

Hello

Social Media Management



We're the conversation company.

B Squared Media is a boutique digital marketing agency and an industry leader in social media marketing. Don't have time to post, tweet, hashtag and promote your business? **We do!** With our services, you just release social media management to B Squared, and our team will manage your chosen social media pages seven days a week, 365 days a year (holidays included).

Our Mantra:

Think Conversation, Not Campaign.™



We speak social.

Social media management with B Squared features 8 core elements:



1 STRATEGY SUPPORT

Our social media management services mean you get tried-and-true social media strategies and tactics to improve your social presence in a matter of days.



3 WEEKLY CHECK-INS

Stay on track with check-in sessions, ideal for making sure your online presence is totally in sync with the real world.



2 "THINKING CONVERSATION"

We pose questions, foster discussions, and always respond to your community members in a timely manner.



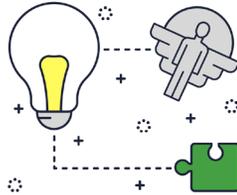
4 CONTENT MARKETING

We will create and curate relevant topics to share across your social sites — ensuring you always have something smart to say.



5 ROCKSTAR STORYTELLING

You need to make a case for your business. With our services, we'll help you tell your story in a powerful and persuasive way.



6 BRAND PERSONA PLANNING

Be more than just a logo. We work with you to develop a voice for your company that humanizes your brand; we put people first.



7 INDUSTRY TOOLS

We use state-of-the-art social media management tools to keep our efforts focused on the best results, ensuring we minimize time spent and maximize ROI.



8 METRICS & REPORTING

We rely heavily on data-driven decisions, and our comprehensive reports let the data tell the story — allowing us to make pinpoint adjustments for success.

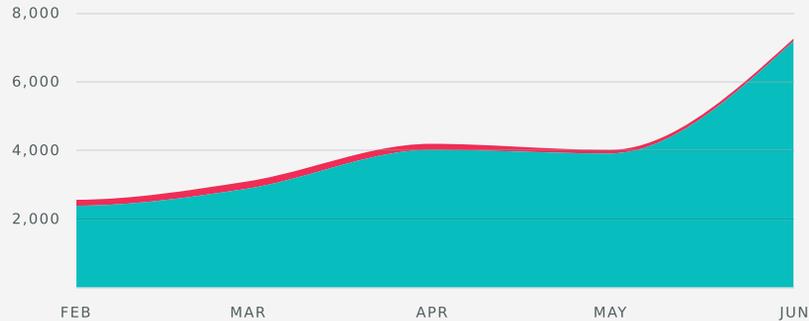
By focusing on these eight areas, we've been able to successfully integrate with internal teams in consumer goods, nonprofit, retail, staffing, medical, marketing and more.

Actual B Squared Client Results

Just look at these results from one of our clients. With B Squared Media's organic social media management, they saw a steady increase in both engagements (+303%) and impressions (+395%) across multiple platforms. And the client could not be happier, proclaiming, "B Squared's impact on our social media engagement has been huge. We've been able to grow our user base by more than 50,000 members since the team has been working on our account. It's great to have a trusted resource behind both our paid media spend and our organic outreach."

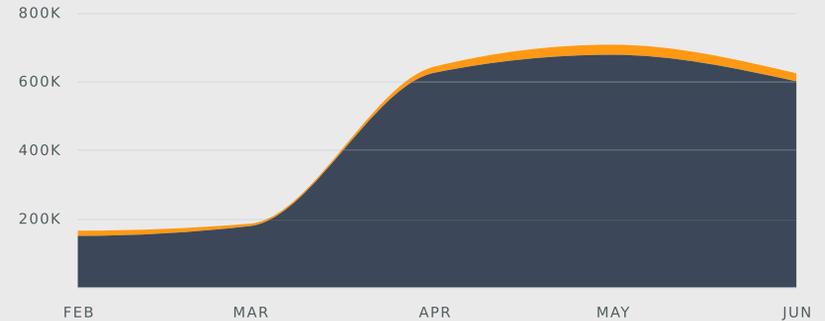
Engagements Per Month

Facebook Instagram



Impressions Per Month

Facebook Instagram



How B Squared is different

While no one knows your business and brand better than your employees, we hear over and over again that companies just don't have the time, resources, or know-how to successfully navigate the digital waters alone. That's where B Squared comes in.

At B Squared Media, we refer to outsourced social media management as "done-for-you" social media management. That means **we take care of it all**, so you don't have to. Focus on what your company does best, and let us handle your posting, tweeting and marketing with some of the top social media minds in the industry.

Our team works with small and large brands alike. Find out how B Squared can set up a social media management strategy that gives your business the online presence it deserves.

B Squared Media team members have experience with some of the biggest brands on the planet, including:

The logo for Brother, featuring the word "brother" in a blue, lowercase, sans-serif font with a registered trademark symbol.The logo for Applebee's Grill & Bar, featuring a red apple icon above the word "Applebee's" in a black, serif font, with "GRILL & BAR" in a smaller, black, sans-serif font below it.The logo for Dell, featuring the word "DELL" in a blue, uppercase, sans-serif font inside a blue circle.The logo for Smoothie King, featuring a red crown icon above the words "SMOOTHIE KING" in a red, stylized, sans-serif font.The logo for Adidas, featuring three black stripes above the word "adidas" in a black, lowercase, sans-serif font with a registered trademark symbol.The logo for Cinnabon, featuring the word "CINNABON" in a white, uppercase, serif font inside a dark blue, rounded rectangular frame with a decorative border.

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NICHOLAS ZIEGLER

Done-For-You Advertising & Social Media Management Client,
Manager of Marketing and Brand Strategy at Payce



PAYCE
Pays it for you.

The logo features the word "PAYCE" in a bold, sans-serif font. The letters "P", "A", and "Y" are dark green, while "C" and "E" are a lighter, lime green. Below the word is the tagline "Pays it for you." in a smaller, dark green font. The entire logo is set against a white background with a subtle gradient.

We are the partner of choice for:

brother.
at your side

BEST BUDDIES
 **BESTBUDDIES.**

PAYCE
Pays it for you.

 **Nerd** *Enterprises*.com

 **THE WEBSTER**
APARTMENTS

 *the* **INSPIRED**
BATH

Mental Happy

 **NCTE** National Council of
Teachers of English

 **Wolters Kluwer**

 **fenceworks**


MASIS STAFFING SOLUTIONS

 **Hunterdon**
Gastroenterology
Associates
Medical Experts in the Treatment of Digestive Diseases

At B Squared Media, we work with a range of clients, from startups to enterprise-sized brands — including large, recognizable companies and mom-and-pop shops.

Our many happy clients have partnered with us to help them with numerous services, from online customer care to social media management, paid advertising, social listening and more.

Thank you

Say "hello" with B Squared to find out what we can do for you.

For more information or a free consultation, please contact our founder & CEO
Brooke Sellas at brooke@bsquared.media.

