



## Social Media Services

Utilizing social media effectively is key to successful marketing efforts. Corbus' social media services help you proactively manage your social media and positively impact your marketing efforts. Corbus' strength in project management makes the process efficient and economical.

### Social Media Consulting & Governance

Ensure that your company's brand values, industry regulations, and other legal guidelines are incorporated into an actionable plan that saves money, improves client and shopper insights, and drives client/consumer loyalty.

### Security Audits, Operational Plans, and Crisis Planning

Corbus' proven tools and processes can help your company or brand prevent or mitigate social media crises. We evaluate all aspects including IT guidelines, new employee onboarding documents, and everyday social media management practices.

### Landscape Assessments

Discover gaps that could reduce costs. Corbus' landscape assessments pinpoint where you are in the social media maturity spectrum and offers improvements as well as best practices for cost savings.

### Vendor/Platform Selection

This process guides the selection of optimum social media platforms, including application template suites, community management, and governance features. Our insights will help you reduce the number of vendors working on your brand, which results in:

- ✓ Improved accountability and consistency
- ✓ Lower costs
- ✓ Increased quality

### Competitive Analysis

Gain a thorough evaluation of your top competitors and their social media practices. Discover actionable ideas with the answers to questions like:

- What are they posting and how often?
- What does their community look like?
- What are they doing/utilizing that's working effectively?

Our holistic approach to competitive analysis includes analytics, qualitative observations, statistical research, and marketing/public relations activities.

### Community Management

Profit from a solid plan to monitor and manage the community of people interacting with your social media platforms. We provide content and guidance for status updates across multiple social media channels. Effective social media practices lead to a better understanding of client and shopper needs, helping you to easily identify shifting patterns.

### The Bottom Line

Our social media services can provide you with a comprehensive strategic plan, ranging from social media strategy to community management. Our holistic view focuses on the total picture (including analytics, qualitative observations, statistical research, and marketing/PR activities). We're here to optimize your social media efforts, and deliver a proven ROI.