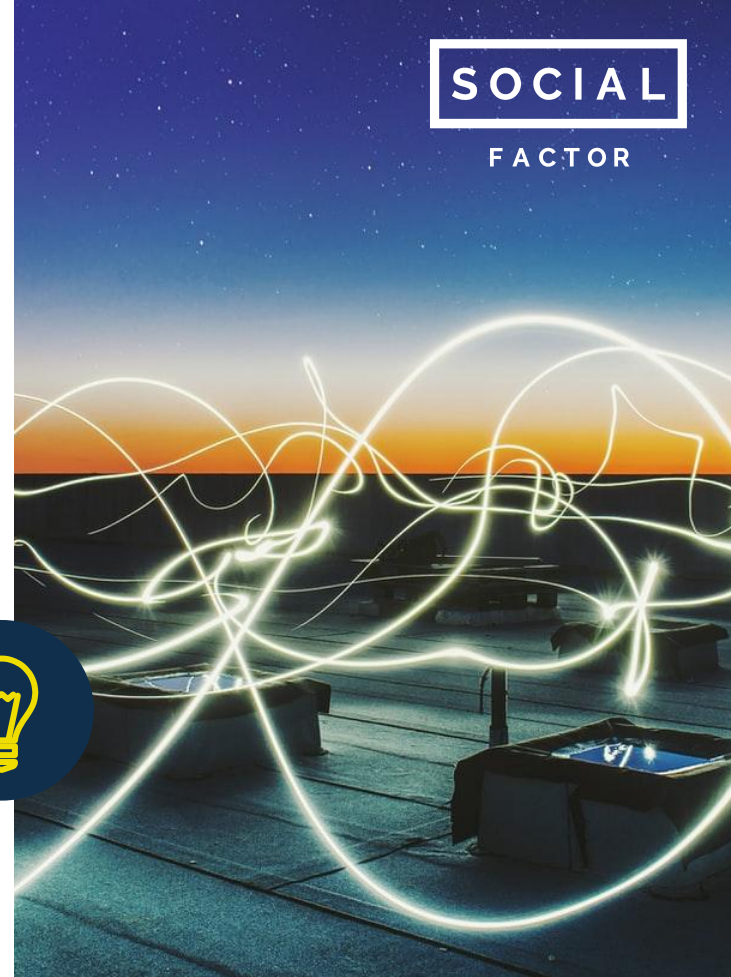


Solving the Business of Social Media

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Social Business Diagnostic Overview



SOCIAL
FACTOR

No team in Marketing has experienced more change than Social Media.

2010 - 2012

- Launches: Instagram, Quora, Snapchat, Google+, Twitch, Pinterest, Tinder
- Microsoft acquires Skype, LinkedIn IPO, Facebook IPO and acquires Instagram - then hits 1B users

2013 - 2015

- Launches: Discord, Musical.ly, Facebook Live, Vine and Periscope (both acquired by Twitter)
- Amazon acquires Twitch, Friendster and Orkut shut down, Facebook acquires WhatsApp
- Pinterest launches Buyable Pins

2016 - 2018

- Launches: TikTok, Parler, IGTV, Snapchat Spectacles
- Microsoft acquires LinkedIn, TikTok acquires Musical.ly, Vine shuts down,
- Instagram adds Stories, Twitter adds characters

2019 - 2021 (so far)

- Launches: Clubhouse, Twitter Spaces, Instagram Reels, Ratatouille the Musical on TikTok
- Google+ shuts down, Parler shut down (then comes back), almost all social shuts down for #BlackoutTuesday
- Facebook whistleblower leaks internal research showing mental health harms; executive failure to correct issues

At the same time,
Social Media
teams are
overloaded,
undervalued, and
misunderstood.

- 25% of entrepreneurs and CEOs believe Social Media marketing is more exhausting than scaling Mt. Everest.
- 44% of CMOs have no idea whether Social Media is helping their business. Another 36% believe it is, but can't quantify it.
- 73% of Marketers stated "Increased acquisition of customers" is their #1 goal for social media efforts this year



Social Media teams need more
than iteration.

It's time for **transformation.**

At Social Factor, we enable Brands to have conversations with Customers that create lasting connections and build valuable audiences.

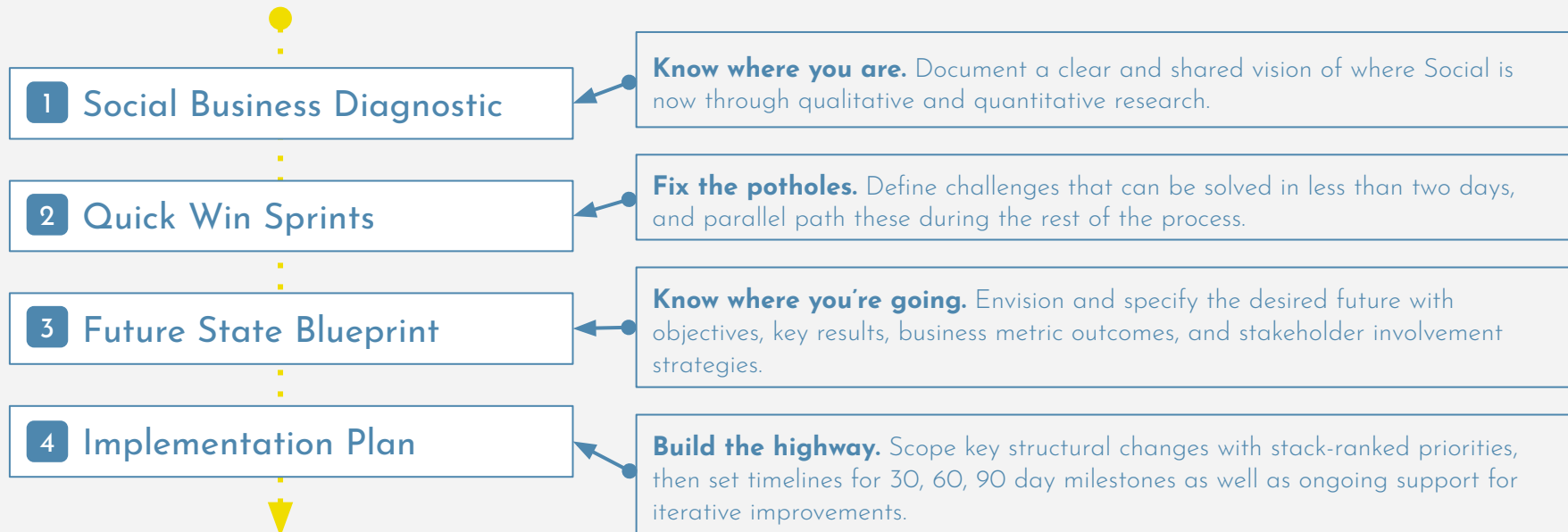


Key Brand Partners



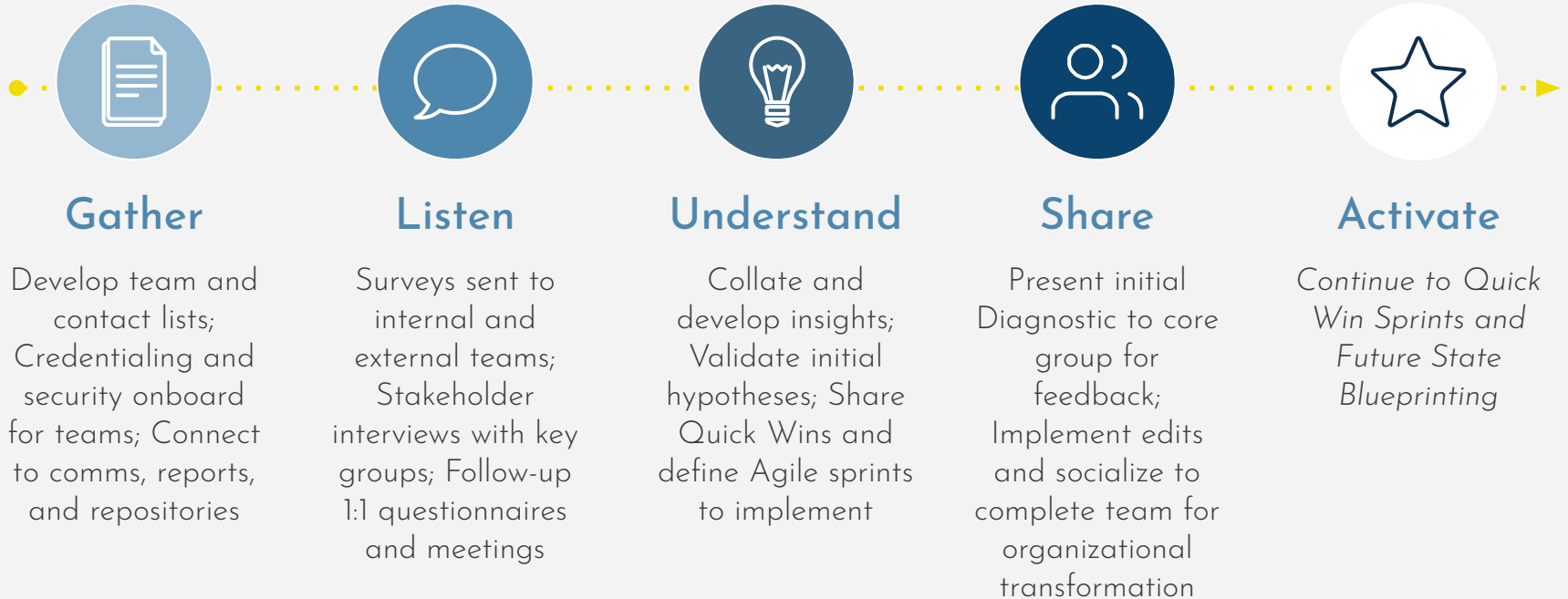
Social Business Transformation

Our team unpacks, understands, and untangles the “How” of social media for enterprise brands through our Social Business Transformation process:



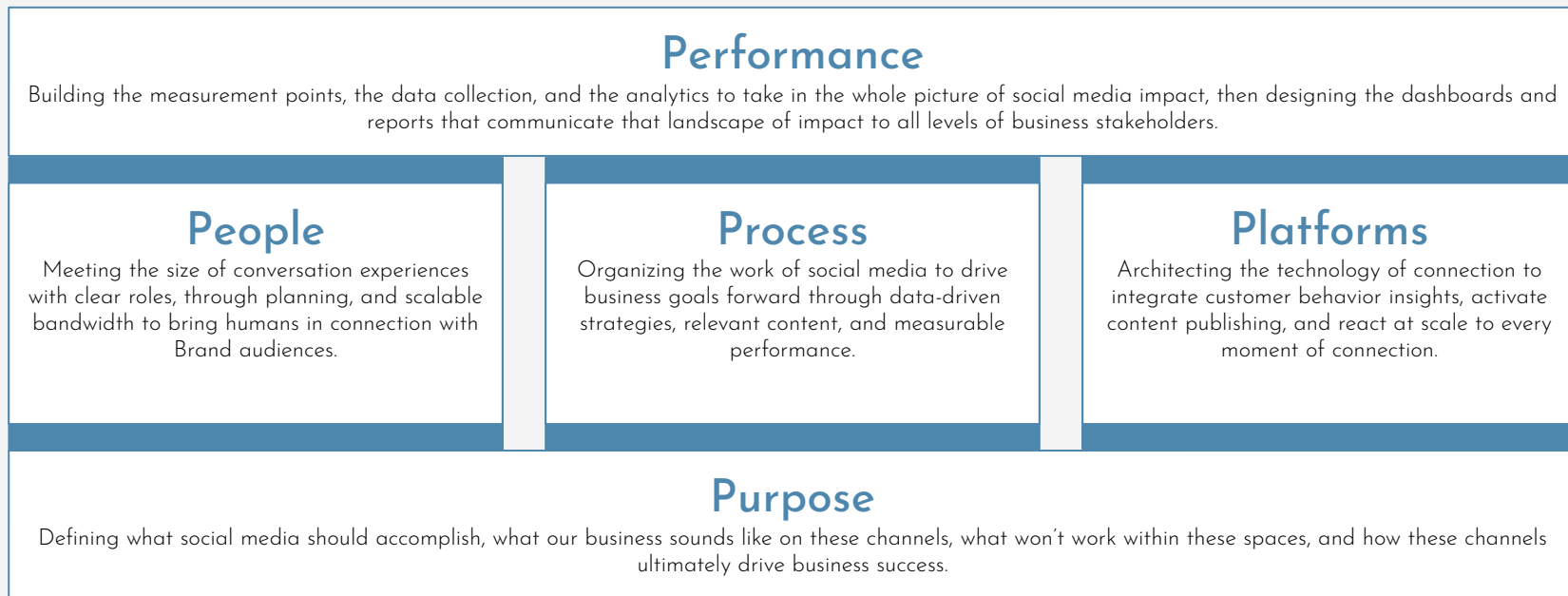
Diagnostic Process

The Social Business Diagnostic is a fast and easy on-ramp to begin Transformation, with 4 key phases completed in as fast as 4 weeks, depending on client schedule.



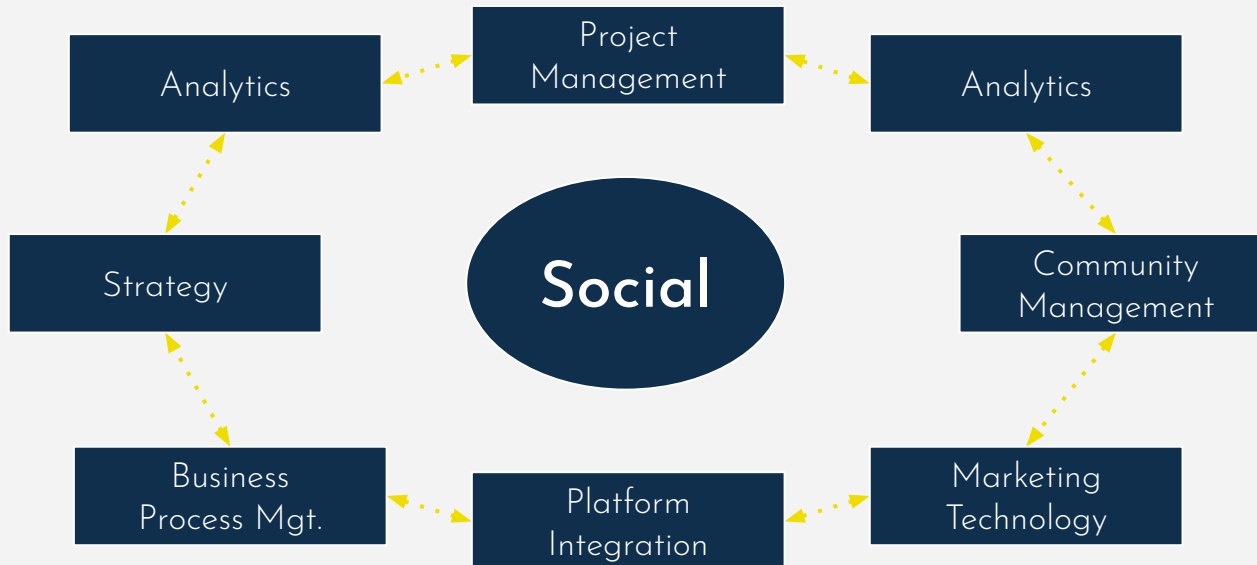
What We Review

We believe successful Social Media practices are supported by 3 pillars: **Process**, **Platforms**, and **People**. All of these support the brand **Purpose**, and execute with effective **Performance** to create connections.



Our Diagnostic Teams

Social media integrates stakeholders from across an organization, and we bring the same level of diversity and expertise to reviewing your social media operations and execution.



Our Work + Client Results



- Assumed responsibilities for Social Care and Community Management across North America
- Launched, staffed, and currently maintain Social Center of Excellence

- 700+ security loopholes resolved
- 970+ Toyota/Agency team members serviced
- Over \$1.4M in enterprise savings since Jan 2020
- 375+ reports designed and developed



- Creator Relations and Comment Moderation for social awareness campaigns: vaccine adoption, Black Voices Fund, #StopAsianHate and more

- Over 12,000 negative comments eliminated during Biden Administration Vaccine Town Hall
- Blocked 100+ aggressors during Mark Rober + Jimmy Kimmel live event for Next for Autism



- Social Business Diagnostic conducted with internal and agency stakeholder teams
- Review of social management software platforms and customer data

- 8,400+ social channels identified to be brought under security and governance structure
- Streamline and reduction structure provided to optimize 240+ reporting dashboards
- Integration steps provided to connect social with 6M+ customer records in CRM / CDP



FACTOR

From Digital Chaos to
Human Connection