



SOCIAL MEDIA + EMAIL

Content fuels these powerful channels and drives engagement with content on websites and portals.

These channels magnify your content's impact and value.

OUR EXPERIENCE

With our strategic and tactical capabilities as well as our diverse experience, Content Science is a powerful content promotion and engagement partner.

We help you select the right channels, plan the right content, and define the right cadence of posting or emailing. We identify opportunities to reuse content and personalize its delivery. We also assess performance and conduct experiments to optimize your social media or email approach.

SAMPLE CAPABILITIES + ACTIVITIES

- | | |
|---|---|
| <ul style="list-style-type: none">• User journeys + content mapping• Content reuse + personalization• Social media advertising• Social media demographics• Content development + creation• A/B experiments + testing | <ul style="list-style-type: none">• Community management strategy• Social media analytics• Email analytics• Social media sentiment• Content effectiveness evaluation• Content calendar |
|---|---|

SAMPLE SOCIAL MEDIA + EMAIL CLIENTS



We defined a strategy and roadmap to promote TVA.com content on social media and email.



We formed a reuse strategy for tips content that spanned emails and social media, adding value to the entire customer lifecycle.



We assessed the impact of discovering DIY content by email and social media on customer perceptions..