

**WE GET  
SOCIAL**



# WHY US

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## We're **HIGHLY COMPETITIVE**

- ✓ If we're going to play at all it's to win, and win big

## We're **ENTREPRENEURS**

- ✓ We're hardwired to leverage word of mouth in close-knit communities

## We're **STRATEGISTS**

- ✓ Everything we do starts and finishes with the business case

## We're **MATH GEEKS**

- ✓ Few things get us more excited than crunching data, quantifying results

## WHY SOCIAL MEDIA

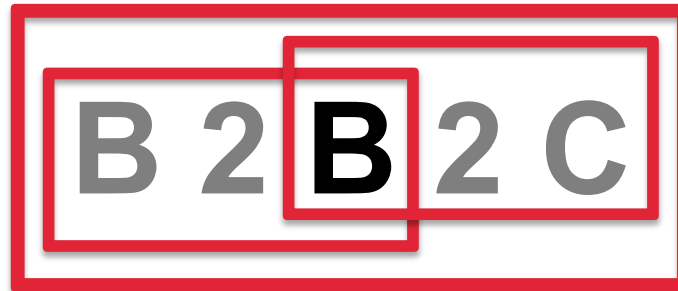
LEVEL  ELEVEN



How we generally view Social Media strategy:

**It's *great* if they Like you. But that's not nearly enough.**

You want them to *engage* with you, *choose* you, *hire* you (like, now),  
*partner* with you, *buy* a ton from you, *refer* you to the Nth.



Build **AWARENESS** with the right people, in the right places

Validate **EXPERTISE** by socializing what you do, what you've done

Pre-qualify **PROSPECTS** with the right message to the right people

Generate **TRAFFIC** to your site, and right to where you want them

# METHODOLOGY

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**Strategize**

Target  
Audiences

Set Business  
Objectives



**Initiate**

Set Up  
Channels

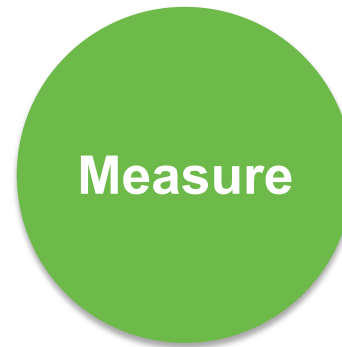
Develop  
Content



**Seed**

Purchase  
Media

Distribute  
Content



**Measure**

Quantify  
Performance

Align with  
Objectives



**Grow**

Leverage  
Metrics

Optimize  
Campaigns

# AUDIENCE ALIGNMENT

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**We're most effective when we KNOW your business and audience**

*We're religious about our favorite apps; we're fitness and health nuts; we live and breathe music, TV, film; we speak "attorney"; we advocate innovation in every classroom; we develop and defend IP as if it's our own (and often it is); we're foodies and Burners; we geek out on science and technology; we wear team colors on game day (no matter how hostile the arena)....*



**IF WE DON'T ALREADY KNOW YOUR BUSINESS WELL,  
WE WILL.**

# DIGITAL CHANNEL STRATEGIES

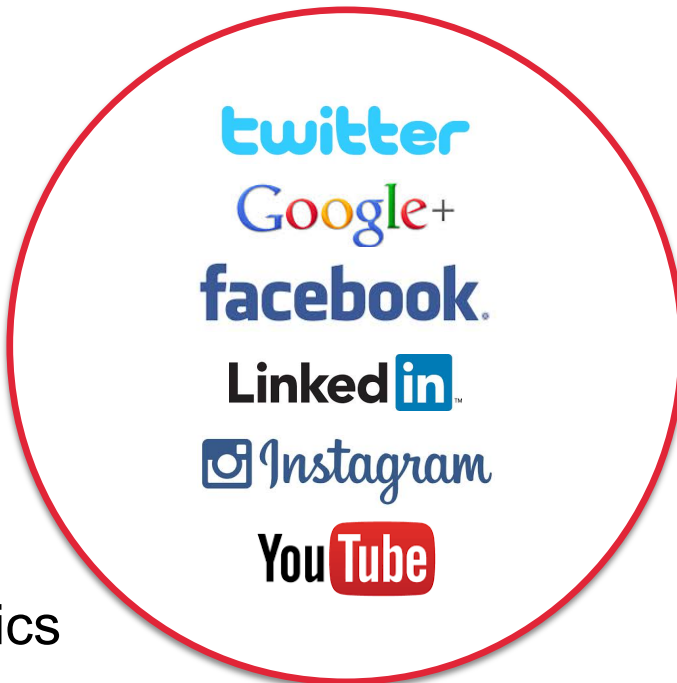
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Typically we leverage the Majors plus Paid Search and Niche Media

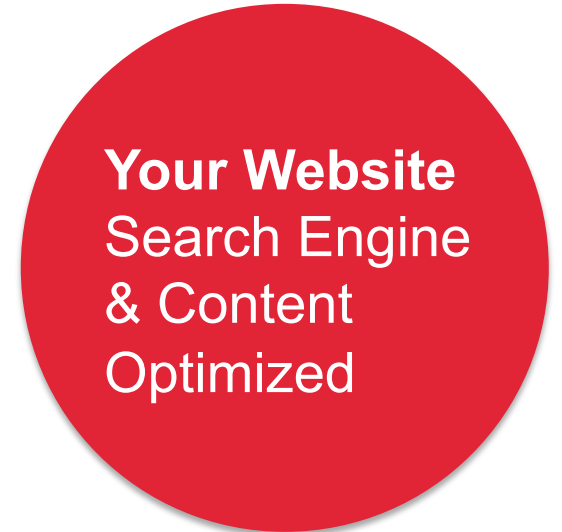
Trades

Blogs

Endemics



Search



# METRICS FOR SUCCESS

**We use leading measurement, management, and listening tools**

**We continually monitor and interpret resulting data**

**We act on insights to optimize the mix and improve performance**

Web Analytics

Network Influence

Semantic Content

CAMPAIGN VISITS

INTERACTIONS

SHARES

CLICKS

OPPORTUNITIES

CUSTOMERS

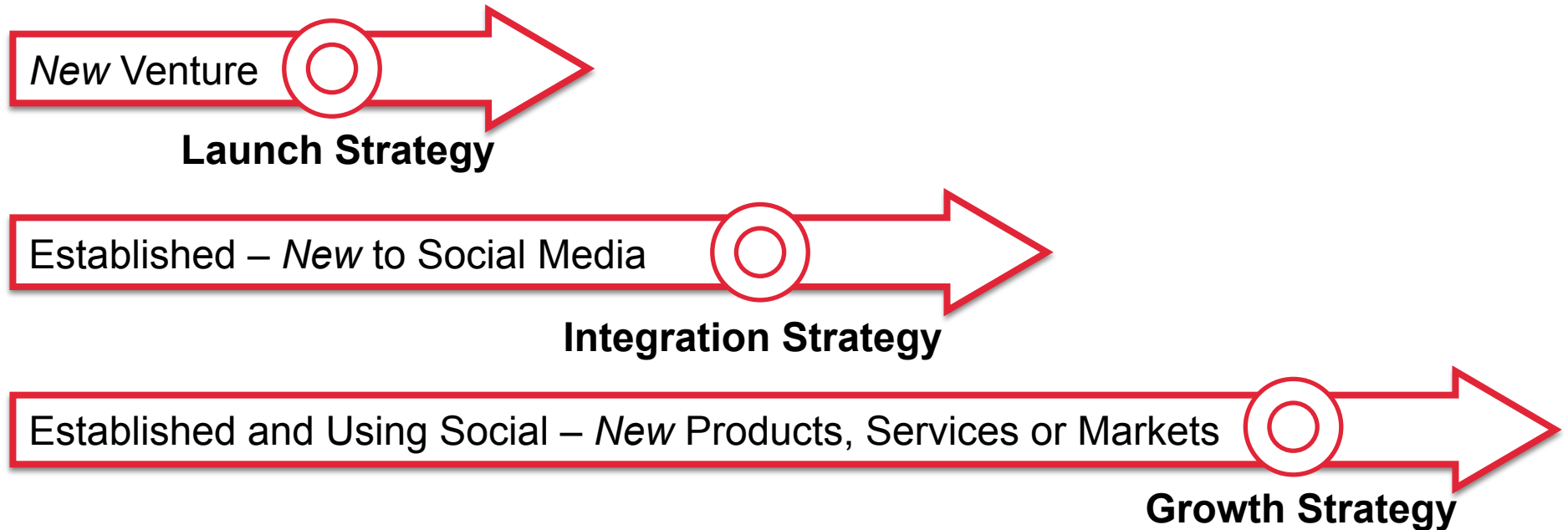


# ENGAGEMENT SCENARIOS

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**At the core we're an entrepreneurially minded business building firm.**

**Our sweet spot is in the early stages.**



From a week's worth of actionable tweets ... to a fully integrated campaign with top-shelf design and video, we will make it happen.

## Turnkey Engagement: 90-Day Intensive

- **Social Media Strategy, Research, Integration**
- **Platform Setups** (or assessment and modifications to existing)
- **Campaign Messaging: Content Development and Seeding**
- **Media Planning, Purchase and Placement**
- **Daily Monitoring and Messaging**
- **Scheduled Reporting with Metrics**
- **Campaign Optimization**

THANK YOU

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Strategy. Executed.