

Content Marketing delivers 60% higher brand recall, increases brand awareness by 100% and purchase intent by 300%!¹

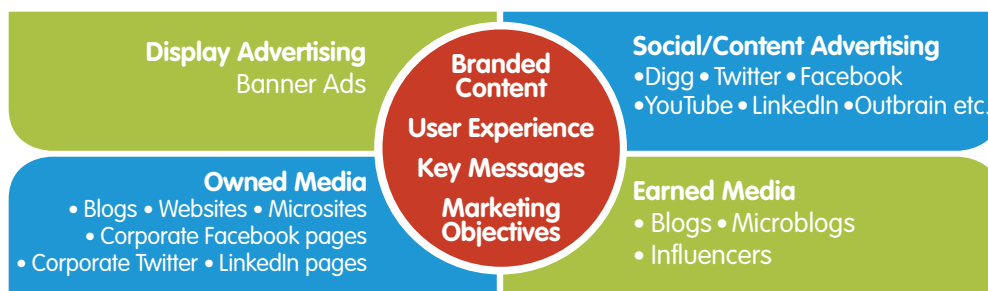
It's not about *all* the eyeballs, it's about the *right* ones.



Content Marketing is about designing quality, aligned content and delivering it to highly targeted, interested audiences in "content consumption mode". It's about being the right thing, in the right place, at the right time.

Content Marketing is a mix of **earned** (the good things others say about you), **owned** (content you create) and **paid**.

Here's what your online marketing mix should look like today:



Results

- Conversion campaigns deliver **double the performance** of traditional display.
- Awareness based campaigns deliver **four to six times** display performance.
- Reach clients and customers **where they are** online with quality content and see the results!

Contact us to find out how to double or triple the impact of your digital ad spend:

+1 416-703-3764 • socialmediagroup.com/contact-us • www.SocialMediaGroup.com



SMG Offers:

Content advertising on social media platforms (media planning)

Tactical strategy around optimal mix of partners, content and ad placement

Full-service campaign management and creative

Ongoing optimization to continually increase performance

Detailed measurement and insight reporting

Mind-blowing results!

a w e s o m e n e s s

¹ Understanding the Value of a Social Media Impression: A Nielsen and Facebook Joint Study. New York: Gibs, J. & Bruich, S.