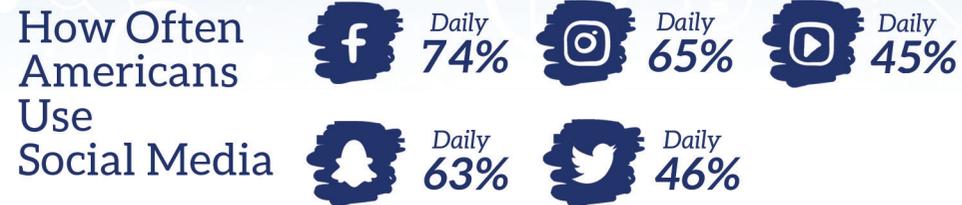


# SOCIAL MEDIA AT A GLANCE



Median American uses 3 social networks

## Which Social Media Platforms are Most Popular? by daily usage



## Who Uses Social Media? by age

18-29 - 88% / 30-49 - 78% / 50-64 - 64% / 65+ - 37%

## SOCIAL MEDIA OVER TIME

people using at least one social media site

2006 - 8% / 2010 - 40% / 2014 - 62% / 2018 - 70%

## About Clearbridge Branding Agency

Clearbridge Branding Agency is a New Jersey-based, creative marketing and brand services company that was formed in 2015. We have established partnerships numbering more than 75 local, regional, and national clients. We have locations in Millville, NJ, and in Glassboro, NJ on Rowan Boulevard.



In 2017, Clearbridge Media Consulting merged with a Washington Township, NJ branding company, Wingspan Advertising, to form a dynamic agency specializing in branding, brand strategy, and eye-popping creative. This, combined with Clearbridge Branding Agency's vast knowledge of the digital and social media world, makes Clearbridge truly a one-stop resource for companies wanting to re-brand their business and bring it to market.

## About Your Instructor



Rebecca Kowalewicz is the lightning rod of the Social Media and Digital Services team at Clearbridge Branding Agency. She plans and administers social media strategies and programs for more than 30 clients. She is a strong believer in fully integrating social media as part of a client's overall marketing and branding efforts. Her unprecedented energy and professionalism are second only to her expertise. Prior positions include managing social media for SNJ Today, Ibanez Guitars & Tama Drums, and AC Moore, Inc. Rebecca is also a contributing writer at Forbes.com.

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branding agency

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# SOCIALPRO

SOCIAL MEDIA TRAINING

Unleash the power  
of social media  
in your business.

CLEARBRIDGE BRANDING AGENCY



There is no denying that social media is a powerful tool for businesses to reach current and potential customers. But one of the most common problems voiced by businesses is that they aren't seeing a return on their investment—whether that means new customers, an increase in sales, or engagement on their posts and tweets. Our social media team at Clearbridge Branding Agency has seen one commonality between all of those businesses: they aren't using social media the right way. Long gone are the days of starting a page, pushing out a post, and waiting for the customers to come rolling in. Our in-depth social media training features guidance on platform-specific best practices, analytics tracking and reporting, and advertising. At the end, businesses will walk away confident that they have the tools and know-how to turn their social media pages into referrals and sales.

### Level One-Facebook:

With over 68% of the U.S. population using Facebook, it is the most popular social media platform. But with organic reach at less than 2%, and trending down to 0%, businesses need to do more than post and walk away. This 90-minute training session will review Facebook page optimization, posting and content best practices, and content ideas, with a short review of Facebook advertising. An optional review of your business' Facebook page is available. If you're serious about reaching your customers where they're at online, then this training session is a must-attend.

### Level Two- Facebook Plus:

Facebook, Instagram, and Twitter make up three of the most most popular social media platforms in the United States. This two-hour training session will review page optimization, posting and content best practices, and content ideas, with a short review of advertising on all three platforms. An optional review of your business' Facebook, Instagram, and Twitter pages is available. Social media is being used by your current customers and, more importantly, potential customers. This training will show you how to reach them effectively, efficiently, and with results on the most often used platforms.

### Level Three-Customized Training:

With over 200 (and growing) social media platforms on the internet, it's important that a business knows what sites will help to benefit and grow their brand. This customized training will provide insight and education into the three platforms of your business' choice. An optional review of your business' existing social pages is available as well. Don't let news and

trends dictate what platforms are best for your business. We'd be happy to discuss more about your targeted audience, suggest the ideal platforms for you, and conduct a customized training so you get the maximum impact for your time (and money) on social media.

### Social Consultation:

Social media pages, content, videos, and photos all must adhere to the ever-changing best practices and policies of each social media platform. And that can be tough, especially with changes happening, quite literally, every day.

Clearbridge Branding Agency is proud to offer training and insight on social media with three levels of training to fit your business' varying needs. And we're still with you, even after the training is done. Talk to an account manager to learn more about your very own go-to expert for social media questions and concerns. You will receive one-hour, personalized sessions with our experts, to help keep you updated with changes in policies, best practices, and new ways to reach customers as well as answer any questions you may have about your efforts.

### Let's Get Started!

Don't wait to get your company started conquering the complexities of social media. We'll help you decide the best training level for you! Call Clearbridge Branding Agency today at 856.327.4141 or contact us at [ClearbridgeBranding.com](http://ClearbridgeBranding.com).