

# EXPOSURE SOCIAL

DIGITAL MARKETING | INTERACTIVE  
CREATIVE & PRINT ADVERTISING | BRANDING

# #1

IN SOCIAL  
MARKETING

# OPTIMIZE YOUR EXPOSURE

*We create leading-edge marketing strategies that drive brands and businesses forward. We help launch, grow, and reinvent startups, small businesses, and big brands.*

*Get the Best  
Exposure for  
your Business*

*We thrive in  
today's digital  
marketing  
landscape*

# Digital Media

*We activate the right mix of media and message to encourage engagement and stimulate action.*



Gone are the days of marketer driven one-on-one consumer communications. Today, consumers have access to an abundance of information, immediately and at their finger tips. Digital Marketing allows you to capitalize on this staggering consumer power, by leveraging techniques that maximize reach and convert leads into customers.

Marketing is built in our DNA. We live to tell stories, engage audiences and stimulate action. Fueled by your vision, our team ignites the strategy that sparks the type of thinking that drives revenues. Capabilities? Whether it's digital marketing, print and creative execution, interactive and web development, or strategic planning, we activate the full spectrum of possibilities within today's complex digital landscape. As a full-service agency, we're always thinking 'what next'.

*Natalie Ann*

NATALIE ANN

**Social Media Account Manager**

**Branding:** We evaluate your branding efforts and work with you to optimize your communications with the goal of positioning and aligning, or re-aligning your branding so that it captivates your audience and provides more value to your customers.

**Digital Marketing:**

We offer a wide range of digital marketing solutions intended to increase your business' online exposure. We apply the most advanced digital marketing strategies to extend the reach of your message and increase your conversions.

**Ad Retargeting:** For many websites, only 5% of traffic converts to purchase on the very first visit. Remarketing can help regain your lost traffic, better distribute your ads, increase ad frequency, and reinforce your message - all while targeting a more qualified customer.

Are you ready  
for curiosity-  
invoking, action-  
stimulating,  
result-driven  
initiatives?

# Digital Marketing Solutions

- *Social Media Management + Paid Social*
  - *Facebook & Instagram Sponsored Advertising*
  - *Twitter & LinkedIn Advertising Campaigns*
  - *YouTube In-Stream, Search and Display Ads*
  - *Search Engine Optimization (SEO)*
  - *Search Engine Marketing (Pay-Per-Click)*
  - *Display Advertising via GDN and AdX*
  - *Email Marketing*
  - *Remarketing Direct*
  - *Retargeting via Google, Quantcast and AdRoll*
  - *Local Search SEO (Google My Business)*
  - *Native Advertising & Advertorials*
  - *Paid Content Amplification*
  - *Key Opinion Outreach*
  - *Interactive Banner and Interstitial Ads*
  - *Hyper-Local Targeted Ads*
  - *Mobile Video and Banner Ads*
  - *Mobile App Advertising*
  - *RTB & Programmatic Buying*
  - *Digital Advertising with DoubleClick*
- and more...*



# OPTI-CHANNEL MARKETING

*Reaching the right consumer with the right message at the right time.*

*Imagine this* – you're browsing social media and you suddenly come across a sponsored advertisement, promoting a new entertainment centre that has opened up near your area. You click on the ad to find out more, and it takes you to an attractive website with an engaging video outlining the various activities offered – from axe throwing and indoor bocce, to archery tag and bubble soccer, enjoy a night out with friends while drinking your favourite craft beer. Fascinated but currently distracted, you leave the website. Days later you start seeing their ads pop up all over the internet - on hundreds of websites, on social media, and your favourite mobile app.

You click the ad once again, re-engaging you to learn more about this entertainment complex. This time, the message is more relevant based on the actions you took during your first visit. You then land on a review page which includes previous visitors comments and positive feedback. From awareness to engagement, to now being influenced, you're now more intrigued to act – you call and book a group rate. You see, every moment your customers interact with your brand, they form an opinion. And with each interaction, you have the chance to create additional value, capture a more positive sentiment, and help move

your prospects as quickly as possible from awareness to action. A touchpoint is any interaction that may alter the way your customer feels about your brand, product, or service. Now we are not saying you should be everywhere for everyone; what we are saying is that we believe in taking an *opti-channel approach* that reaches the *right consumer* with the *right message* at the *right time*. It's about finding the optimal media mix for your industry – the right mix that lets you build a better sense of customer focus and creates a tone that strategically and effectively captures your audience.

# Branding creates value, marketing extracts it.

- Creative and Copy for all forms of Traditional and Modern Media
- Logo Design
- Brochure Design
- Package Design
- Graphic Standards Manuals
- Collateral Development
- Point-of-Purchase Displays
- Trade Show Display Design
- Billboards, Kiosks
- Signs, Flyers, Menus
- Banners, Display Ads
- Infographics, Magazines
- Direct Mail Campaigns
- Digital White Papers and more...
- Landing Page Optimization
- Microsite Development
- Website Design & Development
- E-Commerce Web Design
- App Development
- Website Content/Copy Redesign
- Web Hosting
- Web Analytics and Conversion Tracking
- Content Marketing and Automation
- Drip Marketing Campaigns
- UX and Information Architecture
- CRM Integration
- Content Management Systems (CMS)
- Video Production
- Logo Animation & Motion Graphics and more...



## OUR PHILOSOPHY

We live to tell stories, engage audiences and stimulate action. In a world exposed of clutter, we're driven to break that barrier and identify digital solutions that maximize the reach and impact of any message.

## OUR STORY

Understanding the ever growing power and influence of social media, Exposure Social was born to provide expertise that allows companies to optimize their SM presence and take their consumer relationships to the next level.

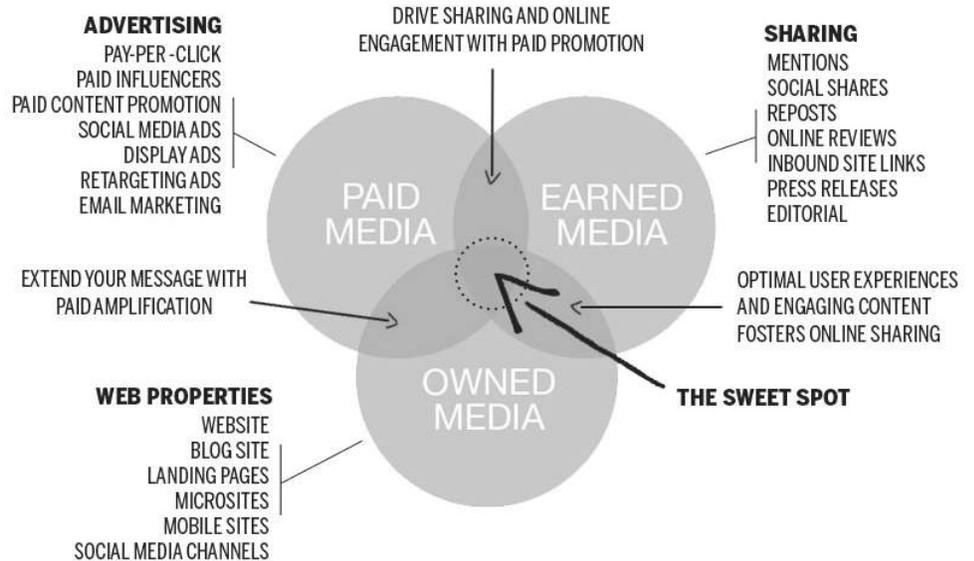
Today, Exposure Social works on a variety of interactive/social & digital projects, across the breadth of current platforms – including providing creative and design, and paid media. We are a team of experts who understand and excel in helping clients navigate and activate the full spectrum of possibilities within today's complex digital landscape.

## WHAT WE DO

We discover and activate the right mix of media and message to encourage engagement, conversation and stimulate action. Whether that be by extending your message through a variety of paid promotions, ensuring your ads appear at the ideal place where your audience is most willing to consider your message, enhancing online user experiences, or creating stimulating content that captures attention, we ensure you have appropriate strategies set in place to convert leads to customers and develop more robust online experiences.

# Optimization

*Implement a media strategy capable of stretching across all types of media touchpoints - paid, owned and earned.*



How is your website? Is it engaging, attractive, mobile-friendly and does it have a clear call to action? How about your social channels? Do they provide invaluable information, does it have a distinctive personality, and does it feed your sales funnel? Do you create meaningful and relevant content tailored for your target audience? Does your content stimulate engagement, lead to action or improve chances of social sharing? What happens after your customers inquire or purchase? Do they receive a response via email to thank them or provide information for next steps? Do you follow up with your customers to ensure they are taken care of? Are you nurturing your customers to help them become purchase ready? Are they engaged to act upon your information? Are you re-engaging with your previous visitors to ensure you bring back your most qualified customers and reinforce your messaging? Are your ads appearing where your audience is most willing to consider your message?

In today's dynamic environment, people have far more options, greater opportunities to research, and more things competing for their attention. This is why it's more paramount now than it ever was, to implement a media strategy capable of stretching across all types of media touchpoints – *paid, owned and earned.*

LET'S GET STARTED

# Got a Challenge? We Have Your Solution.

WHAT NEXT?

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