

**social
sesame.**

socialsesame.com

403 - 660 - 3874

hello@socialsesame.com

Hi there!
We're Social Sesame,
and this is our playbook.

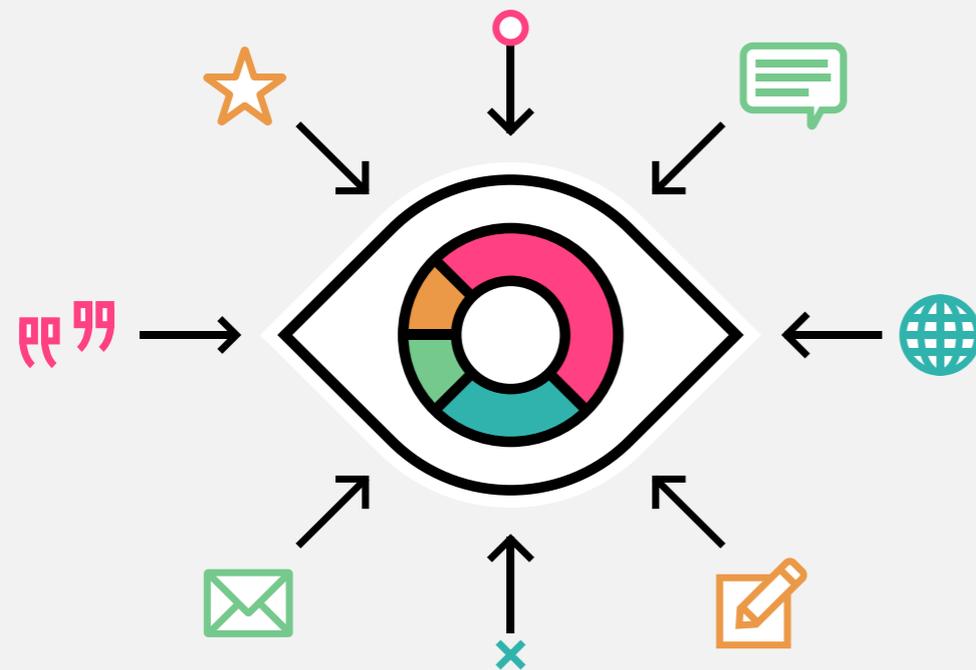
**A fast & friendly guide to who we are,
what we do and how we turn imaginative ideas
into tangible returns.**

“Social media? Get serious.”

Serious strategy. Serious impact. Serious results.

We can admit it – social media folks can seem a little bit... flaky.

You know: hashtag-happy, buzzword-breathing, feel-good marketers with a loose grasp on the way business really works.



If that’s how you feel, you’re going to love working with us.

Because while we’re **“big ideas”** people (with plenty we’d like to share), we’re also **“big outcomes”** people, with two feet firmly planted in data-driven strategy.

We’re daydreamers with a killer work ethic, social butterflies with a calculated flight plan.

So while we never take ourselves too seriously, we can’t say the same for your business goals.

And that makes a great, big difference.

Social media is all we do.

(and we do it *really* well)

Some firms tack social media marketing onto a spiralling list of services like an afterthought.

That's like letting your plumber cut your hair: What you get won't be pretty or help you make any friends.

We're 100% focused on social media, helping you navigate emerging trends, champion channels and execute on game-changing ideas.

Together, we'll start, share and nurture conversations that build new relationships and turn customers into passionate advocates.



Here's how we work with you:

A quick peek into the process that makes it all happen

1

Finding Our Fit

You drop us a line (thanks!)

We're both curious to see if this is a relationship that can work, so we'll schedule a quick meeting to learn more about each other.

You can ask as many questions as you like - for the price of a cup of coffee, you can get an awful lot out of us!

2

Digging Deeper

If the meeting goes well (and we're betting it will), we'll set up a roadmapping session to dig deeper into...

- Your audience
- Your objectives
- The current state of your social media

We'll get a crystal clear picture of the challenges you're facing and the outcomes you need to achieve to find the service that suits your business best.

C'mon - you didn't think we'd sign you up for anything you didn't actually need, did you?

3

Creating the Plan

We'll spend the next 2 – 4 weeks assembling your action plan.

We ask more questions, generate a ton of ideas, ditch the bad ones and challenge the good ones. Coffee is consumed. A lot of coffee.

We emerge from the darkness and schedule a "Working Strategy Session", presenting what we've compiled to help us tweak, refine, and polish two finish products:

A bulletproof **Strategic Planning Doc** full of ideas and tactics that will actually work and an **Action Guide** that lays out how we'll execute.

4

Delivery

We execute flawlessly like the Harlem Globetrotters before halftime, checking in frequently to update you on our progress.

5

Reporting & Reviewing

Every month, you get a customized report on the metrics that matter.



We're at your service

If it deals with social media, we'll help you handle it.

Social Media Marketing

So you've got a blog, Facebook page, Google + profile, Twitter account.... now what?

We help plan, execute and manage social marketing campaigns that get attention while staying on-brand and complimenting your overall marketing mix.

Strategy & Campaign Planning

If you fail to plan, you plan to fail.

We build a social media marketing plans rooted in data, driven by your audience and envied by your competition.

Your strategy guide comes with a 3-month "Action Guide" to help you execute – but if you'd rather keep your hands free, we can run with it for you.

Strategy & Campaign Planning (cont.)

A few of the things included in your strategy:

- Overview
- SWOT analysis
- Brand positioning plans
- Target market research
- Clearly defined benchmarks and goals
- Existing social media performance analysis
- Competitor analysis
- Ideas & suggested tactics
- Analytics and measurement
- Content calendar
- Next steps

It's a big batch of useful info for making better decisions and building stronger, more profitable relationships for the long-term.

Community Management

Engaging your community is a full-time job. Get your very own, social-savvy Community Manager to handle daily activity, including:

- Posting updates
- Monitoring social feeds
- Responding to questions and concerns
- Escalating issues to management
- And more!

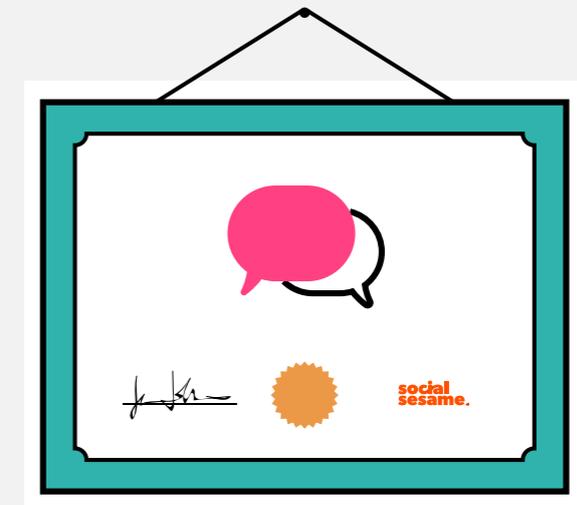
We know Twitter, Facebook, Instagram, SnapChat, LinkedIn, Pinterest, Google +, Vine, YouTube and just about any emerging channel you can name.

Training & Workshops

Give a man a fish and he'll eat for a day, but teach a team how to master social media and they'll net new customers left and right.

We build fun, flexible and completely custom training programs for businesses of all sizes, including:

- 1-on-1 coaching
- Small group workshops
- Enterprise-wide training sessions



Other Ways We Can Help You Out

- Social account set-up
- Social media policy development
- Social advertising
- Special event & VIP coverage
- Reporting & measurement
- Content development

We work with some really great brands.

Relax – you're in good company.

Canon

xpan

RE/MAX

THE COMMONS
CALGARY

ALBERTA
BOOSTR

SCHMANCY

STMPDR

material insight

Mullen Group

**RV
CARE**

DJ
DECIDEDLY JAZZ DANCEWORKS

BROWN BAGGING FOR
Calgary's Kids

whotocall
TRIED. TESTED. REVIEWED.

bucars
CALGARY'S RV CENTRE

Let's start the first of many conversations.

Whether you're a growing business, agency or an in-house team, we're excited to help you spark more meaningful conversations and earn lasting results.



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