



## **Ignite Social Media Capabilities Overview**

# Who We Are

- // Founded in 2007 and based in Cary, North Carolina with a second office in Detroit
- // Ignite Social Media is a team of **strategists** and **technologists** focused on corporate social media marketing



- // We take a **holistic approach** with teams focused on strategy, analytics, creative, engagement and technical development

# Industry Accolades

- // Authors of Amazon Bestseller "Social Media is a Cocktail Party"
- // Top agency blog 2 years in a row
- // World's Top Social Media Marketing Firms in 2011 by International Business Insider



Ranking the Top 20 Social Media, Internet, SEO Blogs

2011 Rank	Blog	Change from 2010	2010 Rankings	Blog
1	Social Media Examiner	unranked	1	Mashable
2	Ignite Social Media	no change	2	Ignite Social Media
3	Mashable	-2	3	ProBlogger
4	Search Engine Land	unranked	4	ReadWriteWeb
5	SEOMoz Blog	unranked	5	MediaShift
6	Local SEO Guide	unranked	6	Danny Brown
7	HubSpot Internet Marketing Blog	5	7	aimClear Blog
8	Occam's Razor	unranked	8	Seth Godin's Blog
9	ViperChill	unranked	9	Social Media Today
10	Find and Convert	63	10	Social Business

<http://www.ignitesocialmedia.com/announcements/using-data-to-rank-2011s-top-20-internet-social-media-and-seo-blogs/>

# Selected Clients



# What We Do

Show Where You **GO** Photo Contest

Your Mobile Life On The Go

1 Grand Prize Winner: On the Go Pack worth \$1,700

FIAT USA

999 people like this

Kung Fu Panda 2 • Soothsayer Says

WHICH OF THESE IS NOT ONE OF THE 5 ANIMALS WHOSE MOVEMENTS ARE THE BASIS OF MANY KUNG FU TECHNIQUES?

• Tiger • Snake • Monkey • Panda

Ram • Cowboy Challenge

HOLD ON TIGHT FOR WINNER!

GUESS MY TIME

SHOOTOUT QUIZ • HOW COWBOY ARE YOU?

DODGE CHALLENGER

PERFORMANCE

EXTERIOR

INTERIOR

REAL COWBOYS VS HOLLYWOOD COWBOYS

Grit, Guts, Glory. That's the stuff that makes a real cowboy...

Sure, he might play a platinotwisting six-shooter in late night Spaghetti Westerns...

MUSIC

TRANSPORTATION

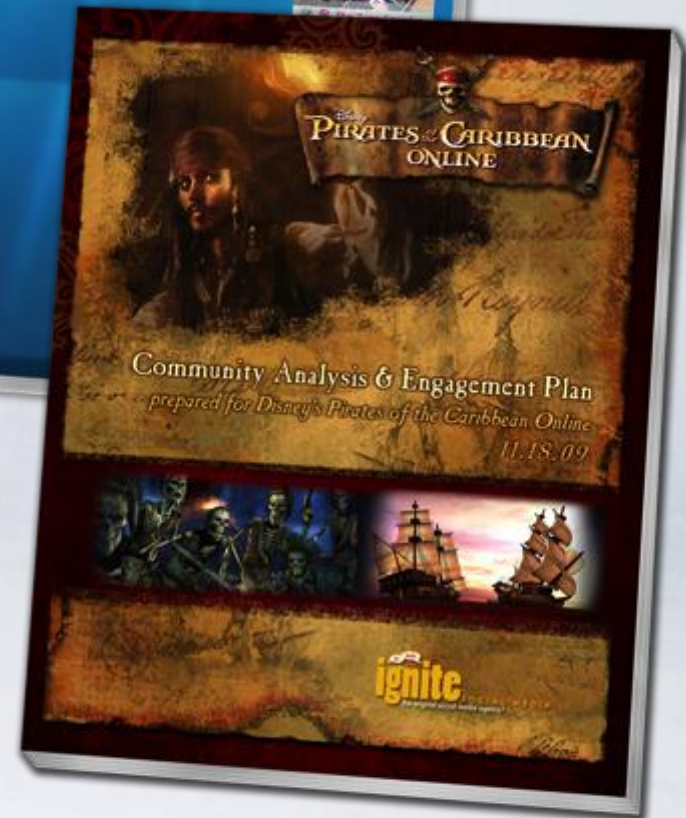
BY THE NUMBERS

E CURRENT STATE OF SOCIAL NETWORKS

AVERAGE SOCIAL NETWORK SEARCH INTEREST

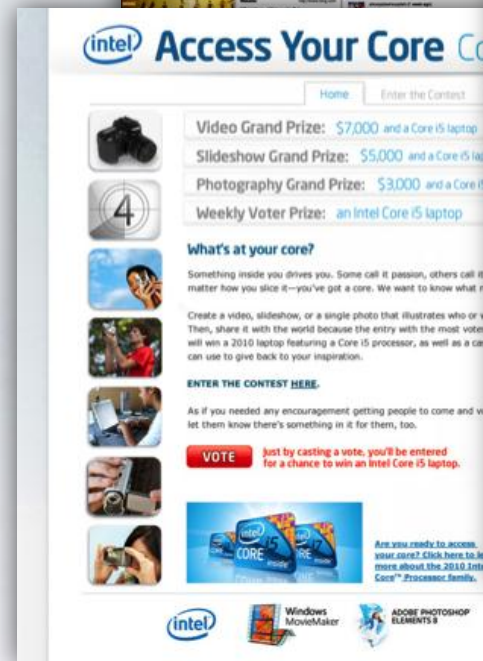
# Planning & Strategy

- // Community Analysis
- // Campaign Strategy
- // Channel Strategy
- // Outreach & Activation
- // Media Planning



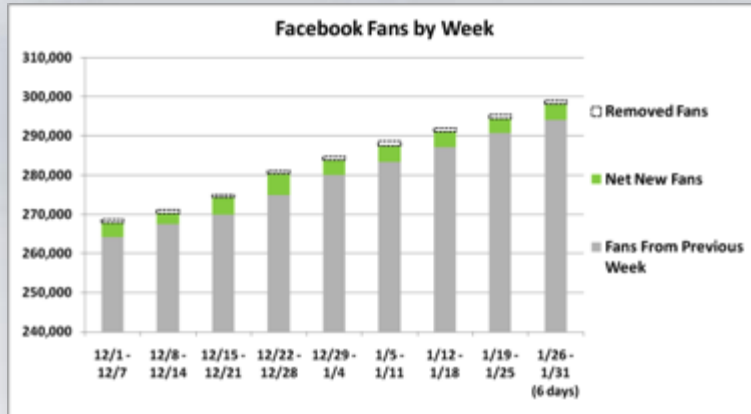
# Implementation

- // Campaign Execution
- // Creative Development
- // Content Creation
- // Web/App Development



# Monitoring & Analytics

- // Campaign Analytics
- // Channel Analytics
- // Social Monitoring
- // Consulting and Training





# Keep in Touch



**On Facebook**

[Facebook.com/ignitesocialmedia](https://www.facebook.com/ignitesocialmedia)



**On Twitter**

[@igniteSMA](https://twitter.com/igniteSMA)



**Our Blog**

[ignitesocialmedia.com/blog](https://ignitesocialmedia.com/blog)



**On YouTube**

[YouTube.com/ignitesocialmedia](https://www.youtube.com/ignitesocialmedia)



**On LinkedIn**

[Linkedin.com/ignitesocialmedia](https://www.linkedin.com/ignitesocialmedia)



There's so much more to share.  
Send us a note and let's continue the conversation.