

# SOCIAL

## FACTOR

# Channel Strategy & Content Operations

Right message, at the right time, in the right place? Seems really important. We're ready to help.



### YOUR SOCIAL CHANNEL FABRIC

We design social channel structures to connect audiences with brands across countries, business units, and marketing stakeholders. Every channel has purpose, clarity, and sustainable content.



### CONNECTING THE WIRES

We work directly with each social network to ensure business managers, credentials, ad accounts, and tracking assets are all implemented following every best practice. And every change.



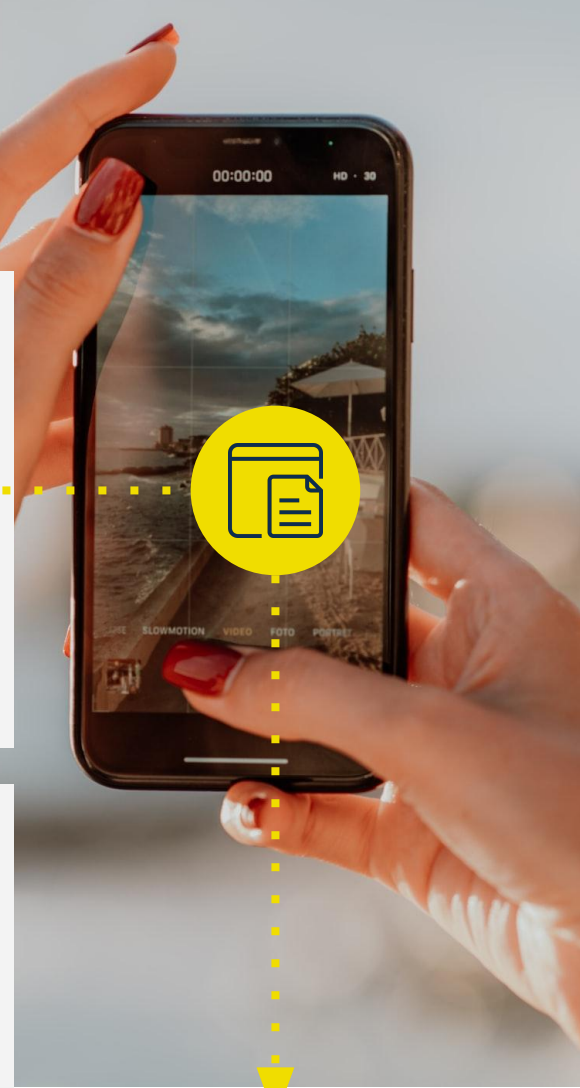
### CORRALLING CREATIVE

We help teams turn campaign creative into social posts, while finding efficiencies to lower costs. We work across stakeholders to ensure everyone knows what content works and drives the business.



### PUBLISHING POWER

Conquer your entire content calendar with the help of our team. We schedule posts, traffic assets, tag for analytics, and monitor reactions across any channel - using software or natively.



## Key Clients



**TOYOTA**



**YouTube**

**GOODYEAR**

**experian™**

**7-ELEVEN®**

**Let's Connect!** [Sales@socialfactor.com](mailto:Sales@socialfactor.com) (817) 208-2500