



RIDE5 GROUP

SOCIAL MEDIA SNAPSHOT

Ride5 is a boutique brand building and marketing agency located in midtown Manhattan. Our expertise in business strategy, consumer behavior and audience engagement is delivered through design, copy, advertising, media, tech & PR. We offer consumer-facing firms the ability to optimize their relationship with audiences through social communities - an imperative for maintaining and expanding brand success.

OUR APPROACH

Social media is an essential part of every brand's profile. Its primary purpose is to further engage loyal customers while attracting new ones. The average viewer spends four hours per day on various social platforms. The pervasive nature of these tools provides significant ROI opportunities given the relatively low cost of entry.

Partnering with Ride5 for social media implementation consists of the following:

1. Identifying which social platforms are most effective for your business
2. Aligning social branding with all your marketing collateral
3. Attracting more followers through targeted outreach and interactive dialogue based on relevant information, compelling images, knowledge that informs and other compelling content
4. Implementing engagement 'motivators' such as promotions, contests, notification of discounts, new product launches, etc.
5. Leveraging our ability to integrate social media across digital, mobile and ambient channels to optimize your investment while raising awareness to a new level

KEY PLATFORMS SUPPORTED



YOU BUSINESS BENEFITS

- Brand-building through engaging content and feedback
- Ongoing interaction with brand consumers (B2C), & clients (B2B)
- Increased awareness and knowledge of what your brand offers
- Advertising new products & services through micro-campaigns
- Enhanced search engine optimization (SEO)
- Analytics that support targeted outreach
- Competitive intelligence within your market sector

PRICING METHOD

- Pricing varies based on your requirements. We assess current state versus optimal social presence, number of products to be supported and length of engagement. Services and underlying activities can be prioritized collaboratively to ensure budget is not an issue.

ADDITIONAL SERVICES TO CONSIDER

- Website development or refresh
- Print media.
- Blogs
- Video
- Search Engine Optimization (SEO)
- E-Mail marketing
- Advertising
- Personal branding (generally for senior management)