



SILVERBACK
S O C I A L



We enable top brands and advertisers, to connect with more than a billion customers through Facebook, Twitter, Pinterest, Google, Youtube, and more.

Our Services:
Create - Connect - Calibrate





CREATE

We make cool social creative that's exclusive to you.



CONNECT

We become your brand throughout all social media.

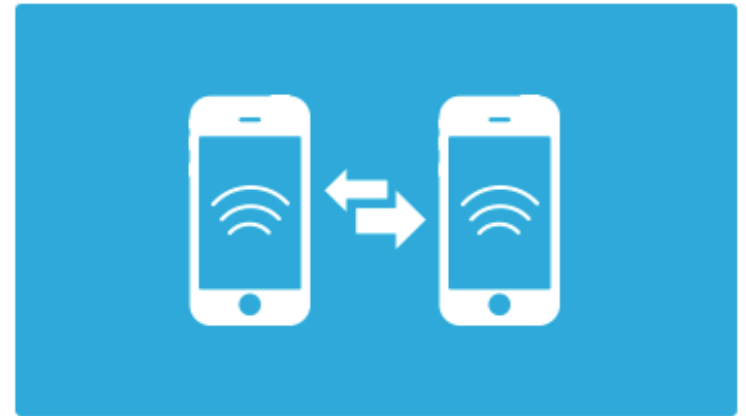


CALIBRATE

We create gorgeous monthly reports for you.

CREATE

Social Media creative is paramount to our success managing your social media. This could be as small as taking photos & videos of your employees. We package social media creative and disseminating that content on the appropriate social media platforms. We listen, engage and then recommend powerful creative that will resonate with your social media community. Social media checklists will be created for your review. We will define appropriate social media creative ideas, generate the creative, manage the creative and report on all performance. We worry about of it all so you don't have to.





CONNECT

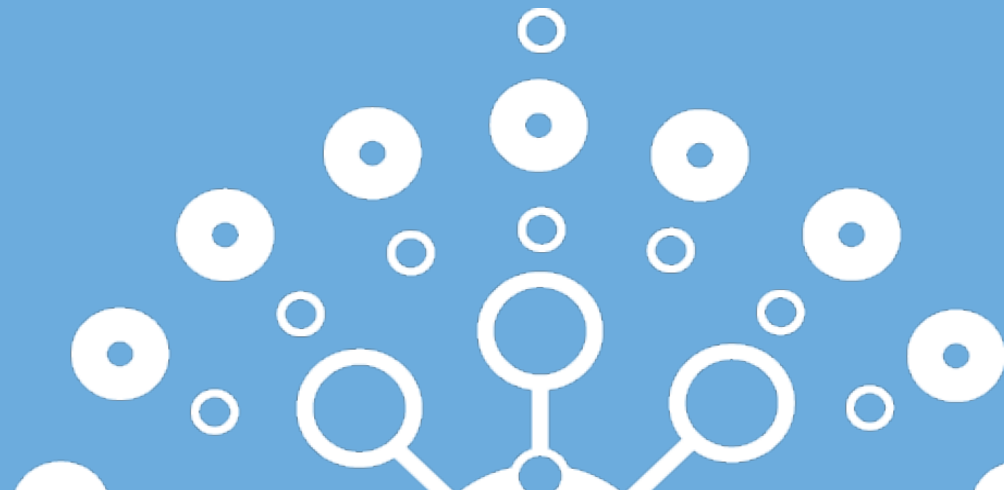
Social media today needs a team that will pay attention to the conversations happening around your brand. Silverback Social team members understand that we're not being paid just to push out social media content. A huge part of our responsibility is to listen to the conversations happening around your brand. We review social media groups, follow social media links, listen to social media forums. We become your brand and engage appropriately. Defining social media influencers that are chatting about your brand, or your industry is paramount. We'll offer your team a brand in-take document with a few simple questions that will help us "become" your brand in social media. We take this process very seriously. We wrap management around your social media endeavors. This helps us to answer customer services questions, chat about sales, product details or the days events in your industry. We become an extension of your brand.

CALIBRATE

As a social media agency we must generate report. As a social media agency we also understand that some social media companies will manage social media and not point to any return on investment. We think this is a mistake. Social Media management, content & creative reaction, calendaring, posting, and engaging will not be complete unless you are reporting on all of the above. We generate monthly reports, and quarterly reports with executive summaries.



Our Process: Crawl - Walk - Run



CRAWL

Social Media Set-Up & Enhancement

We work with our brand partners to set up their social, search engine-centric places and subsequently build an enhanced social media ecosystem. We ensure that those who discover you will see a positive, relevant, consistent and compelling message that drives action and inspires brand advocates to share your content and act.





WALK



Program Management & Execution

In this stage, we execute content generation, brand intake documents, editorial calendars and various other strategies that help to identify and establish relationships with your social communities. We work to create and execute unique, interactive and branded content that keeps your audience engaged and interested. This is the part where your social media begins to sing



RUN



Applications, Contests & more ...

Listening and audience research is further integrated into your social strategy, bringing your engagement to the next level. Your social community will be immersed in live contests and customized campaigns, converting your “followers” and “fans” into real-life brand ambassadors



Our People



OUR SOCIAL MEDIA PODS

Social Media management is a group effort. We execute a proven form that will ensure success for your social media programs.

As a client of Silverback Social, you get a designated team – or “pod” – that functions as an extension of your brand, ensuring that you are properly represented throughout the social media ecosystem. Your pod takes you from “crawl” to “walk” to “run” by creating unique and compelling content, engaging with your key influencers and leveraging a variety of channels designed to share, disseminate and distribute content while building your community





Thank You