

Drive Action Digital, LLC **Social Media**

We will escort your brand into the dynamic world of social media. It's your turn to fully engage in the conversation that's already occurring about your brand.

We're going to tread lightly at first, be respectful, cordial and join the party.

We're going to leverage some control, add value and offer a platform for your brand advocates to stand up and be heard.



SOCIAL MEDIA

Social Media Strategy and Plan

- Structure and articulate the appropriate social media presence for your brand
- Recommendations
- Road map for success

Social Media Execution

- Profile creation & management
- Blog execution & management
- Brand Advocate outreach
- Tutorials and Custom Workshops

Social Media Management

- Monitoring
- Curating content
- Engagement Optimization
- Identification of content for re-distribution (Blog posts, industry trade publications)
- Present your brand as a valuable resource within the social media ecosystem

Social Media Optimization

- Track Metrics of success (Facebook "Likes" Twitter "followers" etc)
- Strategy review and continued iteration based on success metrics