

# Achieving Greater Reach, Relevancy and Results

Twelve Horses' Solution For  
**Social Media Marketing**



*Social marketing will return far more results than most traditional advertising spends. But there is a right way and a wrong way to pursue it. Fortunately, Twelve Horses knows what works and what does not.*

## Social Media Marketing

Social Media Marketing reaches across all aspects of your online and offline marketing strategy to deliver valuable information that further defines your brand, and formulates deep personal relationships that carry your message beyond the confines of your company's specific assets. It works in conjunction with search engine marketing, video production, advertising, and public relations. It taps into the collective mindshare of each department and company division. It establishes your relevancy and thereby furthers your reach in the minds of customers and the algorithms of search engines. It is timely and timeless; personal and public; extensible and flexible; and capable of delivering remarkable experiences.

### Brand Builders

- Blog Design & Development
- Wikis & Forums
- Social Network Creations & Connections
- New Media Galleries
- Video Production & Syndication
- Mobile Marketing
- Public Relations Support
- Customer Interaction
- Community Management
- Identity Building & Content Creation
- Search Engine Optimization
- Distribution & Reporting



*Mike Henderson, Social Media Marketer*





## Strategy

Every business is unique, and every social marketing strategy is treated individually. We combine the right identity with the most effective tools for distribution and interaction to ensure a successful campaign. But we take it much further than that.

## Identity Building

Once we have determined what type of social marketing strategy is right for you, we begin by building your identity. We carefully select the appropriate social networks where you will have the most success in distributing content and establishing relationships with customers.



Illustration by Twelve Horses

## Content is King

Twelve Horses copywriters and videographers make sure your content is credible, valuable, and extendable. Blog posts, podcasts, and viral videos are all carefully crafted with right tone, message, and media to project personality and build brand identity.





Illustration by Twelve Horses

### Distribution Opportunities:

- Blogs
- Microblogs
- Social Networks
- Social Bookmarking
- Email & Mobile
- Photo Sharing Websites
- Video Sharing Websites
- Branded Video Websites
- Custom Web Applications

## Distribution

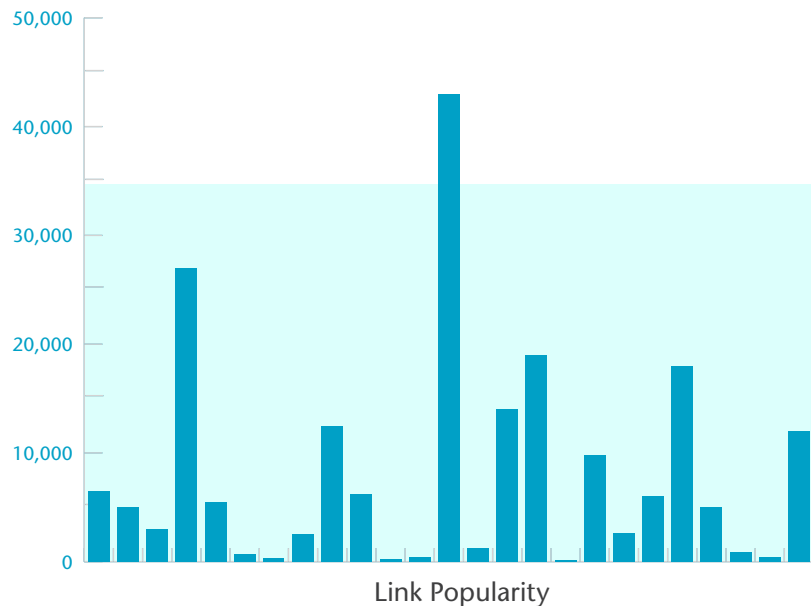
Twelve Horses has built a distribution tool set that enables us to push massive amounts of optimized content out quickly and effectively. We also employ specific distribution strategies that garner greater views. Call it our secret sauce.

## Reporting

So, how did we do? In the end, it is all about getting results. Are your blog posts being read, videos viewed, and conversations being started? Is your website receiving more traffic and incoming links?

We are continually monitoring the web analytics and all online discussions of your brand. Each month you will be provided with a detailed report containing a statistical analysis of each channel and network, and recommendations on how to proceed.

Contact Us on your favorite channel to determine the best possible social marketing strategy for you. We are happy to answer any questions and show you examples.





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## About Twelve Horses

Twelve Horses is a global provider of Web site design and development, multi-channel marketing, business process automation, customer relationship management (CRM), search engine optimization and search engine marketing. Operating as a full-service marketing agency, Twelve Horses assists businesses in translating and transforming their brands online.

