

NIMBLE WORLDWIDE SOCIAL MEDIA MARKETING

Our Core Beliefs

Audience drives channel selection

- Must understand who you are trying to reach with your social effort
- The “who” will determine where, when, and how to talk with them

Effective social communication requires different kinds of communication

- Planned posts and messages
- Ad hoc posts are more closely tied to real time and interests of your community
- Direct interaction with someone within the community

Engagement is the critical metric

Baking the Content PII

Content is the critical ingredient in social media. Across all Social Channels content must include a mix of:

- **P**romotional messages that encourage people to take action
- **I**nformational messages that deliver specific details and facts
- **I**nspirational messages that drive emotional connections



The mix of the PII is unique to each client and is nuanced based on the primary role of each social channel.

Social Media Solutions

Nimble offers three service options for social media:

Monitor and Manage

basic support and posting with limited strategic involvement.

Social Media Marketing

social strategy based on our PII model, a blend of planned, ad hoc and engagement posts, access to our licensed tool suite and market research.

Integrated Digital Marketing

a custom solution combining social media, digital media, search, website, and email into a comprehensive strategy.



Nimble Social Media Universe



Main Social Media Channels



Next Channel



Secondary Social Media Channels

Social Media Tools



Hootsuite



Sendible



NUVI

- Monitor and Manage
- Social Media Marketing
- Integrated Digital Marketing

Service Models