



SOCIAL STRATEGY

DISCLAIMER

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What do we do?

SSquared Media is a social media agency with our core focus on social growth and dynamic influencer engagements. We have worked with a number of large brands as well as creating our own brands which have turned into social industry giants.

Some of these brands include Andrew Wiggins (1.9M followers), Official Jae Mansa (78k followers), Skunk Magazine (42.1k followers), Food & Beverage Magazine (10k followers), Molson Coors (25k followers), True Leaf Pet (multi-national public company), Baton Rouge, Grutman Sports and many more.

All brands under SSquared Media's management have a strong social presence and use very strategic methods to separate themselves from others

OVERVIEW



Our services:

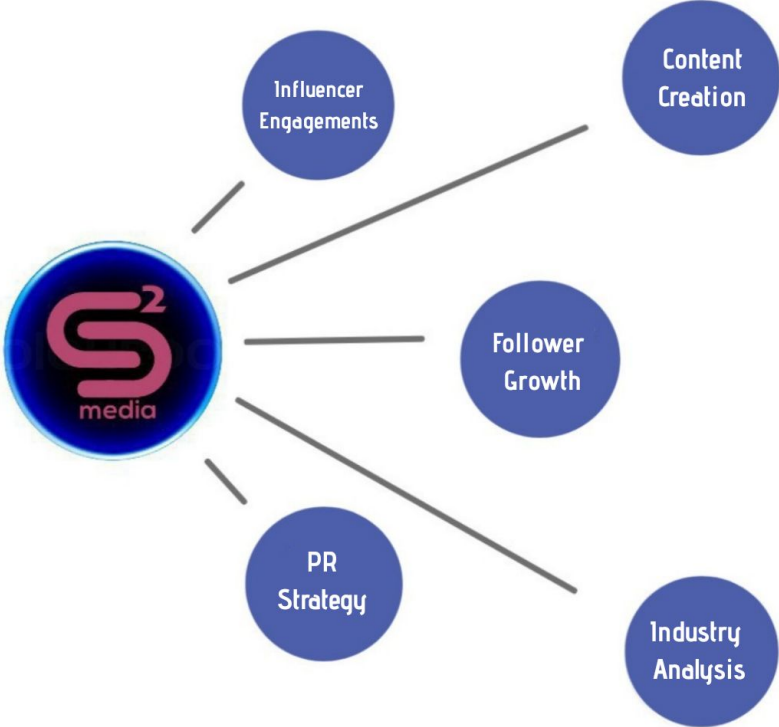
- Social Media Growth
- Social Media Content Strategy
- Influencer Engagements
- Engagement + Shoutout Strategy
- Industry Analysis
- Social Newsletter
- Buying/Selling Instagram Accounts Through Escrow

S2 MEDIA

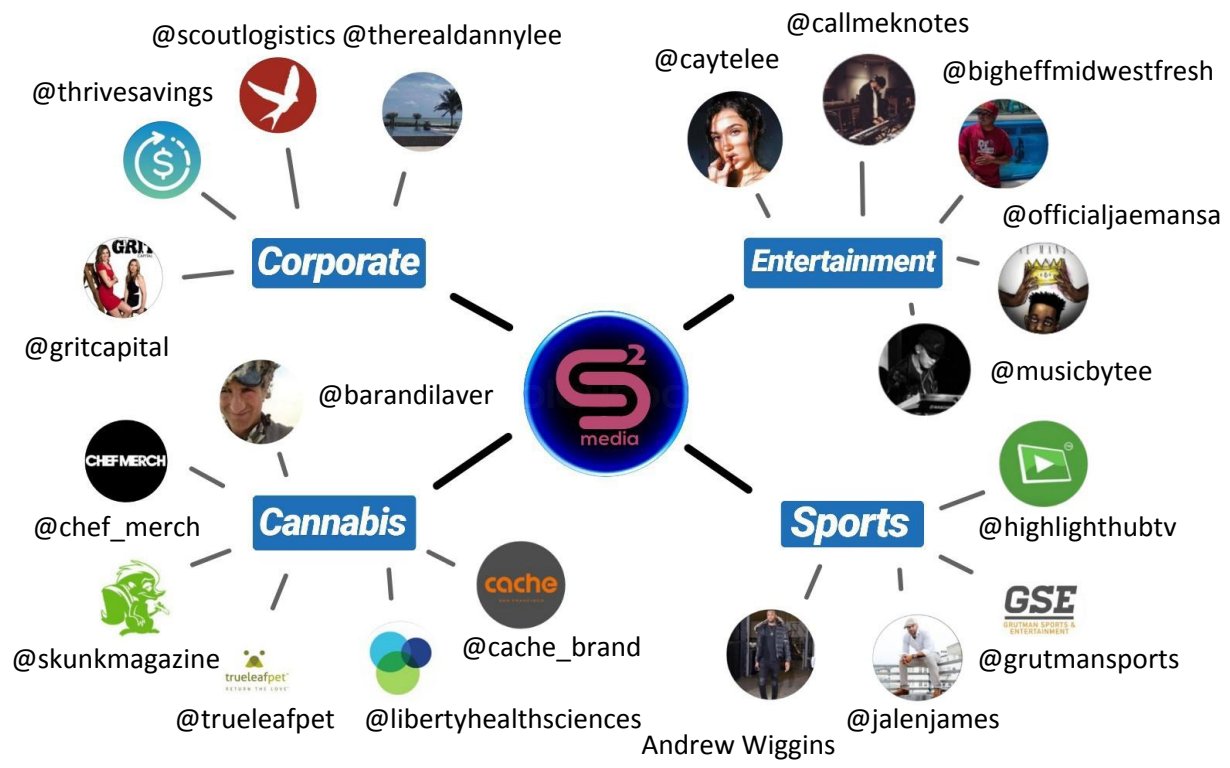


Fast times call for fast changes

- **Follower Growth** - we have a variety of growth solutions, from fully automated solutions to having a complete team of dedicated professionals working on your project full time
- **Influencer Engagements** - utilize the power of influence to leverage your brands marketing goals and achieve large scale awareness
- **Content Creation** - create engaging content in order to achieve the highest levels of virality
- **PR Strategy** - align with other brands and media outlets in order to drive awareness within a particular industry or niche
- **Industry Analysis** - reporting on the engagement rates across any given industry, we provide reports on 5 competitors in the industry



S2 MEDIA



CLIENTS



Grit Capital Growth

@gritcapital - June 5th, 2018

304 posts 1415 followers 2734 following

Promote Edit Profile

Grit Capital
Finance
Consultants. Investors.
"Relentlessly Resourceful"
Chief Block Officers.
Toronto. Vancouver. NYC. Miami. LA.
gritcapital.ca/

@gritcapital - February 25th, 2019

567 posts 10.1k Followers 4,011 Following

Message

Grit Capital
Finance
🔥 Incessantly Chasing ROI 🏆
📧 #eGaming... more
www.youtube.com/channel/UCDWfc0MzIDGeLIH_DcM9k9A

+667% in 8 month

Medipharm Growth

@medipharmlabs - September 1st, 2018

33 posts 536 followers 239 following

Promotions Edit Profile

MediPharm Labs
Medical & Health
Leaders in purified cannabis concentrates. HQ in Canada.
Subsidiary in Australia.
www.medipharmlabs.com/
151 John St, Barrie, Ontario, L4N 2L1

@medipharmlabs - October 30th, 2018

56 posts 1596 followers 1004 following

Promotions Edit Profile

MediPharm Labs
Medical & Health
Leaders in purified cannabis concentrates. HQ in Canada. Subsidiary in Australia.
www.medipharmlabs.com/our-promise/management...
151 John St, Barrie, Ontario, L4N 2L1

+197% Growth in 60 days

Jalen James Growth

@jalenjames - May 18th, 2018

1170 posts 1708 followers 731 following

Follow

Jalen James™
Public Figure
ProudDaddy* World Artists United | Founder & CEO Producer
| Filmmaker & Brand Maker & Manager | creator of How to Be
a YouTuber for Dummies
youtu.be/eenlFK02pb8
Los Angeles, California 90069

@jalenjames - February 26th 2019

1,393 posts 12.3k Followers 1,532 Following

Follow

Jalen James™
Producer
ProudDaddy* World Artists United | @musicentrepreneur
Founder/CEO Producer | Filmmaker | BrandMaker & ... more
www.forbes.com/sites/johnhall/2018/03/18/transforming...
Los Angeles, California 90069

+620% Instagram Growth

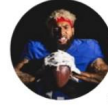
CLIENT GROWTH

Leverage fame at every opportunity

Joey Hickson - 400 million IG
follower network



Odell Beckham Jr. - 12.5
million followers



Drake - 53.8 million IG
followers



DJ Khaled- 14.1 million IG
followers



Andrew Wiggins- 1.9 million
IG followers



MGK- 4.2 million IG
followers



DJ Nasty- 73.7k IG
followers



Connor McDavid- 715k IG
followers



Shaq - 10.9 million IG
followers

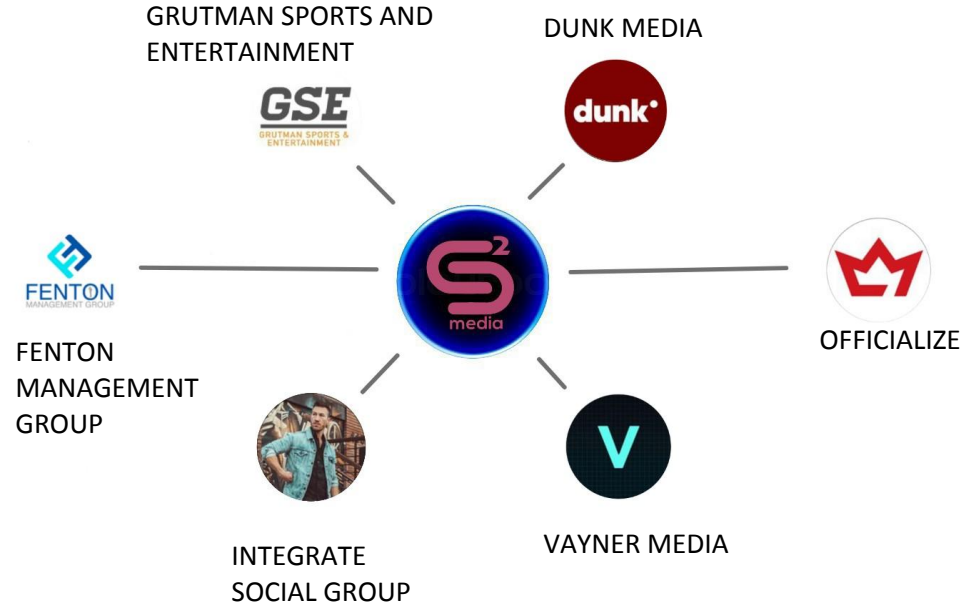


deadmau5- 2.5 million IG
followers

INFLUENCERS



Strength in numbers



AGENCY RELATIONSHIPS



HighlightHub - Content Network Case Study

HighlightHub built up a large audience across Social Media and our website. We built a following of 278k followers on IG and do 4.5 million views weekly. We utilized a strong content and growth strategy to get on the radar of major players with deep pockets in the industry and garner buyout offers.


We've been fortunate to attract the attention of actors, musicians and athletes from across the globe. HighlightHub is also being used as a content source for major publications across the web.

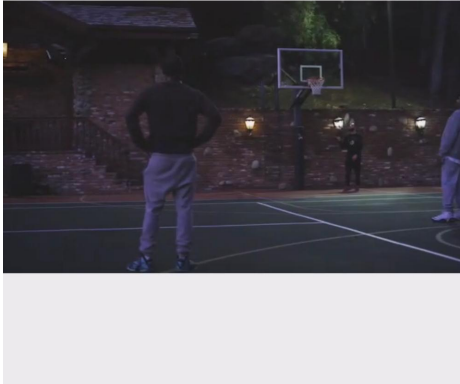
HighlightHub has landed on the radar of the major players, having received buyout offers from two of them.

CONTENT STRATEGY



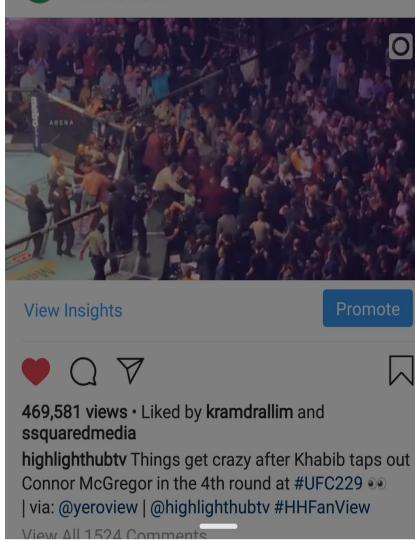
Drake Feature - Contesting

 champagnepapi







1,699,416 views • Liked by kramdrallim and frankiecastiyo
champagnepapi Summer camp in the winter time. All net. @highlighthub #hhtrickshot
View All 3728 Comments



Virality






469,581 views • Liked by kramdrallim and ssquaredmedia
highlighthubtv Things get crazy after Khabib taps out Connor McGregor in the 4th round at #UFC229
| via: @yerview | @highlighthubtv #HHFanView
View All 1524 Comments

 24.9k	 1.5k	 27.2k	 8.7k
8,882 Profile visits	918,631 Reach		


Interest From Industry Leaders


Hi from Doug at Bleacher Report  




 Doug Bernstein
to me  

Hi
My name is Doug Bernstein, I oversee Bleacher Report's Facebook, Twitter and Instagram accounts and am a big fan of your Highlight Hub Instagram account. Was wondering if you'd be interesting in interviewing for a potential opening on our team?

Thanks
Doug

Highlight Hub Instagram 

Page 

 Joe Caporoso
to me  

Hey Sean + HH Team,
Our company Whistle Sports is interested in potentially acquiring your [Highlight Hub Instagram Page](#). What price would you be looking for on this? Please let me know as soon as possible as we are hoping to move quick. Thanks and talk soon!

Joe Caporoso Director of Social Platforms
Whistle Sports New York • Los Angeles • Dallas • London
Mobile 973-800-4255
79 Madison Avenue, 9th Floor, New York, NY 10016

CONTENT STRATEGY



Compare apples to apples

- **Reach** - number of unique accounts that have seen any of your posts. The reach metric is an estimate and may not be an exact measurement.
- **Engagement** - refers to one's degree of social involvement in the community as defined by at least one “Like” or “Comment” on a post.
- **Impressions** - total number of times that all of your posts have been seen. The impression metric is a far more reliable number and is directly reflected in Discovery.
- **Social Escrow** - services to provide buyer and seller protection at the time of sale. The service guarantees the seller will receive payment and the buyer will receive the item purchased.
- **Profile Aesthetic** - visual strategy employed to give users the highest level of satisfaction when viewing the page in order to encourage them to interact with the content

SOCIAL ECONOMY