

REINVENTING YOUR SOCIAL MEDIA STRATEGY

How TIME Refreshed a Legacy Brand with Visuals, Paid Content and More

FOUR AREAS OF FOCUS



COLLABORATION



VISUALIZATION



MONETIZATION



INNOVATION

KEY TAKEAWAYS

COLLABORATION

Effective Tools via Google Suite:

- Social Specific Brainstorms (Cal)
- Content Doc (Sheets)
- Campaign Overview (Docs)
- Campaign Tracker (Sheets)

MONETIZATION

Opportunities to Explore:

- Consumer Marketing
- E-Commerce
- Partnerships
- Programmatic
- Networks

VISUALIZATION

Easily Accessible Tools for Every Business:

- Lumen5
- Canva
- InVision
- Draw.IO

INNOVATION

Spark the Conversation in New Ways:

- Launch new products
- Partner with networks
- Utilize sponsored and paid opportunities
- Think outside of social media