

# MODSQUAD

## SOCIAL MEDIA BY MODSQUAD

Getting noticed on social media is harder than ever before. With every brand clamoring for your audience's increasingly limited attention span, you need a partner to ensure your message is communicated effectively. You need a team to build your audience, positively engage your fans, listen to current sentiment, run campaigns, and collaborate with you on a cohesive digital strategy.

## YOU NEED MODSQUAD

Why ModSquad? Anyone can assemble a social media team to throw at a client. But when you're looking for a multilingual power team of experienced, managed professionals who know everything social media, from crisis planning to online community management to social listening, you want the best and brightest around.

ModSquad is comprised of whip-smart industry superheroes who have excelled in these roles for brands and organizations of all sizes, in countries all across the globe.

The ModSquad super team has an innate understanding of your technologies, your devices, your products, and your specific audience.

With transparent fees and a Squad of social media gurus who excel in your space, you won't find a better partner than ModSquad.

## HARNESSING THE POWER OF SOCIAL

ModSquad makes it look easy. Here's what we'll do for you.

- Develop personalized, channel-specific strategies to engage your target audience
- Provide a research-driven action plan
- Design strong brand pages and profiles
- Create engaging content for all social networks
- Monitor and moderate all discussions
- Manage social marketing and ad programs
- Provide SEO analysis and user feedback
- Secure your online brand reputation
- Serve as the voice of your brand

ModSourcing:  
Outsourcing,  
*Modernized*

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## **BUILD THE PERFECT SOCIAL MEDIA STRATEGY**

ModSquad will collaborate with you to implement the ideal playbook for your needs.

### **CREATION**

We'll write, edit, schedule, and publish compelling, targeted content across all platforms, for all of your disparate brands and audiences.

### **BRAND AMBASSADORS**

ModSquad helps you identify, groom, and nurture your biggest advocates.

### **MODERATION**

Protect and promote your brand 24/7 with multilingual brand experts; limitless scalability allows you to ramp up your coverage at any time.

### **SOCIAL CONTENT MARKETING**

Promote your brand with relevant, innovative media; we'll keep your brand top-of-mind.

### **SOCIAL LISTENING**

Get insightful reports of real-time social sentiment, and a top-level view of your customer's unexpurgated sentiments, complete with recommendations on how best to take advantage of this valuable knowledge.

### **NET PROMOTER SCORE**

Measure your customer relationships and revenue growth with invaluable insights.

### **ANALYTICS**

Follow your progress and turn that data into an actionable game plan.

## **ModSquad**

ModSquad is a global provider of managed digital engagement services. Our experienced professionals engage your customers and communities on a personal level across online, mobile, ecommerce, in-game, application, and social channels. ModSquad offers expert-level service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects.

FOR MORE INFORMATION, PLEASE CONTACT THE MODSQUAD SALES TEAM:  
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