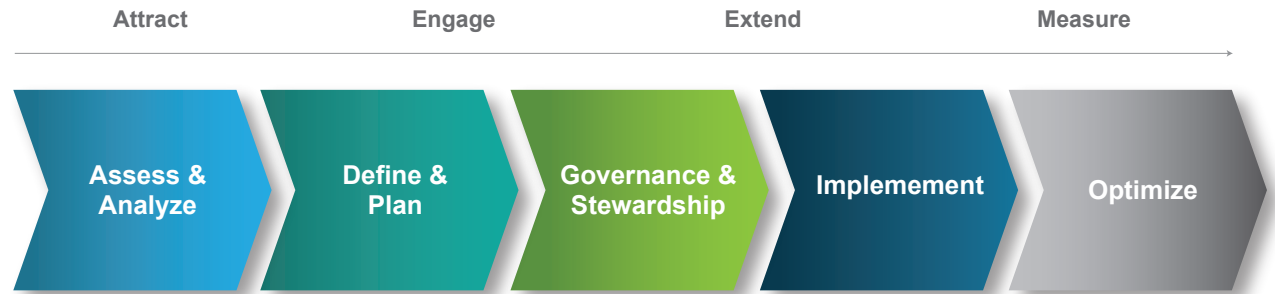


## about us

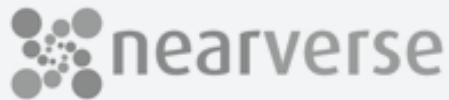
Convertiv is a Boston based social media strategy and engagement agency. We help brands propel ideas by fostering influential relationships through engaging online experiences. We are innovators who passionately believe mobile and social media-driven communications can improve our clients' interactions with their target audience.

While most agencies focus on buying mindshare, we focus on earning it. With some of the deepest social media experience in the industry, our client-centric team works tirelessly to deliver cutting-edge, goal-orientated mobile and social engagement vehicles.

## 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

Chris Pollara  
chris@convertiv.com

### office

One Post Office Square, Suite 3600  
Boston, MA 02109  
617.621.4080  
www.convertiv.com

