

## Social Campaigns

### CHALLENGE

You want to reach the right audience to increase your brand awareness.

### SOLUTION

Sabal Strategy can create and implement an effective paid social campaign directed to your targeted list of prospects.

### FEATURES

- Create campaign recognition by reflecting your marketing efforts on other channels for a holistic campaign.
- Create new digital touches for your campaign by using the omnichannel environment of social media.
- Meet your prospects where they consume content on social media.
- Remind your audience to act on an offer you've shared on other channels.
- Track visitors over time who visit your site's confirmation pages to create custom, look-alike audiences.

### BENEFITS

- Advertise only to known, qualified prospects.
- Drive brand recognition and increase website traffic.
- Improve brand credibility.
- Increase response and conversion rates as part of a holistic campaign on other channels.
- Reach your audience in a most effective way.

