual screenshot of Radian6}

BRAND REPUTATION

- + What are your customers already saying about you?
- + What demographic loves you? Does it scale?

COMPETITION ANALYSIS

- + What are your competitors doing, are they stepping into your ecosystem?
- + If so, where and how do can you combat that?

SENTIMENT ANALYSIS

- + Identifying true positive or true negative posts, applying meaning and assigning value.

WHAT ELSE WILL BRAND MONITORING DO FOR YOUR BUSINESS?

- ✓ Provide predictive analysis
- ✓ Find potential influencers
- ✓ Drop in on conversations about your competitors
- ✓ Engage with your community
- ✓ Monitor potential crisis situations
- ✓ Leverage social media in determine ROI

“ If your company is looking to be on the cutting edge of technology driven viral marketing then SayItSocial is the answer.”

- Tim Jones, Senior Vice President
Engel & Völkers USA

SOCIAL MEDIA MARKETING:



AS SOCIAL COMMERCE and mobile marketing currently lead the way for innovative marketing opportunities, we are well informed of the latest applications and technologies for our clients to embed in their brand campaigns. As a metrics driven agency, SayItSocial believes social media marketing should drive brand chatter and foster engagement with consumers. Effective & appealing social communication propels consumers to buy the product – converting social media followers into customers.

We provide a full range of Social Media Marketing capabilities:

- # Social Media Channel Management
- # Social Media Paid Advertising
- # Issue & Crisis Management
- # SMM Tools, Documentation & Reporting
- # Content Creation

Paid, Owned & Earned Media are integral part of the overall social marketing strategy:

Paid.

Digital advertising SMO, SEO, Sponsored & Paid Ads.



Owned.

Channels you own –website, blog, apps.



Earned.

Earned Media – Word of mouth! Often a result of a well executed paid and owned media campaign, building credibility and "social proof."

Social Media Platforms with Paid Advertising Components*

-  Relevant Ads
- Sponsored Stories
- Retargeted Ads (AdRoll)
- Mobile advertisement
-  Promoted Accounts
- Promoted Trends
- Promoted Tweets
-  Search Ads
- Display Ads
- Mobile Ads
- (Video/Youtube Ads)



Mobile Advertising

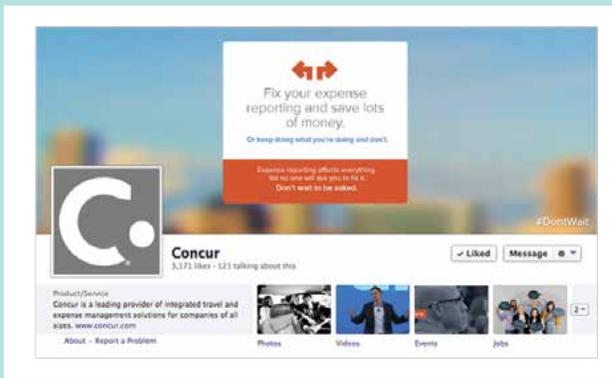
-  Page/Website promotion and Sponsored Updates
-  Promoted Pins (coming soon)
-  Promoted Photos (coming soon)
-  In stream Social Commerce

*As of October 2013

CREATIVE: INTERACTION, COLLABORATION & CONTENT



SAYITSOCIAL'S CREATIVE TEAM views branding and design as an opportunity to make a clear, positive and powerful impression of your brand. Fueled by your insight and applying the latest trends and design technologies, we create branded social media channel design for all digital platforms.



ENGAGE WITH US:



LET'S CHAT!

910.550.0982

emily.trayers@sayitsocial.com

(SVP, Business Development)



Headquarters - Wilmington, NC
1908 Eastwood Rd, Suite 323
Wilmington, NC 28403

Michigan Office - Grand Rapids, MI
250 Monroe

Satellite Offices:
San Francisco
New York