

This is where we live.
Wilmington, NC

THE SKINNY ON SAYITSOCIAL ...

Since 2008, SayItSocial has been a globally recognized leader in customized social & training programs for national and international enterprise organizations. Operating today as a full service and boutique digital agency, we consistently adapt our project methodology to fit the objectives and needs of each individual client. Time-tested approaches are no longer as relevant, as the ever-evolving technologies and consumer driven marketplace has pushed us to become better equipped to stay ahead of innovation. Reputation alone is not enough; we strive to exceed every client's expectations.

LOCATIONS:

Our HQ resides on the North Carolina coast, and we love where we live! With a second location in Portland, Maine and satellite offices in San Francisco and New York, we value the importance of face-to-face discussions and collaborations to serve our clients on both coasts.

OUR TEAM:

Surrounded by 25 years combined agency experience, our team is tenacious, seasoned, and collaborative. We thrive on discovering and implementing niche-market ideas, and offer our clients strong marketing solutions to effectively compete in the digital space.

CLIENTS



SayItSocial is proud to have worked with some of the world's leading companies, and we're equally as proud of our local business partners. The longevity of our relationships is built on trust, respect, and the impact of what we accomplish together.



WHAT OUR CLIENTS ARE SAYING



DEALERTRACK DMS

ON-SITE TRAINING & CONSULTING

"Our experience with SayItSocial was phenomenal. They took the time to get to know us as an organization and really understand our brand. They effectively supported our social media goals and initiatives. The relationship has become more like a partner not just a vendor."

Julie Anderson,
Sr. Product Marketing Manager



SPRINGER

ON-SITE TRAINING

"SayItSocial delivered a tailor made, effective social media training program ... their knowledge is advanced."

Rob Wander,
Marketing Director



CONCUR

TRAINING, STRATEGY, MARKETING & CREATIVE

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

Kristel Wills,
Social Media Manager



ST. JAMES PLANTATION

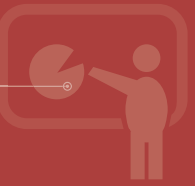
ALL DIGITAL OFFERINGS

"SayItSocial is laser-focused on increasing St. James Plantation's qualified customer traffic through a variety of digital and social platforms. They will remain a key component in our lead generation efforts and I would undoubtedly recommend SayItSocial to anyone looking to amp their digital and social marketing campaigns."

Katie Campbell,
Director Of Marketing



TRAINING



SayItSocial is the leading social & digital training agency in the US, offering customized programs and curriculum tailored to the needs and objectives of the client. Since 2008, we have recognized that social media should not be approached with a “one-size-fits-all” mentality and we invest time, resources and tools in unveiling our client’s pain points and challenges to develop a training program that will best suit their bottom line objectives.

Every training offering starts with a “Discovery Phase” – a full audit of the business’ social media objectives and guidelines including multiple facets of evaluation that leads to the development of a customized training program.

DISCOVERY PHASE



1 TRAINING NEEDS ASSESSMENT SURVEY

We survey participants to determine their pre-training understanding on the topic, as the varying levels are addressed in the curriculum.



2 INTERVIEWS WITH KEY STAKEHOLDERS

We ensure that the training will lead to the overall marketing/social objectives of the organization's short and long term goals.



3 SOCIAL MEDIA POLICY REVIEW

We examine & implement the company's corporate social media policies & governance into the training program.



4 BRANDING & STYLE GUIDELINES

We customize each training program to correspond with the company's voice and brand.



5 TRAINING PROGRAM OUTLINE

As the program begins to take shape, we submit an outline of the curriculum for client approval and make changes as needed.

Training is offered in three formats:



VIRTUAL TRAINING:

Delivered in a webex format by one of our lead trainers, our virtual training offering is ideal when travel is unavailable. We engage in tactics that provoke thinking with open-ended questions in a series of mini-activities, encouraging the participation of all students.



Dordrecht, NL

ON-SITE TRAINING:

Our trainers travel across the globe delivering tactic rich workshops that transform how social is leveraged for departments or teams of our clients. Recommended for 30 students or less, our on-site training is interactive, engaging and addresses the varying skill level of each participant.



eLEARNING:

Our customized eLearning modules are presented in an easy to understand, appealing and visually stimulating courses - including animation, video, document downloads, and interactive quizzes. Ideal for any variety of verticals and organization models, especially when training the entire company.

STRATEGY



TALK

+

TRUST

=

TRANSACTION
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SayItSocial defines Digital Strategy as the deep integration of content, campaigns and internet methodologies aligning with bottom-line business goals. We execute our proven proprietary methodology of “talk + trust = transaction” as the foundation of a Digital Strategy.



CONTENT

Content without direction is just art. We develop authentic and goal-oriented content strategies to drive value to end users and to reflect strong brand images.



CAMPAIGN

We create articulate, platform-specific, digital campaigns to drive the exponential growth of our client's all-encompassing digital footprint.



SOCIAL

Collectively, we excel in building native and engaging social strategies to compliment and optimize social media campaigns based on meaningful business objectives.



INTERNET

Our team of Search Engine, and Social Media Optimization experts crafts organic and cohesive sustained digital strategy campaigns to drive targeted traffic.

MARKETING



SayItSocial believes marketing to be the underlying driver of brand-consumer engagement on both local & global perspectives. We provide a full range of digital marketing capabilities to convert followers into brand advocates to positively impact both short and long term business objectives.



SOCIAL

Our social media team develops, executes & manages social content & campaign strategies in a unified Community Management offering. We build sustainable communities for our clients with strong and consistent brand messaging; tailored to the targeted demographic.



LOCAL

Our marketing team will launch highly targeted digital marketing based on a specific geographic area or location. Hyper-Local advertising will impact in-store buying decisions, sales and transactions.



PAID ADVERTISING

Targeted ads can expand your reach, customer base and drive new leads. Our team of paid advertising professionals will create and execute measurable campaigns on traditional search engines, social platforms.



MOBILE

In our "multi-screen" culture, mobile advertising is critical for your organization to succeed. Our digital marketing team will develop, and execute engaging mobile solutions on wearable technology, tablet and smart phone platforms.

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 in the ever-evolving digital space.



REPUTATION MANAGEMENT

Reputation Management is a process unique to each individual client, and we enlist "white hat" practices to assess, evaluate and navigate the online conversation through concise procedures and triage protocols.



MEDIA RELATIONS & OUTREACH

We maintain strong relationships with a network of credible mainstream media sources to help brands spread awareness of the organization's mission, campaigns and press releases to the right audience, at the right time.

CREATIVE



SayItSocial's creative team views branding and design as an opportunity to make a clear, positive and powerful impression of your brand. Fueled by our insight, research and applying the latest trends and design technologies, we create branded and platform-specific digital content.

AD COPY

We tailor creative Ad Copy to reflect a strong and consistent brand voice with a touch of customer-centric singularity, to speak the language of of your brand's taret audience.

DIGITAL ASSETS

Content is King, Context is Queen. We design high quality and relevant interactive content to entice consumer engagement including social applications, infographics, blogs, platform-specific digital design and photographic content.



DISCOVER



DESIGN



REFINE



DELIVER

METRICS



SayItSocial utilizes several leading social media management (SMM) tools to listen to online conversations about your corporation, business or brand to help determine ROI and compete in the digital market space. We help our clients stay relevant through weekly, monthly and quarterly audits of the organization's digital footprint and community influence.



SITE METRICS

As a metrics-driven agency, we continually monitor site analytics to gain insight into clients' website usability, SEO effectiveness and goal & conversion tracking. We collectively apply our experienced insight to fine-tune our clients' digital strategy.



SOCIAL LISTENING

We regularly audit our clients' reputation, competition and public sentiment. Our social listening process identifies influencers and advocates to leverage conversations about the company and their competitors. We regularly audit our client's reputation and monitor potential issues and crisis situations.



CONSULTATION

Constantly striving for transparency, we insist on frequent consultation sessions to provide clients with a full ecosystem analysis by examining weekly, monthly and quarterly data and influence.

LET'S TALK



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