



EVERYWHERE[®]

SOCIAL MEDIA MARKETING

SO NICE TO MEET YOU!

Hello!

Thanks for taking the time to review our capabilities deck! Our small, but mighty team is excited for the potential to work together. We consider this book the beginning of our conversation with you. A conversation that, we hope, continues in person with a cup of our favorite coffee.

EVERYWHERE

154 Krog Street, Suite 130
Atlanta, GA 30307
404.228.4100

 @BeEverywhere

 /BeEverywhere

What's in here

- Who We Are 4
- What We Do 10
- Our Work 30

EVERYWHERE

Who we are

Our Team



Danica Kombol
PRESIDENT

HAS WORKED WITH:
Coca-Cola
Saturday Night Live
IMAX
Cox Communications
CNN
Macy's
LexisNexis
Sesame Workshop
AutoTrader



Jason Maldonado
DIRECTOR OF DIGITAL STRATEGY

HAS WORKED WITH:
The Home Depot
Disney Parks
Novelis
Shell Oil
ConAgra Foods
Johnson & Johnson
Kimberly-Clark
Kraft Foods
Hilton Hotels



Britton Edwards
SENIOR DIGITAL STRATEGIST

HAS WORKED WITH:
Macy's
Advanstar
LexisNexis
IMAX
Spelman College
Promethean
Macy's Wedding Registry



Lexi Severini
DIGITAL ACCOUNT MANAGER

HAS WORKED WITH:
Macy's
Promethean
CNN
MAGIC Market Week
Coca-Cola Venturing & Emerging Brands
Calypso
St. Barth



Lina Skandalakis
DIGITAL ACCOUNT MANAGER

HAS WORKED WITH:
Macy's Culinary Council
Piedmont Hospital
BrightWhistle
Turner Broadcasting:
Cartoon Network
TBS
Adult Swim



Kayla Wright
DIGITAL ACCOUNT MANAGER

HAS WORKED WITH:
Novelis
Noble House Hotels & Resorts
Firehouse Subs
Wonder Bread
Nature's Own

How We See Digital Marketing



Who We Are

 **GUINNESS WORLD RECORD® HOLDER:**
 { MOST TWEETED CAMPAIGN IN A 24 HOUR PERIOD }

1,100+
 BLOGGERS IN OUR NETWORK

80%
 WOMEN EMPLOYEES
 (And 100% women-owned)

We're from all over:



SEATTLE CHICAGO NEW YORK ATLANTA TAMPA

142
 avg. # of emails sent per day

WHAT'S ON OUR TV:



Game of Thrones
 Parks and Recreation
 House of Cards
 Orange Is The New Black
 True Detective
 Silicon Valley

90%
 Mac users

100% client satisfaction

35% channel growth for our clients

CURRENT JAMS:

Whoop! Alright - Yeah...Uh Huh.
The Rapture

Tessellate
Alt-J

Hurricane
MS MR

50%
 B2B CLIENTS

COLLECTIVELY WE MAKE UP ONE WHOLE (POTENTIALLY AWESOME) VOLLEYBALL TEAM.

50% EARLY BIRDS **50% NIGHT OWLS**

WE'RE ON PLATFORMS 24/7

5 languages spoken

5 

3 

77 average cups of coffee per week

ESTABLISHED
2008

our clients have called us:

CREATIVE **PASSIONATE**

LEADERS **PARTNERS** **STRATEGIC**

5 Cause clients we're working on at any given time



what we're reading:

Forbes **FAST COMPANY**
 The New York Times

Mashable **TC TechCrunch**

17

avg. # of times we check our social platforms daily



What we do



Online Brand & Campaign Strategy

Community Management

Online Listening

Social Business Planning

Content Strategy

Influencer Marketing

Social Event Marketing

B2C

B2B

Old To Young

Multicultural

Online Brand Strategy

Strategically positioning your brand online can be tough. We will help you identify the 'WHO', 'WHAT', 'WHERE', 'WHEN', and 'WHY', ultimately leading to 'HOW' they can achieve their business priorities.

Online Campaign Strategy

We have worked with clients on all aspects of campaign strategy, from development of creative ideas to execution and reporting on ROI. We have championed running both social and digital campaigns.



Community Management

From content creation, publishing, and monitoring, to reporting insights and larger channel strategy, we help B2C and B2B brands be EVERYWHERE their audiences are.



Moderation & Engagement

We're pros at community management. We monitor published content and creatively engage with a brand's audience. We alert appropriate team members when content exceeds expectations or is potentially damaging or slanderous.



Content Creation

Working with an existing or developed content strategy, our creative team creates relevant shareable content that results in greater engagement and overall brand awareness.



Reporting and Insights

We believe in numbers. Our analytics team reviews platform data (engagement, growth, conversation topics) and recommends actionable insights and brand implications.



Online Listening

Being the data nerds we are, we leverage listening tools to extract, analyze and present actionable insights to our clients regarding their brands and their competitors.



Digital Listening

Larger than social listening, we monitor and develop reports for our clients that bring data and insights from across the web, i.e. forums, news sites, videos, blogs, publications.



Industry Trends

We curate social, digital, and industry-specific news and trends as they pertain to our clients.



Social Listening

We offer our clients data and insights across all social media channels, and we make recommendations for participation in emerging platforms based on those findings.



Social Business Planning

We have a proven track record of success helping brands incorporate social business ideologies into their overall business structure.



Social Media Policy

Every brand needs a clear policy, which not only outlines the dos and don'ts for employees, but also frames guidelines on how to behave on social platforms. We're well-schooled in FTC policies and the unwritten rules of social media.



Internal Policy and Procedures

We work with our clients to build custom internal frameworks, which include organizational content creation, content approval processes, moderation guidelines, social media crisis plans, etc. These procedures ensure our clients' business can work efficiently and confidently within this fast-paced digital sphere.



Education and Training

We have found that having more employees participate in face-to-face trainings or e-learning courses about social media helps our clients receive stronger internal buy-in. It also empowers employees to act in the best interest of the brand and become online advocates.



Content Strategy

We are just as excited about our clients' brands as they are. As such, we take content strategy seriously. We help our clients find their voices within the digital space without compromising brand consistency.



Content Creation

Developing content that is consistently creative and aligns with a brand's business priorities can be a challenge. Don't worry, our team has your back. Our creative team ensures that all content aligns with business priorities and is narrated in a way that achieves high engagement and brand awareness.



SEO

Necessary for all brands, we work with clients to develop short and long-term search engine optimization strategies. This gives them the competitive edge when their target audience is searching for relevant products or content.



Brand Identity

We have worked with many brands to help them determine their online "voice," as well as build a content strategy that aligns with marketing priorities and considers the conversations most important to their target audiences.

Influencer Marketing

Our agency boasts a 1100+ member network of ethnically diverse influencers from coast to coast, spanning a variety of blog topics including lifestyle, fashion & beauty, food, parenting & family, and entertainment.



Campaign

Word of mouth is still highly effective. The Everywhere Society allows us to match our clients with influencers, whose interests align with their brand. Through this outreach, we are able to cultivate relationships and ambassadorships, increasing brand loyalty among their community of readers.



Focus Groups/ Crowdsourcing

In order to create relevant, fully-functional campaigns, brands must first gather insights from their target audiences. Being discretionary, we aggregate influencer sentiment in order to frame a successful strategy.



Social Event Marketing

When our clients have an event, we leverage our influencers to increase attendance via pre-event social media amplification. Additionally, our influencers create blog posts that are optimized for increased brand SEO.



Social Event Marketing

We work regularly with clients to promote and increase attendance at local events. By fusing online and offline strategies, we create an integrated marketing approach.



Influencer Attendance

We increase overall turnout at client events by partnering with key influencers and encouraging them to invite friends, family, and followers.



Digitizing the Event

We not only activate our online influencers, but also harness the power of digital marketing through paid promotions, such as Twitter and Facebook ads, and local event listings. In doing so, we help brands meld online and offline strategies to achieve an optimal, integrated campaign.



Social Promotion

Our digital influencers broadcast our clients' events via social platforms, blogs, word-of-mouth, and traditional media outlets such as local news and radio.

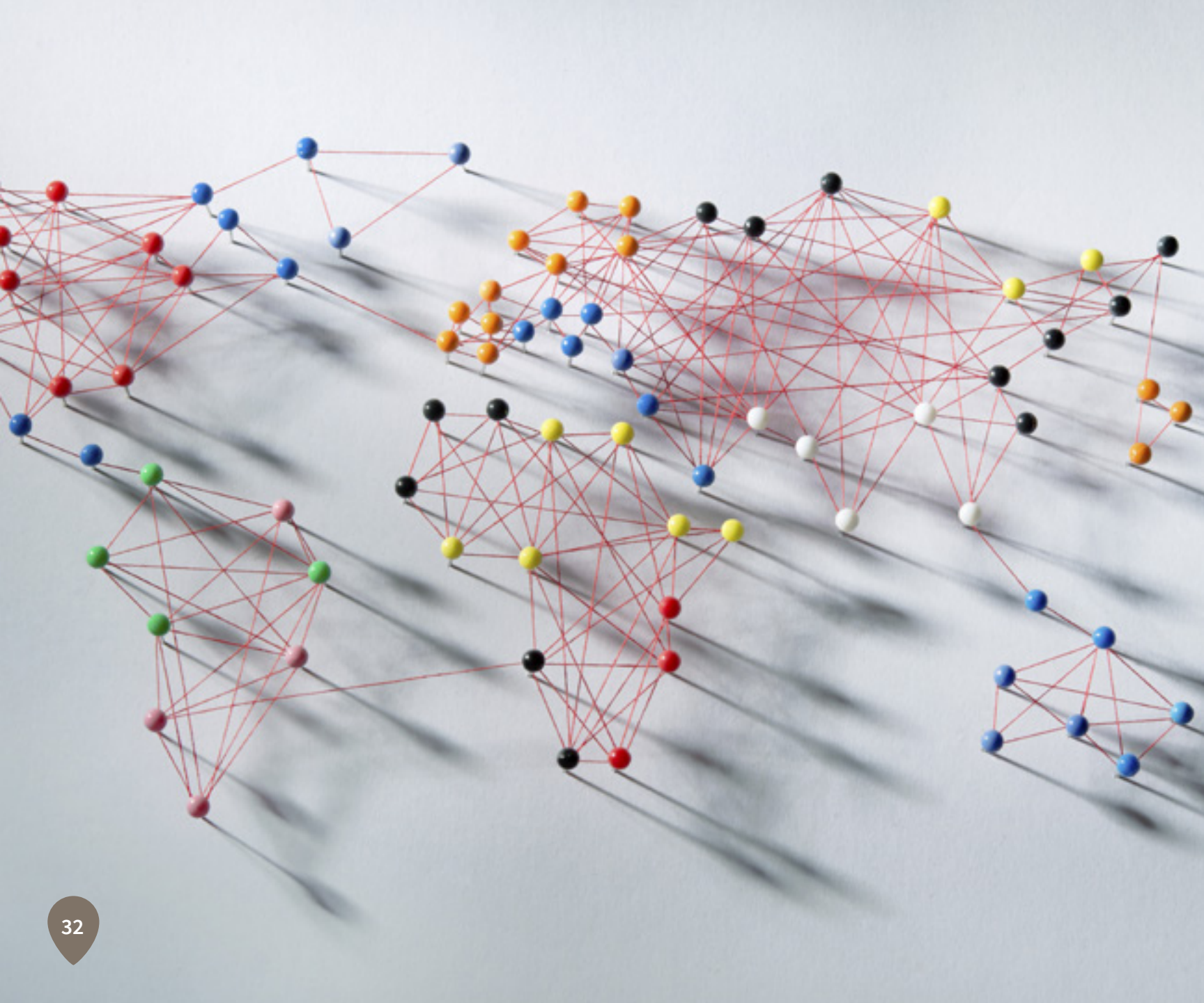


Past & Current Clients

- ★ macy's
- MACY'S CULINARY COUNCIL
- WWD**MAGIC**
- Promethean
- ADVANSTAR
- QUALCOMM
- Hansen's NATURAL CANE SODA
- G-CAPP
- HEART OF HAITI
- COX
- LexisNexis
- GPB
- AutoTrader.com
- e6i
- Metro Atlanta Chamber
- CNN
- PROGRESSIVE INTERNATIONAL MOTORCYCLE SHOWS
- IMAX — IS BELIEVING™ —
- Novelis
- Coca-Cola



Our Work



EVERYWHERE
SOCIETY

EVERYWHERE SOCIETY

Our built-in influencer network, called Everywhere Society, sets us apart from other social media agencies. Everywhere Society is 1100+ bloggers strong, with a reach of 50+ million. Our diverse community stretches across North America and is committed to activating campaigns on behalf of our clients.

Our community works to create:

- Campaign/Product Awareness
- Campaign/Product Feedback
- Social Impressions
- Social Engagement
- SEO
- Event Attendance
- Brand Advocates

Our influencers play in the following spheres: lifestyle, fashion & beauty, food, parenting & family, technology, and entertainment.



Novelis

NOVELIS GLOBAL CONTENT STRATEGY

We built a global online content strategy that:

- Builds awareness and engagement around business priorities;
- Creates a system for curating content across four continents;
- Enables the company to monitor and track all conversations online to improve its future strategy.

Developing content verticals and tracking all external content (social/digital/owned/earned) provides the Novelis global marketing team with insights into which marketing initiatives are resonating with online users and which need more support.

GLOBAL CONTENT STRATEGY = UNIFIED VOICE = STRONGER BRAND AWARENESS



MACY'S SoLo (SOCIAL LOCAL) EVENT MARKETING

Macy's has many national in-store campaigns every season. The Special Events Team turns to us to help execute in-store social local (SoLo) marketing to ensure each campaign (and the relevant products) receives maximum exposure, brings users to the events, puts products in consumer's hands, and allows potential shoppers to interact with Macy's executives and guest celebrities.

In Spring 2014, we amplified 60 in-store events for Macy's and garnered 325+ million impressions.



COX COMMUNICATIONS SOCIAL BUSINESS PLANNING

Cox Communications comes to EVERYWHERE for social media guidance. We've trained internal leadership teams and outlined best practices for community management. Cox also relies on us for social media amplification around product launches, programming initiatives, and cause campaigns, such as their successful "Take Charge" campaign, designed to educate parents on teen internet safety. We head to events such as Cable Show and CES with Cox and garner social media attention around their presence.



#BeatCancer



Currently holds the Guinness World Record for the Most Widespread Social Network Message with 209,771 unique mentions.

social media for social good brought to you by Everywhere

RT
@CantBelieblt: A

Thank you all for participating in the #beatcancer movement. The #beatcancer Guinness World Record attempt and donation of 5 cents (\$.05) per mention officially ended on October 16, 2010 at 9am PST. Although we did not beat our record setting number of 209,771 mentions of #beatcancer within a 24 hour period, PayPal and SWAGG agreed to donate more than 5 cents per mention, totaling \$20,000. In the meantime, we are keeping the counter of mentions going to show the enormous power of social media for social good.

#beatcancer doesn't end here! SWAGG is committed to fight against cancer and you can help! Prior to the official product launch, consumers can pledge to download the SWAGG app below by submitting their e-mail address. SWAGG will then donate \$1 to Stand Up To Cancer, up to \$125,000.*

@iAmDFree
woman has a
million wishes
cancer patient
er. 96% won't
er. Be 1 of
does.

738877
mentions so far

sponsors donating to #



#BEATCANCER

We secured the first ever Guinness World record for the most socially networked message in 2009 with #BEATCANCER. This was an EVERYWHERE play, not a client play, to show that social media could be used for social good. Launched at BlogWorld, we asked influencers to Tweet or share in their Facebook status updates a message about #BEATCANCER. Sponsors eBay, PayPal and Miller Coors agreed to pay a penny per tweet, raising over \$70k for four cancer-serving charities. Our efforts were heralded in the New York Times, Mashable, CNN, Philanthropy Digest, and a host of other media outlets.





THANKS!

(Let us know about that cup of coffee.)

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