



# SHARE CONCEPTZ

Making Connections and Delivering Results.



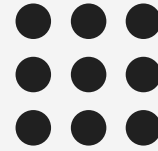
# Who We Are

Welcome to Share Conceptz, your number one source for all things social media. We're dedicated to giving you the very best of social media marketing services, with a focus on research, strategy and design. Founded in 2017 by Randi Campbell, Share Conceptz has come a long way from its beginnings. When Randi first started out, her passion for social media management drove her to quit her day job, and gave her the impetus to turn hard work and inspiration into to a booming agency. We are now offering services all over the country. We hope you enjoy our services as much as we enjoy offering them to you.

Sincerely,  
Randi Campbell, Owner and CEO



# Our Focus: Only Social Media Marketing



## **SOCIAL FIRST.**

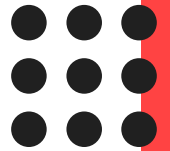
Our thinking puts people and social first and foremost. We place emphasis on what is going to resonate best with the target audience in the social space.

## **SOCIAL ONLY.**

Social is all we do, intentionally. Staying focused solely in the social space makes us exceptionally knowledgeable, nimble, and best in class.



# Our Focus: Only Social Media Marketing





# OUR SERVICES

## Full Service

- ✓ Strategy
- ✓ Community Management
- ✓ Content Production
- ✓ Reporting
- ✓ Account Service

## Strategy & Consulting

- ✓ Campaign/ Program Ideation
- ✓ Consulting
- ✓ Community Analysis
- ✓ Social Action Plans
- ✓ Social Media Audits

## Community Management

- ✓ Editorial Planning
- ✓ Publishing
- ✓ Proactive Engagement
- ✓ Reactive Engagement
- ✓ Crisis Management
- ✓ Reputation Management

## Content Production

- ✓ Repurposing Existing Creative Assets
- ✓ Photography\*
- ✓ Live Event Coverage\*
- ✓ Copywriting

## Promotions & Influencer Marketing

- ✓ Program Ideation/ Strategy
- ✓ Rule Creation
- ✓ Contest/ Sweepstakes

## Paid Media Management

- ✓ Full Service Management

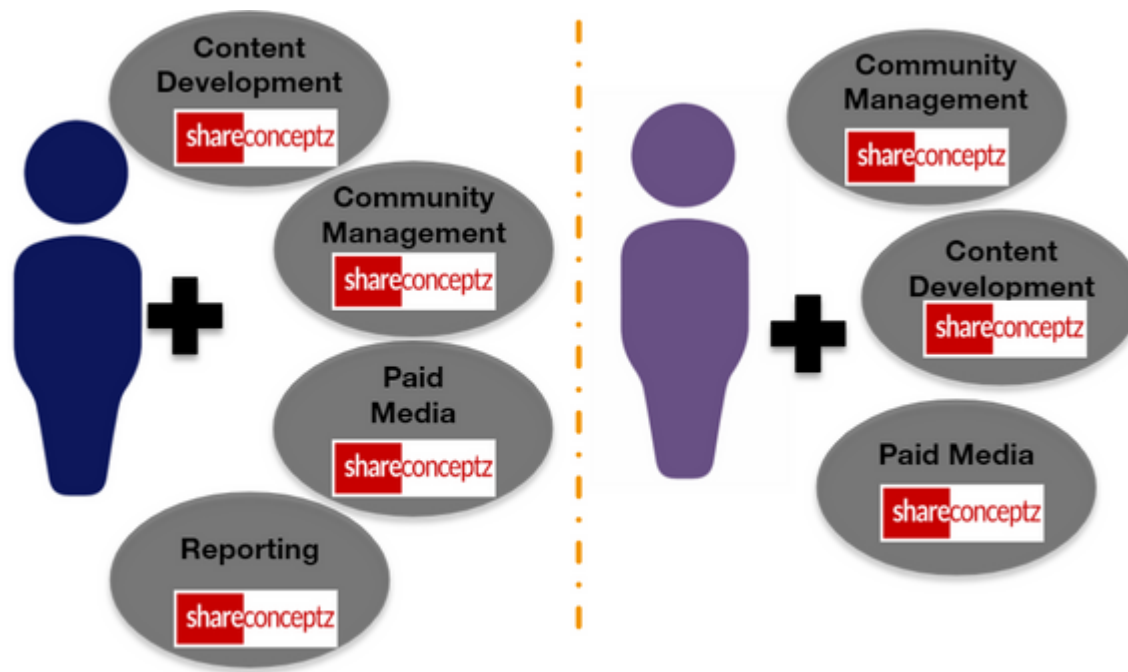
## Analytics & Insights

- ✓ Weekly Reporting
- ✓ Bi-Weekly Reporting
- ✓ Monthly Reporting
- ✓ Quarterly Reporting



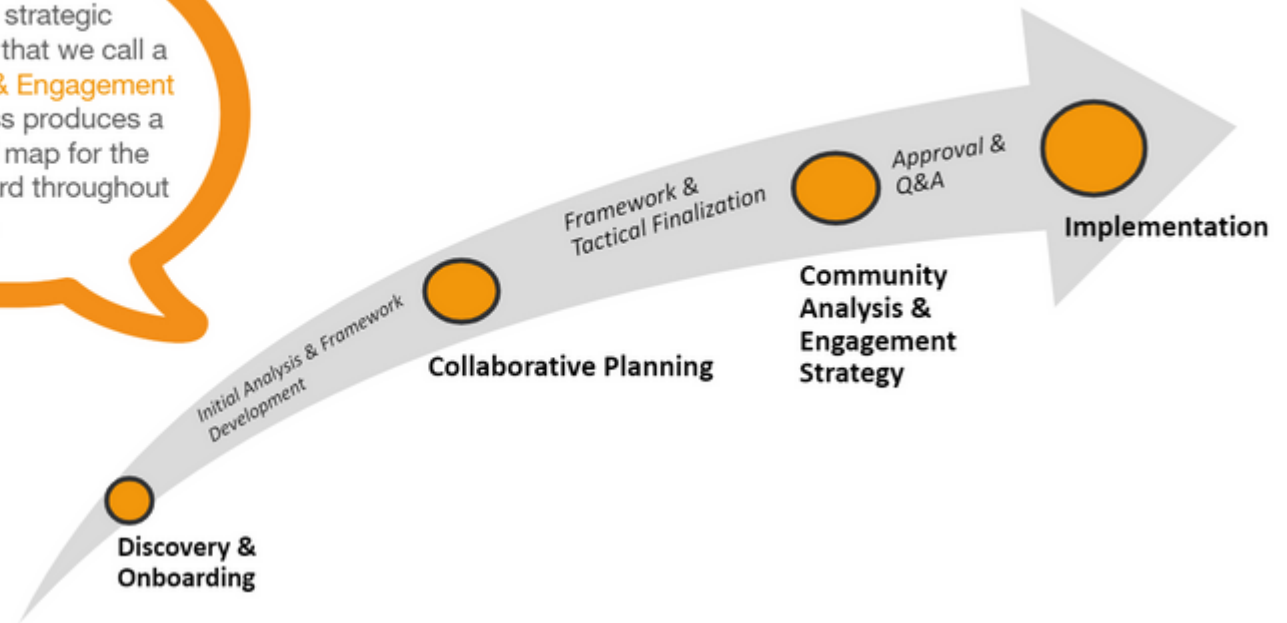
# An Extension of Our Client's Team

We work to fill in the gaps where our clients aren't always able to be; from "one-man shows" to complex team structures, we can be used in a variety of ways.



# Strategic Development

We have a 4-step strategic development process that we call a "Community Analysis & Engagement Strategy." This process produces a comprehensive road map for the strategy moving forward throughout the year.



# COMMUNITY MANAGEMENT

**Philosophy:** Our community management team becomes brand ambassadors in the social space, understanding target audience passion points and engaging with users in a purposeful way that drives results for your brand.

## Services Included within Community Management:

- ✓ Engagement
  - ✓ Nights & Weekends Engagement
  - ✓ Holiday Engagement
- ✓ Editorial Planning
- ✓ Channel Management
- ✓ Off-Channel Conversation Engagement
- ✓ Crisis Management
- ✓ Reputation Management
- ✓ Moderation
- ✓ Blog Writing & Moderation



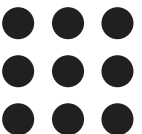


# Content Development

**Philosophy:** In tandem with our Community Management team, we also have a fully staffed Content Development team, responsible for developing branded content that portrays key messaging related to the target audience's passion points.

## Services Included within Content Production:

- ✓ Repurposing Existing Creative Assets
  - ✓ Client Provided
- ✓ Photography
- ✓ Live Event Coverage
- ✓ Copywriting
  - ✓ Social Channel Posts
  - ✓ Blog Content (short form/ long form)



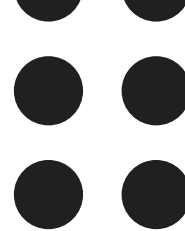


## Paid Media Management

Philosophy: A two-pronged approach to targeting audiences that combines the power of natural, social media connectivity, and efficient paid efforts with each one leveraging the other to provide a unique, branded experience that influences purchase behavior.

### Services Included within Paid Media Management:

- ✓ **Full Service:** Media planning, executing, optimizing, and reporting.





# Paid Media Management: Our Approach

1 Gather & optimize assets with what will resonate in-channels and with the audience



2 Optimize copy and post format for objective

What's your marketing objective?

Awareness	Consideration	Conversion
Boost your posts	Send people to a destination on or off Facebook	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
Increase your reach	Collect leads for your business	Get people to visit your stores

3 Continual optimization and monitoring results



# Promotions

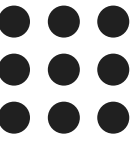
**Philosophy:** We believe that social promotions still have value, because they give audiences a way to engage beyond liking a piece of content. We've seen social promotions create deeper relationships, facilitate advocacy for your brand, and drive to business objectives in a way content alone never will.

## Services Included within Promotions:

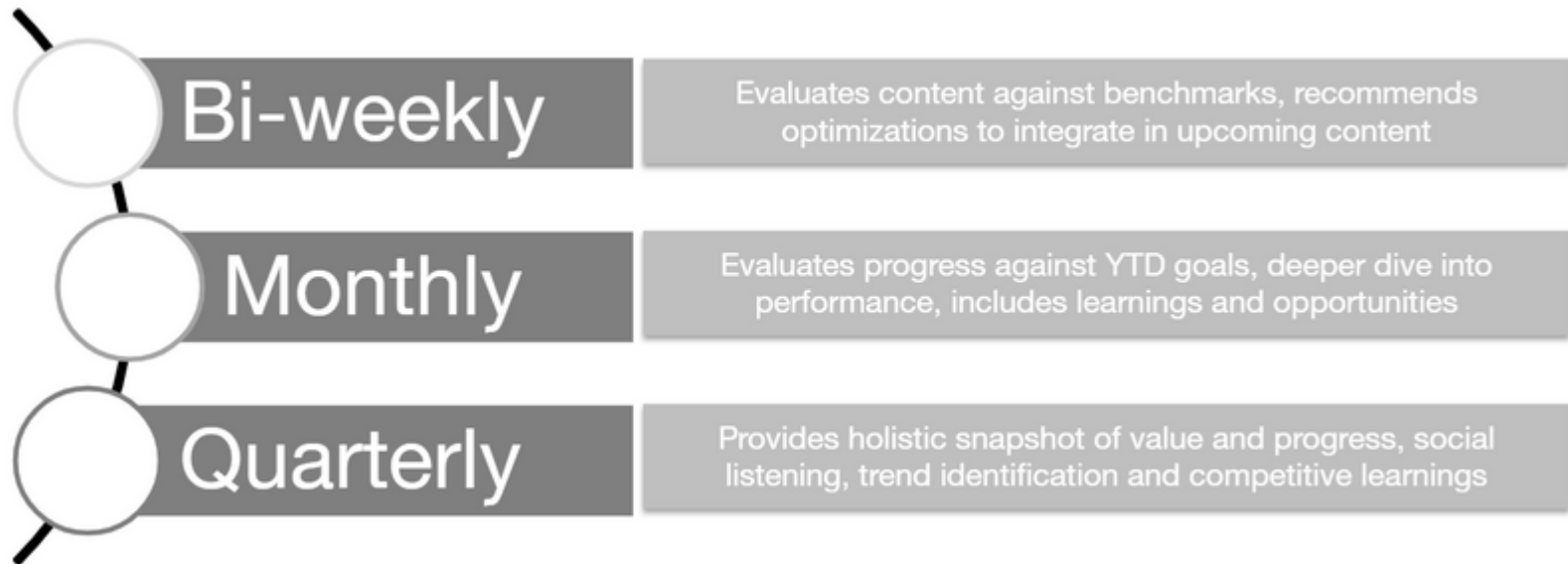
- ✓ Program Ideation/ Strategy
- ✓ Rule Creation
- ✓ Contest/ Sweepstakes
  - ✓ Comment to Win
  - ✓ Tweet to Win

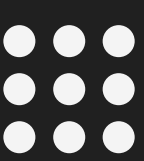


# Measurement & Reporting



**Philosophy:** We have a unique viewpoint when it come to reporting: Every business is unique; as such we believe that all reporting should ladder up your respective business goals. However, the longer the report doesn't mean the more valuable the report. It's the content that accounts for value. And lastly, reports should include insights and those insights need to be actionable.





**THE  
COMBINATION OF  
HARD WORK AND  
SMART WORK IS  
EFFICIENT WORK.**

ROBERT HALF



**THANK YOU!**

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**Get In  
Touch  
With Us**

