



ba^{ad}z Digital Products and Services

DIGITAL



Social Media Management

With over 2.77 billion global social media users, NOW is the time to focus your marketing efforts on your social platforms.

Bad-Adz goal for your social program is to increase *your* brand awareness, engaging with customers, sharing content and telling *your story*. We try to establish you as the trusted brand and the reliable resource for great customer service, and as the expert in your industry.

What's more?

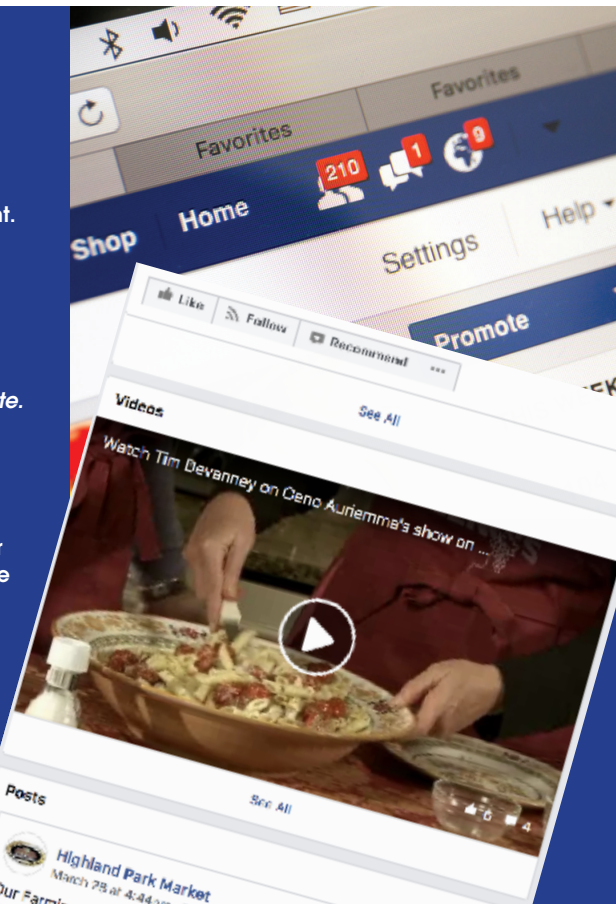
Facebook is now the smartest place to advertise! People, everyday, volunteer their Likes, Location, Interests, Hobbies, Job Titles, Businesses, etc.

and with Facebook Advertising you can target specific demographics very granularly and as often as you'd like.



Facebook

1. Prescheduled content – bi-weekly scheduled content. Client approval required before scheduling.
2. Opportunistic Content – ad-hoc posts shared by Bad-Adz on client's page. Posts include relevant content from other Facebook accounts.
Example: On your Facebook page we may share a Bad-Adz video of how to make gourmet hot chocolate.
3. Community Management – monitor Facebook community for comments, questions, negative posts, etc. Distinguish pre-written responses for specific questions (example: what are your store hours). The Bad-Adz Social Media Team will escalate to your attention other questions. (Example: customer service complaints or product questions.)
4. Facebook Advertising – paid Facebook posts/ads typically promoting weekly ad. These ads are targeted to a specific audience based on specific criteria; demographics including age and location.
5. Organic Ad-hoc posts – example: new additions to store – for example: new hot food bar

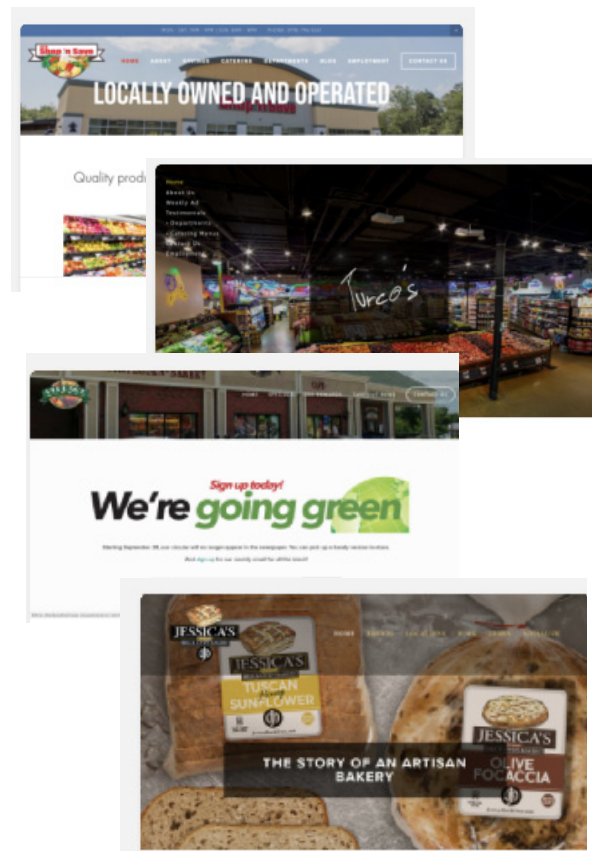
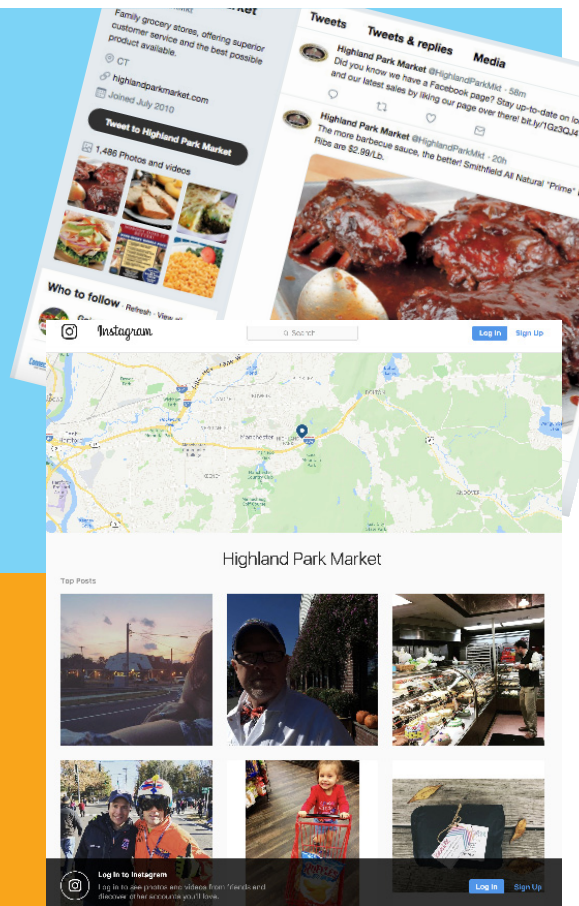




1. Prescheduled Content - bi-weekly scheduled content. Client approval required before scheduling.
2. Opportunistic Content - ad-hoc retweets shared by Bad-Adz on client's Twitter. Posts include relevant content from other Twitter accounts.
3. Community Management - monitor Twitter community for comments, questions, negative posts, etc. Distinguish pre-written responses for specific questions (example: what are your store hours) but escalate to client for other questions (example: customer service complaints or product questions)



1. Instagram is a valuable social platform to utilize paid advertisements-usually run in conjunction with a paid Facebook Ad.
2. To provide a more personal reaction, Instagram requires additional Client input: business photos or images that will enhance your brand.



Website Management

1. Weekly Updates
2. Update Store Management
3. Adding New Content
4. Blog Posts

Website Development

With website traffic coming from 70% mobile users, we build our websites using completely responsive layouts and designs, meaning your site will automatically reformat for phones, tablets, desktop, laptops – you name it.

1. Our sites are not only designed by expert graphic designers, but also created strategically for marketing your business and optimizing on search engines, such as Google (SEO). We want to create the most efficient, user-friendly experience for every customer when they visit your site, and also make it easy for them to get in touch with you, should they have questions about your business.
2. Build website using Squarespace
3. Copywriting

Eye Catching Creative

Our integrated team of advertising professionals combine artistic prowess with sales and strategy excellence to produce the best results for your brand. Not one department stands alone – our sales strategy walks hand-in-hand with our artistic direction and our print pieces correspond with our digital adaptations. We're a singular advertising house with all the proper seats at the table, and in constant conversation across departments, to seamlessly represent our clients and their brand stories.



Social media just keeps growing and growing. Facebook has officially hit 2 billion monthly users. And most other social networking sites and apps are at the top of their all-time high user numbers.

- 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (Source: Ambassador) Use social media as an effective customer service tool to increase brand engagement and win new customers.



Facebook statistics
In 2015 Facebook influenced 52% of consumers' online and offline purchases, up from 36 per cent in 2014. (Source: The Drum) This shows the importance for retailers to manage their social media channels which will have a direct impact on purchase behaviour.



Twitter statistics
Latest study (Source: Loco-wise) found that adding hashtags had no effect on engagement rates. In fact, tweets without hashtags outperformed tweets with hashtags. (Source: Adweek) Therefore, it is better to focus on the quality of your original content instead of overly relying on hashtags for increasing engagement.



Instagram statistics
Top brands on Instagram are seeing a per-follower engagement rate of 4.21% which is 58 times higher than on Facebook and 120 times higher than on Twitter (Source: Hootsuite) Instagram has become a powerful platform for marketers and its potential cannot be overlooked any longer.



Youtube statistics
In 2015 YouTube posted the figure of 40 billion all-time views for branded content. (Source: ReelSEO) That means video marketing has gone from nice-to-have to must-have, one that will set the pace for the foreseeable future. 87% of marketers say they plan to use Youtube this year (wyzowl.com).

- Visual content is more than 40 times more likely to get shared on social media than other types of content.

Social Media Management: Bad-Adz is your Digital Answer



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