

# ENGAGE LIVE @SOCIAL

#REACH #DELIGHT  
#ACTIVATE #SHARE

One of the smartest ways to connect with your customers is via social media events. Utilize owned channels like Facebook, Instagram, YouTube, etc. Engage with your target group via social media events to trigger awareness and sales.

**Go social: build and maintain relationships!**



## ► BENEFITS

### LEVERAGE SOCIAL MEDIA'S CALL-TO-ACTION

- Promote the event to a broad audience
- Host the event in an accepted social media environment
- Extremely effective way to contact your community and raise awareness
- Various features such as countdown, voting, notifications, event planner

## ► CASES & OPPORTUNITIES

- Product launch events
- Live Q&As with your social media community
- Customer service via video calls
- Celebration of special events such as company anniversaries
- Influencer events
- Recruiting events
- Livestreams as podcasts
- Fundraising events

## ► HOW TO START, HOW WE HELP

- Finding the right event strategy for your business
- Supporting in content creation and event implementation
- Promotion of the event
- Execution of the event
- Community management and engagement
- Evaluation of the event