



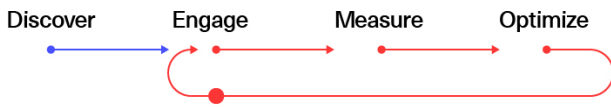
# Social Media Marketing

Getting your content to sparkle with the right organic and paid social channels to generate demand for your business.

## Why you should care

Social media helped power the content explosion. On the back of a planned and powerful social narrative, awareness, engagement and leads campaigns, reach and engage influencers and drive leads. We optimize messaging to grow awareness and maximize your content investment ROI with engaged leads.

*The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.*



## How it works

We use a custom mix of organic and paid social to gain trust, grow awareness, and (actually) influence your audience. Here are the steps to getting it right:

<p><b>Audience definition</b> Research companies, job titles, and sectors to target for the campaign</p> <ul style="list-style-type: none"> <li>- Channel selection</li> <li>- Decreases cost from targeting the wrong leads</li> </ul>	<p><b>Social audit</b> Select the channels based on our audience and build our influencer and target lists for each channel</p>	<p><b>Research</b> Find relevant news, hashtags, events, and information to build organic social chatter</p> <ul style="list-style-type: none"> <li>- Allows for the creation of a content calendar</li> </ul>	<p><b>Narrative</b> Create content thematic and editorial calendar</p> <ul style="list-style-type: none"> <li>- How often you want to post</li> </ul>	<p><b>Social creation</b> Create social posts, imagery and copy.</p> <ul style="list-style-type: none"> <li>- Optimise paid message based on best performing organic messaging</li> </ul>
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## Social in Action

### Netafim

Ran symbiotic paid and social campaigns with influencer outreach across LinkedIn, Twitter and Facebook to support event:

The system supports:

- Smashed industry CTR benchmarks by over 100%
- Meeting requests 33% over target
- Underspent budget by 50%

[Learn more](#)



## Getting started

If your social and content aren't joined at the hip, talk to us today.

Email [info@velocitypartners.com](mailto:info@velocitypartners.com) or pick up the phone +44 (0)208 940 4099