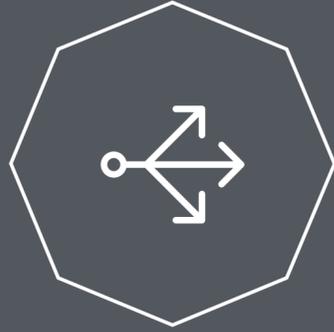


**VOX**   
**SOCIAL**  
RAISE YOUR VOICE

**SOCIAL MEDIA ADVANCED 2016**



# ADVANCED PACKAGES

Advance social media packages from Vox includes everything our “Starter” and “Growth” packages do, but add a comprehensive tool set including strategy, optimization, analytics, and training to help get your team off on the right foot.

## ADVERTISING

Work with the most advanced social advertising tools available, across all networks. The Vox team starts with audience research and dial down on the most effective ways to reach your customers. We design and execute weekly ad sets including lead gen., look-a-like campaigns, multi-variant, and A/B testing, remarketing / retargeting, custom audiences, app installs, reengagement, and more. Finally, our team will provide feedback on how best to maximize your ad spend so that you're getting the results you want.

## GET OPTIMIZED

Vox can help bring your social properties inline with the most recent tools and tips like Facebook Messenger Codes and Instant Articles, Google AMP pages”, Twitter Media Audiences, and more. We synch, optimize, and monitor all your social media channels so that your brand speaks with one voice, across the web.

## CONTENT STRATEGIES

Great social media means more than great posting. It's about the development of strategies that connect with your customer base and telling stories that drive brand evangelism. Build a rock solid content strategy as the base of your quarterly or yearly marketing initiatives and watch your subscriber base grow.

## PRO ANALYTICS

Build rich insights around where your customers and clients spend their time on social media through rich demographics and targeting. Vox uses the latest in video heat-mapping, social listening, and data visualization tools like Tableau to collect and report data about how to better reach your KPI's

## DIGITAL TRAINING

We're here to help you grow. Looking to build your own crack digital team? Vox can help your internal marketing assets better understand how to connect with your market through social media and inbound marketing strategies.

