



innivity

# Leverage™

Social Media Management



LinkedIn

facebook

twitter

YouTube



## WHAT IS Leverage™?

**Leverage™ is the management of the Internet's social media marketing tools.** Social media marketing gives your organization the power to influence people, event and decisions. In simplest terms, Leverage™ uses minimal effort to multiply your results.

**Social media is the future of marketing. Individual. Personal. Professional. Relevant. And trackable!** Many organizations lack the time, energy and resources to research, create and publish content. But with Innivity's Leverage™, we will manage your entire online community, ensuring your name is consistently heard loud and clear, throughout the online world.

Not only is social media marketing guaranteed to generate extended exposure for your organization, it can also lead to an increase of traffic, sales, and even partnerships, especially when integrated with your overall marketing strategy.

Build your brand through  
the power of online social  
communities

## HOW CAN YOU BENEFIT FROM Leverage™?

- Disseminate regular brand awareness updates
- Promote products/services/fundraisers/events
- Post photos/videos and allow comments
- Build your database
- Measure effectiveness of sales material
- Exhibit new technology demos
- Track user behaviour to your updates
- Link directly to online donation form
- Update your customers on new products/services
- Upload annual report presentations
- Receive customer testimonials
- Generate **results!**

LinkedIn



## HARNESSING THE POWER OF SOCIAL MEDIA MARKETING

By allowing Innivity to manage your online community through a single monthly fee, you're building a long-term relationship with consumers. In return, you receive:

- A monthly analytics report detailing your database's behaviour
- Analysis of marketing program effectiveness
- Detailed information on database updates
- Integration with your mainstream marketing campaigns
- Trackability through website visits
- Peace of mind in social media marketing professionals
- Results!

## A SELECTION OF SOCIAL MEDIA MARKETING TOOLS USED IN Leverage™

### LinkedIn

A network of professionals from around the world, representing 170 industries and 200 countries. This tool will give you the opportunity to recommend your suppliers, clients, coworkers, former coworkers, friends, family and associates, and show off your organization.

### Facebook

Millions of people use Facebook every day to keep up with their network, allowing you to upload an unlimited number of photos, share links and videos, and learn more about the people and organizations they meet. A strategically sound 'fan' page is a great way to remind consumers of your brand and track behaviour.

### Twitter

This is a tool for friends, family, associates and coworkers to communicate and stay connected through the exchange of quick, frequent messages. Twitter keeps you and your brand front and centre in the minds of your customers.

### YouTube

YouTube is a video sharing website where users can upload, view and share video clips. Innivity can help you develop informative, humorous or educational videos which visitors from around the world can rate, comment and be intrigued to learn more!

### Blog

Short for 'web log', a blog is an online journal. Innivity can help you write or post updates of your organization, political opinions, upcoming events—anything that strikes your fancy.

**REQUEST A LIVE DEMO AND LEARN MORE ABOUT Leverage™ TODAY!**

facebook



twitter



YouTube



Blog



together achieving results

**innivity**  
marketing group inc.

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