social marketing

IT'S NOT WHAT YOU THINK

Facebook. Twitter. YouTube. LinkedIn. Foursquare. Google.

There has been a lot of talk of the growing importance of these websites and platforms...

Marketing Channels. Public Relations. Customer Relationships. ROI.

There has been a lot of emphasis on the benefits that these platforms provide...

How Can Your Company Benefit?

When one size does not fit all, what is the best approach for your company to be successful on the "social web"?

Get to Know the Real Social Web

The social web can be a place to build relationships, encourage participation, and create lasting connections with customers, vendors and influencers. Social media has its own unique rules of engagement, culture, and ecosystem. It is risky to engage without a sound and fluid social media strategy. ***Are you ready?***

Benefits of Social Marketing

- ★ Targeted Messages
- ★ High Return on Investment
- ★ Increased visibility and brand recognition
- ★ Proven to work better than banner advertising
- ★ Builds organic trust through word of mouth
- ★ Direct customer communications

What We Do

Purple Stripe Productions has 13 years of experience in social media. We leverage our team's expertise to help you engage consumers, support customers, and strengthen your brand. Clients have included General Motors, Coke-Cola, and Wiley Press, as well as numerous regional and local businesses.

- ★ Social marketing needs assessment & analysis
- ★ Strategic consulting
- ★ Implementation services
- ★ Social presence creation & management
- ★ Seminars & training

Did You Know?

Facebook has at least **175 million active users** every 24 hours and over **400 million registered users**.

More than **65 million** Facebook users access the site through mobile-based devices.

There are more than **3.5 BILLION** pieces of content shared each week on Facebook.

The average Facebook user has **130 friends**.

Twitter has **75 million** accounts.

LinkedIn has over **50 million** members worldwide.

70% of bloggers are organically talking about brands on their blog.

85% of all marketers indicated that their social media efforts have generated exposure for their businesses

Get Started Now!

Contact us today for your free social marketing needs assessment and seminar discount code!

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