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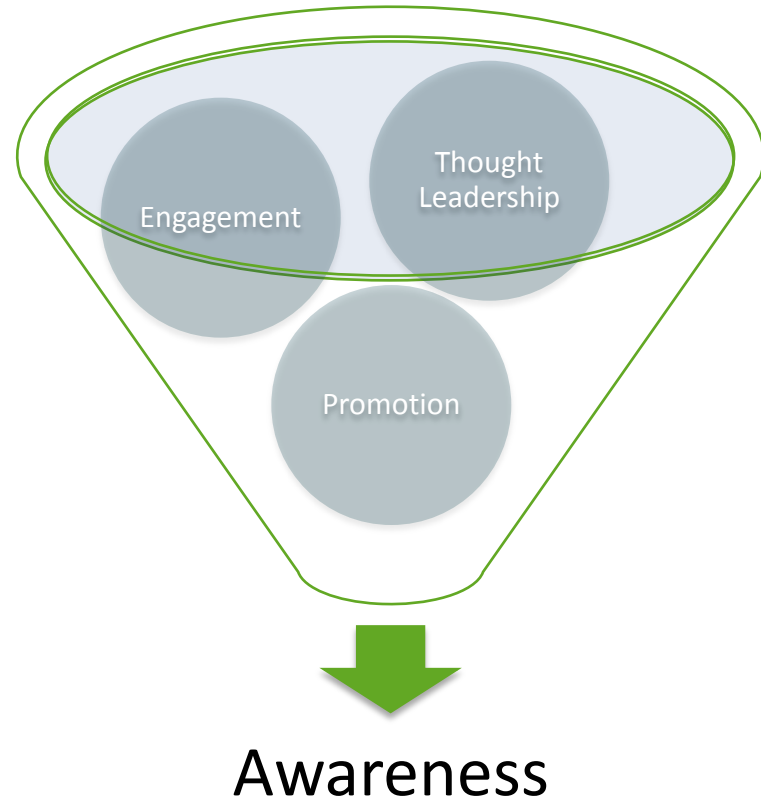
Using Social Media to Boost Your Audience and Visibility

Overview

- Introduction
- Knowing your audience
- Opportunities
- Popular Channels
- Tools
- Campaigns
- Q&A

Introduction

- Who we are
- Our approach to Social Media
- The marketing funnel



Knowing Your Audience and Goals



Opportunities

- Increase Awareness
- Build Relationships
- Form a Community
- Manage Reputation
- Improve Media Relations

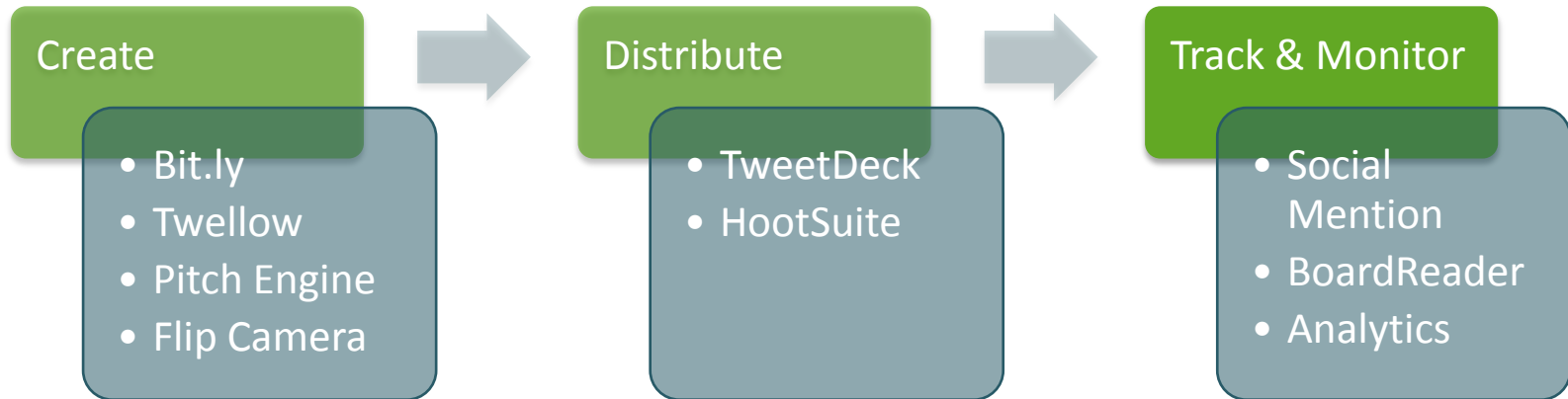
Which medium do you use?

Popular Channels

- Twitter
- Facebook
- Blog
- YouTube
- Bookmarking Sites



Tools

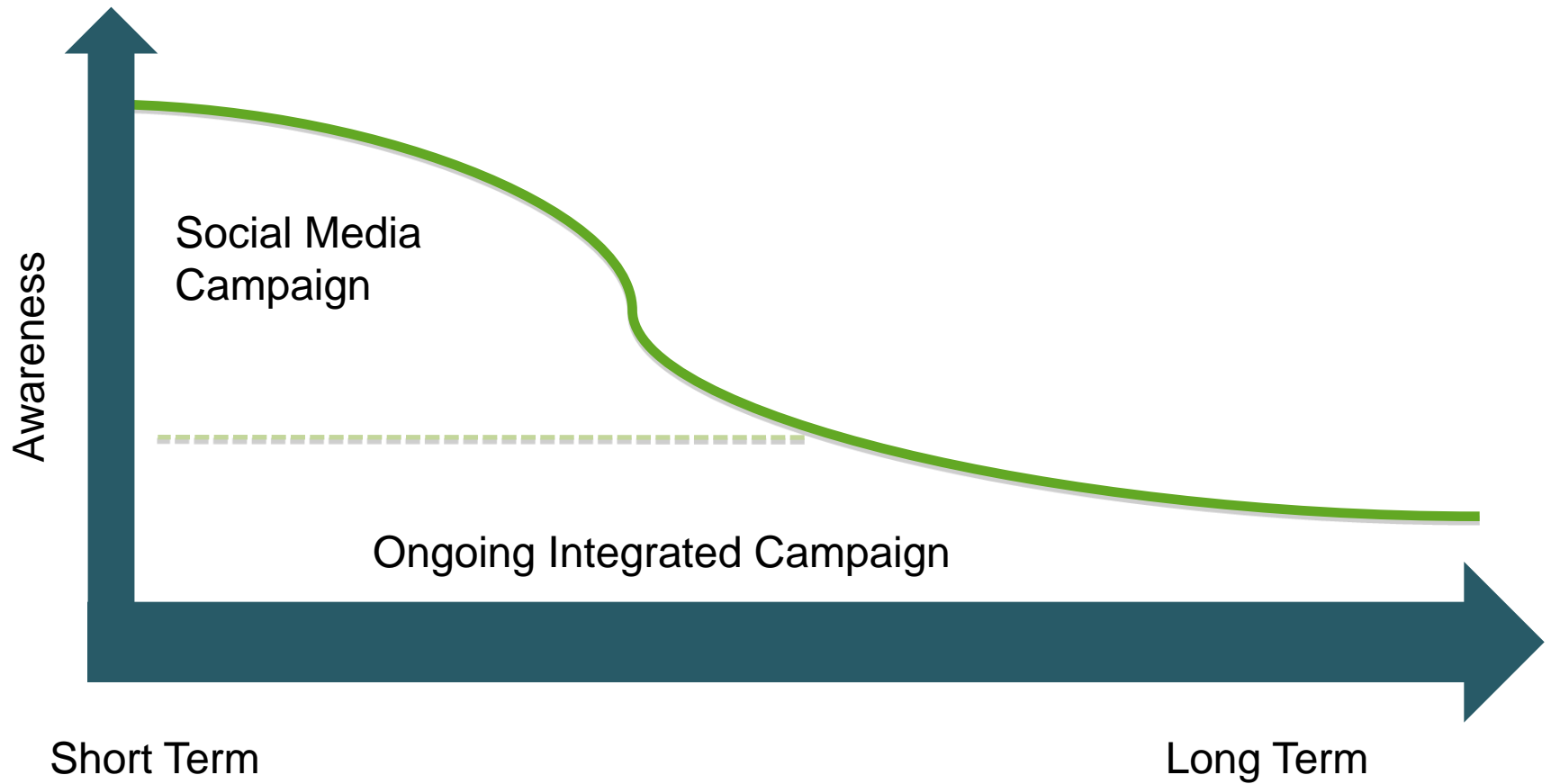


Campaigns

- Social Media Campaign
 - Short Term
 - Engage your audience
 - Feedback
 - Lead Generation

- Integrated Campaign
 - Long Term
 - integrated into overall communications campaign
 - Get your content out to your audiences through channels they are already using -- meet them where they are
 - can be used in all stages of a campaign: research (customers and competitors), strategic planning, implementation, evaluation

Campaigns



Help Us Name Us

- Social Media Campaign
- Structure
- Timeline
- Mediums
- Reach
 - 50 States
 - 52 countries
 - 6 continents

Help Us Name Us... and win a Kindle2!

Image Communications has grown a lot in the past few years - from a traditional advertising agency to a full-service marketing services firm that offers a range of skills, including strategy, graphic design, web development, social networking and public relations.

We know more than anyone that marketing is about staying relevant to your audience and meeting them where they are - online. That's why we're pulling out all the stops and harnessing the power of the Internet and social media to come up with our new company name. So we're letting you win a chance to name our rapidly growing company and get one of the hottest gadgets out there in the process, Amazon's Kindle2!

Post your ideas below and come back the week of April 15th to see our new identity launched here first.



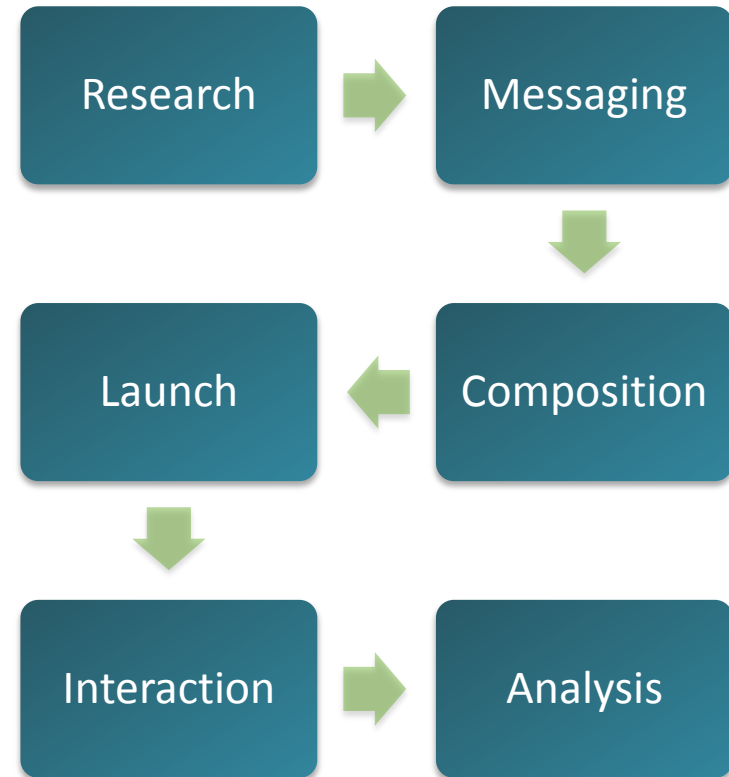
HELLO!
(Our new name is)

E-mail:

By submitting, you agree to the [terms and conditions](#)

Citrix/Carpathia Announcement

- Goal
- Timeline
- Integrated campaign
 - Pitch Engine
 - YouTube
 - Twitter
 - Facebook
- Results
 - 14,348,912 mentions in 1 week
 - 98% Traffic increase





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