

# Tag Team Media



## WHO WE ARE

Our team of digital strategy and graphic design specialists have over a decade of experience in social media management and brand development. The Tag Team acts as our partners one-stop shop for content creation, user engagement, and strategic recommendations.

The Tag Team's specialty is amplifying our client's voice. We do this by managing their social media platforms with specific goals in mind: expand account visibility, grow followers, interact with stakeholders, and offer recommendations that will benefit the client.

Our team will work to create a consistent tone and message that is unique to your organization, with captivating visual content and engaging writing.





## WHAT WE DO

Social media strategy is key in expanding an organization's brand recognition, increasing its visibility and building a following and relationship with potential clients. The Tag Team accomplishes this with three goals in mind:

**1- Research-based Approach.** Generate a loyal and growing social media following using our solid research-based plan that aligns with an organizations broader communications objectives and campaign messaging.

**2- Professional Visuals.** Share this messaging through captivating visual content. Content is tailored with an organization's unique brand and individual goals in mind, to engage the most relevant user base.

**3- Transparency.** Social Media doesn't have to be over-complicated. Our professionals offer usable strategies and recommendations, based on plain spoken analytcs, leaving complicated acronyms in cyberspace.

## HOW WE DO IT

**Brand Identity** - We work with each brand to ensure their brand identity on social media is fresh, aligned across platforms, and easily associated with your business. We produce graphics and logos for profile and cover photos, write bios, and connect your business to existing websites and Google Maps searches.

**Content Creation** - The social team researches and curates content from the latest news, scientific journals, reports, videos and industry newsletters. We produce tweets and posts that connect client's brands and campaigns with the latest developments pertaining to the issues that matter to them. Each package of service comes with a specified brand filter, creating a visual fluidity of tone and look.

**Scheduling and Publishing** - We create a monthly content calendar which clearly outlines the content scheduled for each platform, along with the visual media associated with each tweet or post. Through our social media analytics process we can determine the optimal times to engage with a client's audience and schedule content to ensure they are maximizing their reach.

**Engagement** - Our social team is online throughout the day to ensure that our clients are reacting to social content in real time and actively engaging with their audience. We have proven tactics to help you build a social community and can professionally engage on our client's behalf.

**Approvals** - We can flexibly adjust to any approvals process needed. Each new client will go through an introductory phase, where content can be approved in order to ensure tone, message and accuracy. After this period, many clients are happy to have our social media team engage and publish content directly on their behalf, while others prefer that content is approved by their internal communications team in advance.



@tagteammedia



contact@tagteammediagroup.com