

SOCIAL MEDIA

Do you have an effective social media presence? Are you engaging current and potential supporters directly on the platforms that have become integral parts of their daily lives?

Sadly, many campaigns miss the true power of social media. They either ignore the platforms completely or create pages that don't stand out from the crowd and generate little-to-no activity.

First, you must have profiles and pages that stand out.

This is achieved through distinctive graphical profiles containing concise yet interesting information. Then we help you develop engaging content by combining existing content and generated stories with personal anecdotes and custom graphics. This information is delivered regularly at times when your target demographic has proven to be most active. We also engage your fans and followers directly to build individual relationships and brand ambassadors, monitor your networks to respond to comments and replies while dealing with any negative feedback, and track analytics.

To immediately grow your networks, we activate those who are currently engaged with our brands, giving you an immediate boost.

We actively work to grow your networks organically, growing and enhancing your visibility in your target region and amongst your target demographics.

We know how to create fans rather than followers and how to generate shares and retweets instead of just likes.

We have been called on to train candidates, activists, and organizations across the country. Maintaining your own social networks produces limited results while taking you away from what you do best.

Let us maximize your digital potential.