

*"Touchdown PR diversified our social media content and increased engagements across all channels, most notably achieving 30,000 impressions across RSA 2018 driving footfall to our booth"*

Senior Director Corporate Marketing



Social media, as a distinct form of digital media, is most easily defined as online communication that encourages content sharing, dissemination, curation and discussion.

Today, social media platforms pervade our lives; from networking for business on LinkedIn to sharing experiences with real-life friends on Facebook, or from sharing news and trends in real time on Twitter to distributing video content via YouTube. Social media is characterised by its accessible and two-way nature, meaning that brands can speak to customers but, crucially, customers can also speak to brands.

This represents a huge challenge for brands; when to get engaged in social communications and when not, and most importantly how to drive the best commercial outcome. This is where Touchdown can help.

We possess the tools and experience to make your company stand out on social media, so that you can engage with prospects, strengthen current customer relationships and increase traffic to your websites. Whether you are already engaged in social media communications or about to take your first tentative steps, we can provide clear, practical guidance to help you drive the right outcome, including advice on how to:

-  Create relevant communication, aligned to your business goals
-  Achieve consistency of tone and style for your brand
-  Adhere to consistent technical conventions for uploading, tagging, linking and tracking
-  Monitor competitor activity and tone of voice
-  Create a comment response policy linked to your brand's customer services function
-  Establish clear internal and external processes
-  Work to achieve common goals within the sales and marketing programme



We have a range of consultancy services that can help your brand harness the power of social media including:

### 1. Storytelling

Touchdown will work with you to articulate your story in the most effective and compelling way to ensure your message resonates with the right people.

### 2. Creating effective engagement campaigns

Running the most impactful campaigns will generate conversations with the right people, with the right message at the right time. Touchdown will work with you to build a pipeline of social campaigns designed to fit the most influential media, bloggers and analysts, as well as engage with your customers and potential customers.

### 3. Monitoring social channels

What people are saying about you on social media, and what people are saying on social media are two very different things, but merit equal focus. Touchdown will monitor interactions on your social channels but will also look into what the most influential people to your brands - including customers - are saying and build plans around these messages.

### 4. Creating and managing promoted content and campaigns

Social media platforms are incredibly powerful tools and on top of the free-to-use tactics, Touchdown will work with you to plan and execute specific targeted campaigns that use the expertise of the platforms to enhance your reach and deliver relevant leads for the marketing team.

### 5. Event social management

Trade shows and events give you a great opportunity to raise your profile amongst attendees but you can extend this reach via social media. Touchdown will support your attendance and work with you in the approach to the event to develop a strategy to enhance your brand at the show via social channels.



*"Awareness driven by PR & marketing programs contributed to an increase of 163% new website users/visitors, and as a result inbound leads grew by 61% in EMEA"*

Chief Marketing Officer



For further information about our social media services please contact;  
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