

# 4 Phases of Social Media



## 1. EXPLORE

Through analysis of your web presence, your site's online performance, the competitive landscape, and your users' behavior, we identify the best social media platforms for your company and develop a long-term strategy.



## 2. ESTABLISH

We create strong content at the social media platforms that will perform best for your company. When someone comes to visit, the right content and design will communicate positively about your company and encourage visitors to become friends or fans.



## 3. ENGAGE

The "social" part of social media lets you talk with customers and clients, prospects and leads. Social media becomes an opportunity to demonstrate your authority and expertise while supporting customer relationship management, customer service, and reputation management goals.



## 4. EXTEND

When you have an established social media presence, it's time for creative social media marketing. As an additional marketing platform, social media supports your online and physical world marketing goals without turning into advertising. We help you create and implement exciting initiatives.

**With all 4 elements working together, social media is a powerful force for your company.**

