

## What Is Social Media Marketing?

Social media has forever changed how companies and other organizations communicate with customers and other audiences. Not just a one-way broadcast medium, social media presents an amazing opportunity to gain incredible customer insight and have a genuine, ongoing conversation with them—if done right.

### Key challenges

- ▶ **Limited resources:** Your internal team is either maxed out or has insufficient expertise conducting a competitive analysis, developing a social media strategy, taking it to the next level, or managing day-to-day activities.
- ▶ **Short on time:** You need to develop a strategy, social media content, and other assets for an upcoming product launch, event, or other campaign and the deadline isn't achievable without additional support.

### How Aventi helps

Whether you're looking to launch a social media program or take your existing social media activities to the next level, Aventi's social media team can help you develop a game plan for getting started and/or improving your impact. And if you don't have the internal resources to manage your day-to-day activities, we can step in and help with that, too.

Unlike a typical agency, we understand that tossing "one size fits all" copy over the fence to you results in content that doesn't resonate with your audience or mesh with your brand. That's why we take time to learn the ins and outs of your products, team dynamics, voice, governance, and work style.

#### STRATEGIC GUIDANCE

**Social audit:** we examine your current social activity and assess and identify successes and opportunities

**Competitive analysis:** we look at the social activity of other companies in your space, assess what's working and what's not, and identify opportunities for you to pull ahead

**Strategy development:** we create a game plan for you that's both strategic and tactical using the information uncovered in the audit and competitive analysis, along with social media best practices, knowledge about your target audience, and your overall strategy

#### CONTENT DEVELOPMENT

**Social copy:** when your team needs a little extra support, we can write copy for Twitter, Facebook, LinkedIn, Instagram, Snapchat, blogs, and more

**Post graphics:** whether it's custom still graphics or animated GIFs, we can create images to go with your social copy

**Social media videos:** from the initial shoot to final rendering, our team of videographers are skilled at developing videos for any social use

#### DAY-TO-DAY EXECUTION

**Channel management:** we can step in and manage all aspects of your day-to-day social activities, just like a member of your team

**Campaign development:** whether a one-off campaign or an ongoing editorial calendar, we develop comprehensive plans that align with your global initiatives and complement lead generation and sales pipeline activities

**Event coverage:** not only can we develop a social plan for your event, we can go onsite to help you cover the event via your social channels

**Blog program:** we can develop, launch, and/or manage your multi-author program, including calendar planning, editing, ghost writing, and publishing

**Employee training:** we can develop custom training programs for your team, executives, and other contributors

#### REPORTING & ANALYTICS

Our experience with leading social media reporting and analytics tools allows us to accurately measure your social media impact and help you constantly improve your day-to-day and campaign activities

## Business impact examples

Working collaboratively with our clients, we help them grow and nurture a social media community that fosters effective, highly engaged two-way communication.

**22%** CONVERSION RATE ON DEMAND-GEN ACTIVITIES

**4.8%** YoY INCREASE IN BLOG VIEWS

**21%** YoY INCREASE IN SOCIAL MEDIA ENGAGEMENT

**4.9%** YoY INCREASE IN CLICKS

**44.7%** YoY INCREASE IN ENGAGEMENTS PER POST

**18.9%** YoY INCREASE IN FOLLOWERS

**27.8%** YoY INCREASE IN BLOG ENGAGEMENTS

## Client Testimonials

“Aventi Group provided broad social media expertise as well as campaign design and execution skills to help us establish our marketing team as a social media leader both inside and outside of SAP.”  
— Marie Melgaard, Head of Social Media, SAP

“I brought Avery Horzewski on to help manage UJET’s social media activities where her support was invaluable. She’s equally adept at big-picture thinking and working in the trenches, and her execution is impeccable. Thanks to Avery’s efforts, we captured the attention of key influencers in our industry and developed a very effective process model for ongoing growth and engagement with our brand. I highly recommend Avery and her team, and I hope to work with them again soon.”  
— Melody Appleton, Former Director of Product Marketing, UJET

## Let us help you!

We’ll schedule an introductory meeting and discuss where we can assist you with your social media marketing activities.

### Connect with us

We’ll listen to your challenges and craft the best plan of attack.

Please contact us at  
**Aventi Contact Form**  
or call **(415) 890-5434**



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