



Using state-of-the-art facilities, SPRTV creates high-impact advertising with a minimal impact on your wallet through:

- **branding**
- **promoting customer awareness**
- **reaching and securing your target market**
- **using your commercial to optimize your website**

Integrate your Web: Get Ready for Mobile

How do your clients find you? It seems like a straightforward question, but the reality is that the answer can be complicated. Potential clients have more and more options to find the product or service they are looking for—and it's our job to make sure your business can be easily found. Sixty-five percent of consumers say online search is their preferred method of finding information about local businesses, so it's critical for small businesses to manage their online presence. As consumers become more Internet proficient, it's imperative that businesses take possession of their Internet presence and control it.

It is up to us, at Success, to develop systems that fully enable a consumer to help clients find their brand. This will be the year of integration and interactive marketing hubs that will fully utilize and deliver social media. Mobile is extremely important to the future of social and content delivery. The specific ways in which we use it, as businesses and consumers, are evolving quickly. The key is providing a familiarity that extends your user's experience with your brand to the mobile stage, taking advantage of what that platform has to offer: ecommerce, video, client tracking, and photos with existing social networks. In other words, your mobile experience shouldn't be a facsimile of the web

experience. More and more people are doing business from their mobile device. Merchants had better be ready for that challenge. Think quality substance in small bites. Tablets, smart phones, and other mobile devices have much smaller screens than a monitor, therefore, any social platform or website needs to acclimatize to this change in interface. With that in mind, marketers need to utilize the social aspects of the mobile web that are easy for people to use and have the ability to share on a far reaching scale.

Social media is now a major part of relationship building and PR strategy and in some cases, works in unison with or replaces email. We have immediate capabilities in Google Analytics and other tools to analyze all of your clients' activities. Every piece of your content should be exceptional enough that clients are compelled to share it. Social media has absolutely affected the nature of online content! We will create all of your web content in comprehensive shareable formats, leveraging the dispenser power of tools such as Facebook, Twitter, and LinkedIn.

Consumers are viewing images and content on their tablets and phones which have smaller screens, therefore, they want

content in smaller bytes. These changes really require us to prepare the same content in several different forms and channels—one for mobile, one for social media, one for a website, maybe even a video, etc. Instead of just producing one piece of content, we now have to look at how to reuse and repackage the content to make it valuable.

Decide where you're going to have the most impact. For most, that means Facebook, Twitter, or LinkedIn, if you're targeting businesses.

You need to involve yourself where your prospects and clients are. The type of product or service you have, your target audience, and the type of dialogue you want to have are all going to contribute to where you spend your time and money online. With our success PR Business Development Plan we can help you determine what objectives you are trying to meet, and what you need to focus on. We have to experiment and scrutinize. Which network is driving the most web traffic? Which are driving the highest-quality interchange? We need to optimize efforts on each platform, and then watch the results. It takes some experimentation to get it right, but, eventually, our team can reach the point where the level of effort expended on each network is allocated based on the expected ROI. We need to understand where your clients or prospects are and how they engage in these networks. They may be asking questions on LinkedIn, generating content on Facebook; or tweeting about your latest product launch among other things. A Success Internet audit will help you understand the market and your available networks to begin making resource distribution decisions.

Social media will continue to affect business models worldwide. We will integrate, adjust, and merge your traditional marketing with social media marketing to make you more up-to-date with the ever changing web, helping you reach your potential clients.

