

# Social is wired into our DNA.

*Exposure Social* was founded back in 2012 primarily as a social media marketing agency. Recognizing the ever-growing power and influence of social media, our team developed a passion for all things social, which is now deeply wired into our DNA.

# 6 Social Pillars

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## Social Strategy

A sound strategy is a directional blueprint from which to plan, prioritize, execute, and measure.



## Social Activation

We ensure your social content gains maximum traction by extending its awareness and reach.



## Social Management

We will develop your content calendar, then effectively manage that activity, as well as your live audience streams.



## Social Outreach

By choosing the right influencer, companies engage and quickly activate audiences with a credible voice.



## Social Listening

If somebody mentions your brand or talks about a topic that's important to you, you should know about it.



## Social Analytics

We will connect all necessary data sources and develop post campaign insights to guide future campaigns.

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# Social Strategy

Most campaigns fail to achieve their desired objectives due to a lack of strategic planning. A campaign with a sound strategy has a directional blueprint from which to plan, prioritize, execute, measure, and optimize its efforts. This leads to more consistent executions and better results across every social touchpoint.

With a clear understanding of your brand positioning, your target, their behaviors and the overall landscape, we develop your communication strategy including the best imagery and words to connect with your audience. We create compelling communications that can speak to each of your consumer segments, and continually test and refine our messaging to ensure the highest response levels.

## 2

# Social Management

Social media management includes developing your content calendar, then effectively managing that activity, as well as your live audience streams.

We build out your calendar to include powerful, platform-specific content that includes intriguing topics that speak to your audience in your brand voice. We will keep your social media accounts active with a steady stream of enthralling posts that capture attention and encourage ongoing engagement.

Our goal is to maintain your audience at the highest level of interaction. This involves engaging and interacting with your audience, in your brand voice, 24/7. Additionally, leveraging our social listening program, we will know the latest social conversations, trends, and brand mentions, responding swiftly and with meaning.

# 3

## Social Listening

There are billions of social media conversations that take place every single day and if you're not paying attention, you could miss opportunities to learn and navigate your way through changing attitudes and behaviors.

We help you quickly hone in on the topics you want to hear, so you can build a clear picture of the interests, attitudes and evolving behaviors that enable you to create more relevant and meaningful marketing communications. If somebody mentions your brand or talks about a topic that's important to your business, you should know about it. Whether Facebook, Twitter, Instagram, TikTok, websites, and more, we wade through thousands of data feeds to spot new consumer trends and untapped opportunities. This in turn allows us to ensure your tactics remain the most effective throughout your campaign.

# 4

## Social Activation

Paid Social for:



We use paid social to promote your message, reach valuable new audiences, and drive action at every stage of the consumer journey. Our approach goes beyond the usual channels of amplification to create your most powerful opportunity to trigger response. We will develop a tactical social plan that meets your media objectives and aligns with your business goals.

We know how to reach the right audiences. We use various data sources to identify your most qualified customers based on context, interests, actions, and behaviors, and match your ads to those who are most likely to be interested in your message.

Additionally, you will receive comprehensive post-campaign reports to understand where your ad spend is going and provide you with a full picture of how your media plan was delivered.

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# Social Outreach

We work with the largest network of top influencers consisting of 510,000 of the most prominent influencers worldwide, having a combined reach of over 4 billion people.

By choosing the right influencer as a brand ambassador, companies engage and quickly activate audiences with a credible voice. We will help you identify the right influencers, create a narrative to tell your brand story, and manage your campaign, from ideation to launch. Whether you're looking for local, micro, macro, or mega influencers, we will engage the most suitable talent for your campaign and budget.

Through our influencer analytics, we can view each creator's complete audience demographics, average engagement rates, views, comments, likes, any brand affiliations or mentions, and posting habits, to ensure our recommendations are backed by data-driven metrics.

# 6

## Social Analytics

Every time someone interacts with content online, it generates data. This can include website behaviors, interactions with ads, actions taken on an app, or offline events such as in-store purchases. This data gives advertisers information on people's interests and actions, so they can target their messages to those most likely to respond. We will connect the necessary data sources to collect relevant data signals for intent-based targeting and to measure your results.

Reporting organizes data into informational summaries to show the outcome of that campaign. Insights, on the other hand, are deeper analysis of data that explains the reasons behind the results. We provide meaningful reporting, cutting through all the big data to deliver relevant and actionable insights to integrate learnings into an even more robust program moving forward.

# Count on us for all of your **Social Plans.**

Select from a complete package that optimizes all of your social pillars or opt for a more customized approach with our à la carte options. We are your go-to agency for all of your social media needs.

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