DIGITAL MARKETING

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SOCIAL MEDIA MARKETING

Once seen as a 'trend', social media marketing is now ubiquitous and essential for a businesses branding, marketing, communications, and ultimately its growth.
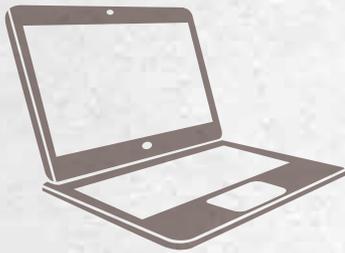
Whose life isn't on social media nowadays? - The growth of social media channels such as Facebook, Twitter, Instagram, Youtube, Pinterest, and a myriad of other networks is just the beginning. Globally, people engage and interact with social media to make purchasing decisions, influence opinion, engage with brands, express their ideals, and speak to the world.

Geezerbuild has a strong track record in Social Media, in industries such as Food & Beverage, E-Commerce, Events, Retail & Fashion, Electronics, and Government sectors, to name a few.

Using digital & social media marketing, we have created campaigns for specific purposes such as:

• Political elections
• Product launches
• Brand awareness & outreach
• Event promotions
• Customer Acquisition & Online sales

OUR UNIQUE EDGE:

Geezerbuild has firmly placed itself at the heard of a social media surge in South East Asia. Indonesia, Singapore, Thailand, Myanmar are some of the countries that are each utilizing social media in new & insightful ways –
And each culture and lifestyle within these nations respond and interact differently to social media.

Our unique edge is having the regional know-how, expertise, and experience in South East Asia. With this we localise creative content, adapt mobile & desktop strategies, and create social media promotional campaigns that bring success to our clients across this versatile and ever-adapting region.

Within our social media marketing, we include:

1 Campaign direction and consultation.

2 Set-up, organization, and creation of an overall strategy for your social media.

3 Daily management & maintenance of your social media channels.

4 Creative content (copywriting, graphic design) to get your brands message across.

5 In-depth reporting, competitor analysis, and analytics to understand your audience & market.

6 Customer support for your audience's questions & queries.

7 Multi-language translation (In the Asian region – additional pricing)

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DIGITAL ADVERTISING

Digital Advertising consistently trumps the expensive and slow methods of traditional advertising – And every brand should wholeheartedly embrace the benefits of digital advertising whether on Google, Facebook, Website, or Mobile App.

Digital Advertising offers key insights to each and every individual you're message is being shown to via analytics, and ad channels offer unique targeting to your perfect customer whether it be by: location, age, device (mobile/desktop), time, and keyword.

Why spend tens of thousands for a one-month ad in a traditional magazine, with no real reporting or data analytics – When you could use that set ad budget on digital channels for six months, with detailed audience targeting and data analytics?

OUR UNIQUE EDGE:

In a heavily crowded market of digital advertising; it's difficult to choose the right channels and providers, and confusing to analyse your cost ROI, decide who to target and when, and manage an ad campaign consistently, daily.

Our unique edge is working with the correct advertising partners; whether it be a mobile specific DSP company, a Facebook-only keyword targeting platform, or a partnership with Google, Geezerbuild manages and ensures that your ad campaign serves your marketing needs.

Working partners:

Within our Digital Advertising, we include:

1 Pre-campaign keyword and audience research / analysis

2 Campaign consultation and strategy

3 Advert Design

4 Copy-writing

5 Audience targeting and Ad re-targeting

6 Campaign setup

7 Campaign maintenance and Optimisation

8 End campaign data report

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SOCIAL LISTENING
ANALYTICS

There is so much information out there in the social media world: What should you do with the data?

Our social listening platform was created to give businesses actionable information to improve their communications. As a social listening tool, it has provided valuable data to brands and government organizations; such as key issues in regional locations, general sentiment on keywords & products, and lists of the most influential media outlets and content creators.

But just gathering data and information is not enough: Geezerbuild provides reports with detailed meaning and reasons behind social media trends, content popularity, and predicts upcoming sentiments based on keywords.

## Specifically, our tool arms clients with the following information:

- Key influencers related to keywords on social media channels.
- Engagement rates of specific keywords to zero in on a topic or issue.
- Media influence by frequency, weightage of engagement, and quality.
- Social actions (share after a like, share count per post) across set time periods.
- Twitter trending topics via geo-location (Country, State, City).
- Word clouds, most popular comments, and exporting of all data.

Within our Social Listening & Analytics, we include:

1 Initial consultation and test results of keywords and issues/topics.

2 Monthly subscription usage of the social listening platform

3 Data export of key information

4 Monthly report on keywords

5 Consultation and strategy on influencer and media influence.

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DIGITAL DEVELOPMENT

Geezerbuild works with specific partners to develop a wide range of technology - including Websites, Large-scale platforms, Native Mobile Apps, and MVPs (minimum viable product) for start-up products.
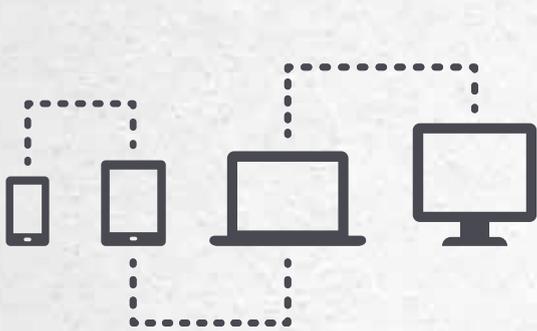
We aren't however just an outsource 'dev house' – We assist in all aspects of the development process including UI design, custom algorithms, technical architecture and framework consultation, planning release sprints, scalability issues, and more. With the years of start-up knowledge we've accumulated, we believe we can help our clients create great products efficiently as well as effectively.

OUR UNIQUE EDGE:

Our unique edge is our 'all-in' approach to your development projects - from prototype to release. Geezerbuild also project manages projects with a few select partner development teams, and tailors the right developers to match our clients projects.

Working partners: D8 mediapop

Within our Digital Development, we include:

1 Product analysis, wire framing, and technical feasibility report.

4 Back-end architecture and scalability planning.

2 Platform, website, and mobile app UI design and branding.

5 Full project management of sprints and releases.

3 Front & Back-end Development in a wide range of programming languages.

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