

BEHIND-THE-SCENES

• *with* •

Savvee

The logo for Savvee features the word "Savvee" in a dark grey, cursive font. The final "ee" is enclosed within a bright orange speech bubble shape that has a white highlight on its upper curve and a small tail pointing downwards and to the right.

VISIT US ONLINE *at* SAVV.EE

A LITTLE ABOUT US

So often we get caught up in the numbers, the latest trend, the newest app, or the latest tool. It's easy to forget that there are real people behind those avatars. That the internet is a beautiful place where anything can happen. We hear from the experts what we are supposed to do, and focus on the numbers.

But there is another way. How can we reclaim the internet for people who aren't smarmy? How can we market and promote our brand, our cause, and our organization online in a bold and authentic way?

In this quick eBook, we are going to show you what has worked for us, how we do what we do, and how it might help you too.

We know there are no silver bullets in social media. We take the long view, and stick with you to get results. We are your boots on the ground in the battle for online attention.

Remember the tale of the tortoise and the hare? We would like to think of ourselves as the tortoise... while the hare is rushing around getting constantly distracted, we are right there, doing what works, creating great content, every day. We want to help you win the race – we see the long-game and go after it. Social media is simply an extension of how you do business, and understanding its importance takes time. But we are patient.

CLIENT CASE STUDIES

STORY

CLIENT | STORY NASHVILLE

OUTCOME

Quadrupled the Twitter followership and created a thriving online community around this once per year conference, increasing engagement, helping create true fans and brand ambassadors, and driving ticket sales.

GROWTH ON TWITTER

375% increase in followership over 4 years (from 900 to 4,300)

WHAT THEY HAVE TO SAY

“Savvee not only quadrupled STORY’s followers. They helped us create a thriving online community.”



CLIENT | REGAL ENTERTAINMENT GROUP – THEATRE CHURCH

OUTCOME

Created an active hub for church planters and portable church leaders to be equipped and obtain valuable resources, encouraged creation of user generated content, developed a highly-engaged community around a specific industry-related hashtag, supported ongoing lead generation and sales.

GROWTH ON TWITTER

800% increase in followership over 2 years (from 117 to 1,100)

GROWTH ON FACEBOOK

655% increase in followership over 2 years (from 98 to 741)

WHAT THEY HAVE TO SAY

“Hilary and the Savvee crew have consistently delivered great quality. We are very pleased!”

CLIENT TESTIMONIES

“I’ve worked with two different Savvee writers for two different companies with totally different needs, and I was amazed at how easily Savvee’s team was able to echo and enhance our branding and messaging. Within a week I was saying, ‘You’ve got it!’”

TIMBERTOWN | BEN ROBERTS, MARKETING DIRECTOR

“I cannot say enough great things about Savvee- their work has exceeded all of my expectations. They have helped our company become educational leaders in our industry with knowledgeable, creative, consistent content.”

THE LEBERMUTH COMPANY

“Savvee has taken the time to listen and develop a deep understanding of our business, objectives, and most importantly our audience. They’ve designed and executed a social media strategy that has increased engagement and awareness.”

REGAL ENTERTAINMENT | JEFF WRIGHT, MARKETING & PRODUCT MANAGER

OUR APPROACH



AUDIENCE IDENTIFICATION

Who are my true fans? Who is listening?

Great content must be focused. You can talk all day, but if you are facing the opposite direction of your audience, no one will hear you. We help you discover your loyal fans and speak directly to them.



VOICE STEWARDSHIP

How do I keep my online voice consistent?

Once you discover your brand voice and audience, they must be stewarded well. We take this very seriously, and see it as our number one responsibility. No content that ever crosses the digital line from “written” to “published” will not be scrutinized under that strict lens. We make sure that your content matches your seamless brand experience. There is no room for anything less.



QUALITY

How do I guarantee that all published content will be well written?

When it comes to true quality writing, you must have a living, breathing, human being who actually cares about the words they are putting on the page. Those humans have to know not only the ins and outs of social media – they have to be masters of the craft of writing. Our team is not simply made up social media “experts”, but writers. They are enamored by words. They know that words are powerful, and they apply their knowledge of the craft to your brand. These are not just content-farm writers getting paid a bare minimum to crank out words. These are people who are hand-picked, with of a long list of experience across several industries. These are people who care.



AUTHENTICITY

How do I keep it classy?

There is nothing worse than feeling like a brand's social presence is fabricated, smarmy and gross. We work really hard to avoid being gross. This begs the question – if we are writing content for other companies, how authentic can it be? And the answer would be – 100%, because we see our team as an extension of yours. If we can't execute content on a certain platform without authenticity, we aren't going to do it. It's that simple. We want to embody your online presence in a way that no reader would ever, ever question its realness.



CURATION

How do I find relevant content that will help me connect to my audience and still represent my voice?

Original content is definitely king, but curated content can also work hard to further your brand awareness and visibility. We are master curators who will help you, build your online community by supporting other organizations and business that are creating great and relevant content. This helps people see that you aren't simply living inside an online vacuum. Reaching out, sharing, and ensuring high quality posts, every time, helps to build confidence in your brand and your ability to recognize quality in others. Don't worry – we will never, ever direct someone to a competitor's page.



RESEARCH

How do I set myself apart in my industry with knowledgeable and innovative content?

Writing quality content always has a research component. To become an industry leader with your content, you must understand the importance of knowing what is going on around you. You cannot create content inside a bubble. Our team will not only write stellar original content, but we will research the necessary information to make sure that your content sets you apart in your industry, every time.



ENGAGEMENT

How do I ensure that my audience is engaging with me in a positive way?

Social media is the new mode of customer service. Being present and quick to respond is of the utmost importance to upholding your brand experience. Our account managers will ensure that no tweet or comment goes unresponded to. We also reach out on your behalf to people in your industry who would love to hear from you in a professional and helpful way. And most importantly, we engage your audience and create true community from your followership. We allow them the opportunity to share what they love about your brand. To us, engagement isn't just a percentage on a report. It is real people who are falling in love with your brand, online, and in real life



CONSISTENCY

How do I keep up with the ongoing demand of creating stellar content?

“Hit or miss” is never a term you want to be used to describe your content. You want it right, every time, day in and day out. We create the content that helps your brand stand out, but we don't give up. We keep working to improve, and continue creating and engaging to create results. Your brand will be visible throughout the day, every day. We make sure your posts are getting seen, and your audience knows what to expect. No surprise “dead air” because you got too busy to post that day- we've got your back. You can relax and focus on running your business.



MEASUREMENT

How do we close the loop on metrics, and discover what is really driving growth?

There is no point in any of this if it isn't making an impact on your bottom line. We don't simply spout random numbers and massage the results – we measure exactly what is happening with your online presence. Expensive software and technology may be helpful, but nothing can replace a person who is watching, counting, and seeing not only the “hard numbers” behind your growth, but the “soft sells”, the goodwill being built, and the connections being made. We send out a detailed report to you every month and provide personal insights, as well as suggestions for how to continue to improve.

So, what now?

We hope this helps you get a better idea of how Savvee does social and content.

HOW CAN WE HELP YOU?

Go to savv.ee to get your free consult.
