



**ALL OF OUR WORK BEGINS WITH A SOLID  
UNDERSTANDING OF YOUR REGULATORY  
COMPLIANCE REQUIREMENTS**

## **UTILIZING SOCIAL MEDIA IN YOUR REGULATED ENVIRONMENT**

Let us help build your brand and convey your unique identity through the power of social media. Whether you're an upbeat organization targeting today's youth or a conservative local business Bank, our creative writers will be sure to connect your business to the preferred audience. Using the latest tools to manage social media, coupled with our solid understanding of regulatory and compliance constraints, we ensure consistent, effective coverage on the most valued platforms, while minimizing your level of risk.

- INCREASE TRAFFIC & REVENUES
- MANAGING YOUR REPUTATION
- BUILD A COMMUNITY
- SPREAD AWARENESS

## 1 MEET

Our first step is to spend some quality time with your business. To get to know your business better and to gain a clear understanding of who you are and the message you would like to convey.

## 2 HONE

We help you to better understand the target audience and to begin tailoring your message to create real connections and an effective marketing plan.

## 3 SET-UP & OPTIMIZATION

Using the latest tools in social media, we ensure consistent coverage on the most valued social media platforms.

- Integration across channels
- Planned profiles
- Optimized content

## 4 ONGOING ENGAGEMENT

Our compliance experts know and understand regulatory and compliance constraints, providing you the confidence that your posts will not only be effective, but will minimize your risk.

- Monitor for compliance triggers and refer to you for direct, private communication

## 5 MEASUREMENT METRIC

Once the marketing plan is fully implemented, you'll receive monthly reports to show you how your social media efforts are working.

- Monitor identified metric
- Monthly traffic report

## 6 SOCIAL MEDIA PRESENCE AUDIT

- Current presence on social media platforms
- Reach & Content relevance
- Analyze conversions

## 7 SPECIAL SERVICES

Optimize your social media integration through unique offerings, including Contests, Sweepstakes & Coupons, Customer Education Sessions, LinkedIn Profile, Setup and Training for Executive Team, Facebook & LinkedIn Advertising, Video, Production/YouTube, Product Promotions

AN AVERAGE FACEBOOK USER IS CONNECTED TO 130 OTHER PEOPLE  
 71% OF COMPANIES HAVE A PRESENCE ON FACEBOOK  
 35% OF LINKEDIN USERS CHECK THE SITE DAILY  
 MORE THAN 50% OF FACEBOOK USERS LOG ON DAILY  
 61% OF USERS AFFECTED BY LINKEDIN ARE MALES  
 MORE THAN 150 MILLION TWEETS HAPPEN PER DAY ON TWITTER

LINKEDIN - Who would be most affected by age

7%	55-64
36%	35-54
36%	26-34
21%	18-24



TWITTER - Who would be most affected by age

7%	55-65
12%	45-54
19%	35-44
33%	26-34
11%	18-24
18%	12-17



FACEBOOK - Who would be most affected by age

7%	55-65
13%	45-54
18%	35-44
23%	26-34
29%	18-24
10%	13-17



PRICES PER MONTH	BASIC \$300 PER MONTH	SOCIAL \$600 PER MONTH	PRO \$900 PER MONTH
Compliance Review*	✓	✓	✓
Unique Monthly Posting	10 Posts	20 Posts	30 Posts
Dedicated Account Manager	✓	✓	✓
Content & Social Media Team	✓	✓	✓
Social Media Management & Monitoring	✓	✓	✓
Monthly Reporting	✓	✓	✓

\* Our firm knows the challenges of regulatory compliance and continually monitor for new guidance

ADD-ONS	
Profile Page Creation per Social Network (LinkedIn, Twitter, Facebook)	\$300
Report Review and Optimization Consultation	\$300

## INDUSTRIAL IMAGE, INC.

We are an agile marketing and graphic design firm with attitude. Since 1997, we have provided innovative visual communication solutions, aggressive marketing strategies, and appropriate company branding. The team is prepared to guide (and provide) you with the most effective media for your industry, audience, and to optimally convey the message you want to communicate.

## ADDITIONAL BENEFIT OF A SINGLE VENDOR, WITH COMPLIANCE KNOWLEDGE, DELIVERING MULTIPLE SERVICES

- Advertisements
- App Development
- Branding/Logo Design
- Brochure
- Catalog
- Corporate collateral
- Direct Mailers
- Graphic Design
- Print Coordination
- Signage
- Websites

