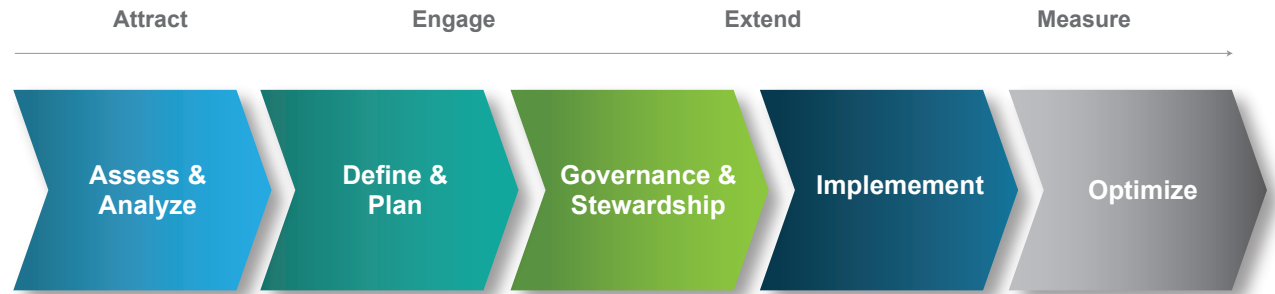


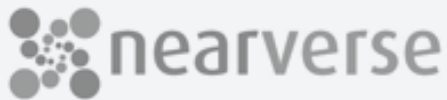
about us

Convertiv is a full-service social media strategy and engagement agency helping brands improve their customer communications and relationships by creating engaging experiences for consumers wherever they live in the digital world. We think of ourselves as innovators and passionately believe that mobile and social media-driven communications can transform our clients' businesses.

process



clients



capabilities

Insight

- + Current State Assessment
- + Funnel Analysis - sales/marketing and/or customer service
- + Search and Keyword Audit
- + Social Audit
- + Competitive Analysis

Planning

- + Roadmaps and Frameworks
- + Requirements Prioritization
- + Scenario Modeling and Best Practices
- + Influencer Identification
- + Tool Selection

Design & Development

- + User Experience and Interaction
- + Web (Communities, Blogs, Sites, Apps, eCommerce)
- + Social Media Solutions (engagement apps, branded marketing campaigns)
- + Mobile Applications (smartphones & tablets)

Deployment

- + Mobile and Social Paid Advertising
- + Search Marketing and Optimization
- + Branded Interactive Campaigns
- + Influencer Outreach
- + Location Based Services

Optimization

- + Community Lifecycle
- + Organic and Paid Search
- + Social Influencer Marketing
- + Email Acquisition and Lead Generation
- + Content Acceleration and Exposure

Business Intelligence

- + Social Command Center
- + ROI Scorecarding
- + Custom Campaign Reporting
- + Marketing Automation

results

253%

increase in facebook fanbase

43%

decrease in cpa

112%

increase in ctr

700,000

news stream impressions

0 to 14,000+

facebook fan base growth in 30 days

437%

general web traffic growth

54%

decrease in cpc

648%

increase in twitter reach

536%

increase in youtube views

785%

increase monthly conversions

contact



new business

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