



We Build Up Your Identity

“In the long history of Humankind, those who learned to collaborate and improvise have prevailed”. **Charles Darwin.**

We all bring different strengths to the table; our collaboration can produce the best results.

The Sociyo is a 360° solutions **Media Company** known for its strategic approach to help clients meet their varying business goals. We have a reputation for always providing ample solutions to a problem.

About Us

- With a team of dedicated professionals ready to provide help round the clock and seven days a week, our work-tools include Translations, Copy writing, Graphic designs and Interactive interfaces, that empower our client with fully integrated planning and strategies to get ahead of others in the field.
- The main function of corporate PR is to connect with various publics using means such as press releases, social media, products and events to facilitate the building and managing relationships. No matter what PR industry you chose one thing remains the same, knowing your audience is essential to running and executing an effective PR strategy.

Key Domains We Work In

Communications/ Social Media	Political PR
Corporate	NGOs

From among the wide range of services, we specialize in **Social Media Management, Website maintenance and support and communication planning.**

Social Media management

We have a coordinated plan crafted with the intent
of building your
social media presence felt deeply

Social Media Strategy and Social Integrated Marketing consulting

- By engaging the audience through social media channels, our team will demonstrate the ability to generate awareness, widen your company's potential reach within your target market, and contribute to driving more website traffic, which will ultimately result in top line growth.
- Through integrated marketing we create unified and picture perfect brand experiences for stakeholders and consumers across a multitude of online avenues.
- The efforts may include social media engagement, e-mail communications, website interactions, public relations partnerships and effective brand storytelling tailored to the specific needs of each brand.

- The Sociyo believes in the success of result driven integrated marketing, with innovation and analytical expertise.
- Social Media Account creation, management and daily responsibility, including Face book, Twitter, Instagram, YouTube, LinkedIn, etc.

We will grow an increasing social audience and follower base through: hash tag campaigns, strong use of keywords, sharing/re-tweeting, relevant news, “liking” posts, staying updated within the industry, and contributing our own unique content to broaden reach.

Apart from that, when it comes to highlight your online presence we take care of this through:

➤ Page design and implementation and Custom background design and implementation to make you smart persuasive engaging and get noticed.

We recreate the environment according to your goals through the development and execution of social content strategies that has:

➤ General text, photo, video and other posts to Social Media umbrella sites.
Live Streaming with Face book, Periscope and YouTube.
Responding and engaging with fans and followers to build relationships
Counter replies and tagging.

Provide you social media analysis report frequently.

We will provide you with:

Daily and Weekly Analytics-

Such as: follower growth, reach, demographics, comments, “likes”, shares, re-tweets, etc.

Reporting-

Summarizing various results and activities over each quarter.

We will set up a meeting to go over the results, to then tweak our approach accordingly.

Content Planning

1. Content generation related to activities, like audiovisual clippings and promotional videos.
2. Database and feedback unit that will help list you in Directories and Rankings.

Moreover, we have

Website maintenance and support to:

- ☐ Update latest data to make the site and business grow effectively.
- ☐ Content planning and updates.
- ☐ Script/Program updates
- ☐ Constantly check bugs, errors, missing link etc.
- ☐ Help trouble shoot in time.
- ☐ Periodical feedback of traffic statics and hits to the website.
- ☐ Help improve search engines and page ranking.
- ☐ Secure Backups and spam protection.
- ☐ 24/7 website monitoring.

Above all else, our Core Values guide us as a company:

- We strive to get things done the way you want.
- We help people discover things they wouldn't see on their own.
- Rich experience of providing reputation management, Public relation, Corporate communication and brand management to a plethora of clients from diverse industries.
- Our team chips in with the client's idea to achieve what is needed.
- Wide range communication capabilities.
- Economical way of promoting a brand.
- Expertise in Issue management & rural PR.
- We are member of PRSI.
- We are Socially Yours.

Thank You



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