



# SOCIAL MEDIA SERVICES

## SOCIAL MEDIA STRATEGY

Our team develops and executes award-winning social media strategies for both B2C and B2B organizations. Our team identifies where your target audiences are living online (Is it LinkedIn, Twitter, Facebook or Instagram, or all of the above?) and makes sure your brand message is one that will resonate with your target market to help you achieve your goals - whether it's to increase brand awareness and engagement, generate new business opportunities or position your company as a leader in your industry. Ultimately, our strategies will set you apart from the competition and drive consistent traffic to your channels.

## SOCIAL MEDIA MANAGEMENT

Once the strategy is set, our social media team immerses itself into your brand channels. Through editorial planning, we develop and share compelling content that inspires engagement among key audiences. We also monitor your channels daily, engaging with followers, prospective and current customers, the media and influencers, along with any other identified target audiences. We provide support during business hours and on nights and weekends for select partners, as needed.

## SOCIAL MEDIA ADVERTISING

To further boost clients' presence on social media and help you reach your target audiences in a more direct way, our team will develop social media advertising campaigns that align with the goals of the partnership. Our talented team can assist with boosting existing content or creating powerful and attention-grabbing advertisements on Facebook, LinkedIn, Instagram and Twitter.

## MEASUREMENT & REPORTING

To ensure the ongoing success of your social channels, our team leverages social media analytics tools and data to inform strategic efforts. We use Sprout Social, a team-based social media management platform, to track metrics such as impressions, engagements, follower demographics, link clicks and audience growth, along with Google Analytics for referral sources, top landing pages and more.

## INFLUENCER RELATIONS

Similar to celebrity endorsements, our team works with nano-, micro- and/or macro-influencers to identify potential partnerships and leverage user-generated content and coverage opportunities for your brand. From researching and identifying the right influencers to managing the relationship and executing impactful campaigns and content, our team is well-versed in all things influencers.

## BRAND REPUTATION MANAGEMENT

Another place where your company's brand lives online - and one that is often overlooked - is company review sites like Glassdoor and Indeed. Employees and job seekers alike turn to these sites looking for workplace transparency on everything from job listings, company reviews, CEO approval ratings, salary reports, benefits and more. For most companies, it's difficult to achieve a positive Glassdoor or Indeed profile without a plan. This is where Dittoe PR steps in, creating a comprehensive strategy to increase ratings and improve overall reputation.