

HEIDT OF MEDIA

SOCIAL MEDIA

[MANAGEMENT]



[MANAGEMENT]

DEVELOP STRATEGY

Our team develops innovative social campaigns to showcase products, tell customer stories, and deliver impactful information to your audience.

CREATE CONTENT

Our content strategy is unique to each brand and always uses a combination of posts, blogs, high quality photos and videos, graphic design, ads, and more. We strive to promote your account personality with alluring content that will fit your company branding and strategy.

IMPLEMENT AND ENGAGE

We are your extra eyes, ears, and hands in the digital world. We are constantly initiating conversations and engaging on behalf of your brand to gain new followers and exposure within your target audience, as well as increasing the credibility of your reputation with the existing audience.

[MANAGEMENT]

ACCOUNT MANAGEMENT

We manage your accounts and engagement on all social channels while keeping your business goals and strategy in mind! We don't just take over your accounts – we work with your team to create social content and always ask for approval until you feel comfortable to hand over the reigns.

ADVERTISING

More social engagement and more clicks to your website are crucial for many companies. Let's find out what technique works best for yours!

ANALYTICS

We know exactly what works and what doesn't based on a combination of social media and website analytics. We use goal specific metrics to predict upcoming trends and report exactly how your digital strategy is unfolding.

[MANAGEMENT]

CAMPAIGN MANAGEMENT

We develop and implement impactful social media campaigns using a matrix of mediums, including: influencer marketing, contests, events, hashtag targeting, location targeting, ads, and so much more.

Our digital strategy melds perfectly with our ability to create and convey quality and consistency of your brand personality and offerings among all digital content.

COMMUNITY MANAGEMENT

We specialize in creating quality content that will help grow your accounts and reach a new targeted audiences, all while bringing the personality and human touch that users seek. We handle brand account responses to comments, messages, inquiries, and so much more.

SOCIAL MEDIA

[TRAINING]

[TRAINING]

DIGITAL DIAGNOSIS

We work with your team to pass on our insider knowledge and skills to be able to manage your social channels just like we would!

SOCIAL MEDIA 101

You will see where your brand stands currently in the digital world, learn how to use social media for your brand, plus insight for utilizing our favorite tools.

CONTENT DEVELOPMENT

Build out your social strategy with us as you familiarize yourself with campaign creation and implementation.

CONTENT **CREATION**

[EVENTS]

EVENT SOCIAL COVERAGE

Our team engages with your digital audience live from the event to emulate the experience for your social audience.

EVENT PROMOTIONS

Generate digital traction and ticket sales using our talents to create and push your event promotions.

EVENT LIVE STREAMING

Stream your event live from Facebook, Twitch, YouTube (and more) with a high definition multi-cam view.

EVENT PHOTO + VIDEO

Document and recap your event with professional videography and photography that captures the engagement and emotion from your event.

[A/V SOLUTIONS]

EVENT AUDIO/VIDEO

We provide customized conference, event, and promotional build-outs, coupled with comprehensive tech solutions and management. The comes at an unbelievable value, thanks to our preferred A/V vendors and partners.

[PHOTO**GRAPHY**]

SOCIAL MEDIA CONTENT

EVENTS

HEADSHOTS

PRODUCTS

ECOMMERCE

REAL ESTATE

FAMILIES + COUPLES

[VIDEOGRAPHY]

SOCIAL MEDIA CONTENT

EVENTS

INTERVIEWS

MUSIC VIDEOS

COMMERCIALS

PRODUCTS

ECOMMERCE

[HOM BASE]

EVENT HOSTING

Use our newly built out office space in Addison to host your upcoming event.

STUDIO RENTAL

Rent out our studio space, and office for a half or full day. Bring your own photographer and videographer or use one of ours!

Complete with a Full Kitchen, Makeup Station, 2 Bathrooms, and more than 800 sqft of studio space.

LIVE STREAM STUDIO

Stream your event live with a high definition multi-cam view from our studio space. Techs and equipment included.

[A LA **CARTE**]

GRAPHIC DESIGN

If you dream it, we can design it! Develop a professional look & consistent branding across all channels to support brand awareness, upcoming events, products, services, and promotions.

MARKETING MATERIALS

Bring jaw dropping brand aligned digital and traditional marketing materials to the table... literally.

EMAIL MARKETING

Enjoy a hands off approach to email marketing and reach your audience in an appealing way with our expert designs.

BLOGS

Maximize website visibility and capitalize on client experiences, resources, brand partnerships, and more with your blog.

[WEBSITES]

WEBSITE DESIGN

Our team designs unique user friendly mobile based websites with ease of product purchase, content readability, and search engine optimization. Taking your vision from PSD to HTML responsive designs.

WEBSITE DEVELOPMENT

- WordPress managed backend.
- Customizable templates.
- E-commerce store options.
- Social Media integration

WEBSITE MAINTENANCE

Strengthen your existing brand profile for online customers with our website and blog content management plan. Which includes annual hosting, thumbnail updates, snippet content, maintenance, routine backups, and site updates.

[HEIDTOFMEDIA.COM]

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