

# Social Media Marketing

Achieving Greater Reach & Results Online



Social Media Marketing is the process of building your brand's identity, relevancy, and organic search position online through social media channels. Done correctly, social marketing will return far more results than any traditional advertising spend. But there is a right way and a wrong way to pursue social marketing. Fortunately, Twelve Horses knows what works and what does not.



## Strategy

Every business is unique, and every social marketing strategy is treated individually. We combine the right identity with the most effective tools for distribution and interaction to ensure a successful campaign. But we take it much further than that.

## Identity Building

Once we have determined what type of social marketing strategy is right for you, we begin by building your identity. We carefully select the appropriate social networks where you will have the most success in distributing content and establishing relationships with customers.

## Content is King

Twelve Horses copywriters and videographers make sure your content is credible, valuable, and extendable. Blog posts, podcasts, and viral videos are all carefully crafted with right tone, message, and media to project personality and build brand identity.

## Brand Builders

- Blog Design & Development
- Wikis & Forums
- Social Network Creation & Connections
- New Media Galleries
- Video Production & Syndication
- Public Relations Support
- Customer Interaction
- Community Management
- Identity Building & Content Creation
- Search Engine Optimization
- Distribution & Reporting



MOBILE



SOCIAL



WEB



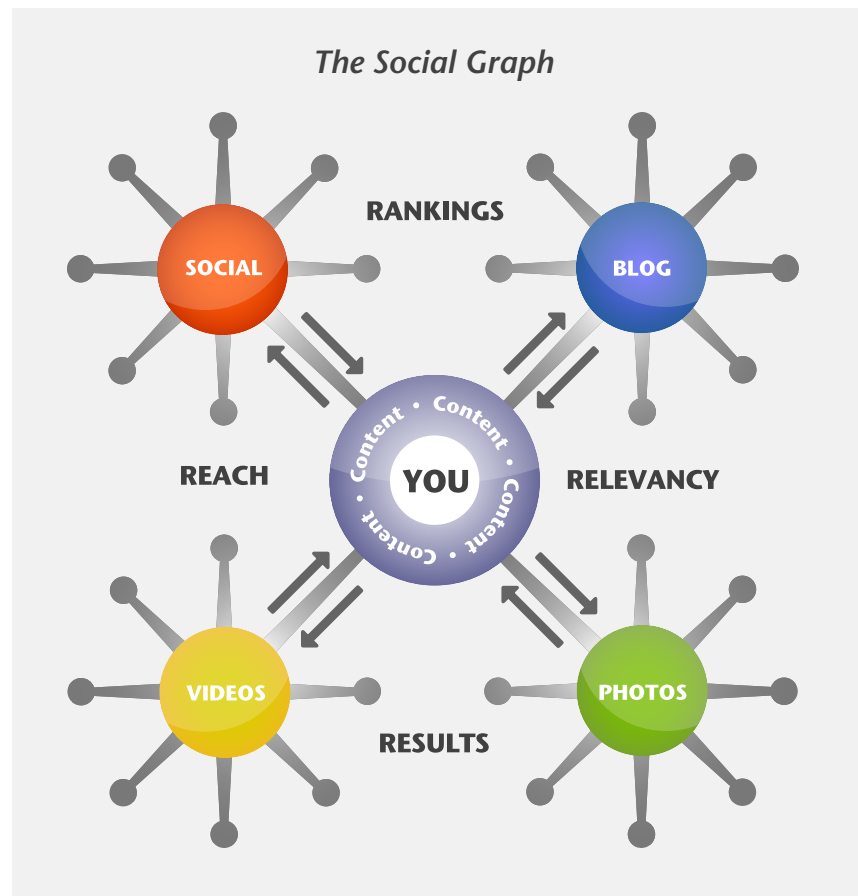
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## Distribution

Twelve Horses has built a distribution tool set that enables us to push massive amounts of optimized content out quickly and effectively. We also employ specific distribution strategies that garner greater views. Call it our secret sauce.

### Distribution Opportunities:

- Blogs
- Microblogs
- Social Networks
- Social Bookmarking
- Email & Mobile
- Photo Sharing Websites
- Video Sharing Websites
- Branded Video Websites
- Custom Web Applications



## Reporting

So, how did we do? In the end, it is all about getting results. Are your blog posts being read, videos viewed, and conversations being started? Is your website receiving more traffic and incoming links?

We are continually monitoring the web analytics and all online discussions of your brand. Each month you will be provided with a detailed report containing a statistical analysis of each channel and network, and recommendations on how to proceed.

Contact Us on your favorite channel to determine the best possible social marketing strategy for you. We are happy to answer any questions and show you examples.



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