



# 2024 Social Media Capabilities

For Current & Prospective Brands





Life Elements®



# The heartbeat of modern business is **on social**.

Social isn't optional, it's a must for any modern business. Our social team drives growth by establishing your voice in daily dialogue, driving real-time engagement and building lasting connections.





**52% of online  
brand discovery  
comes from social  
media channels**



# Stellar powers your **social growth**.

Stellar builds and executes custom social media strategies to generate brand, product and community growth.

## Partners turn to Stellar to:



### **Build Brand Love**

- Cohesive brand identity
- Social storytelling and content strategy
- Surprise and delight



### **Educate On New Products**

- Truth and Trust Campaigns
- Testimonials
- Site Referrals



### **Cultivate A Community**

- Two-way dialogues
- Follow and share-worthy topics



### **Provide Essential Services**

- Social e-Commerce
- Customer Service



We triangulate insights about your audience, brand and landscape in order to create strategies that help you **break through the social noise.**

- **Brand**  
A unique voice and point of view in the social conversation.
- **Product**  
Messaging needed to drive conversion based on your product's role in consumers' lives.
- **Consumer**  
Target behaviors, interests and expectations from brands and products on social.
- **Competition**  
A differentiated social content strategy to set you apart.
- **Community**  
An engagement strategy that fosters a sense of belonging and warmth.



# We are a **full service** social team delivering executional excellence.

On social, authenticity reigns supreme. Our team has a pulse on how your customers speak, what makes them laugh, and how to stop their scroll. We embody your brand tone, values and vision in making social content that engages, encourages shares and inspires new followers to come back for more.

## ● Content

- Copywriting
- Photography
- Graphic Design
- Video
- Animation
- Influencer

## ● Community

- Community Management
- Moderation
- Social Listening
- Digital Community Development

## ● Media Science

- Content Strategy
- Growth Strategy
- Paid Media Management
- Campaign Development



# When it comes to crafting truly great social content, “digital hygge” is our secret sauce.

## Social Media is Digital Hygge

When done right, social media marketing isn't just about engagement; it's about evoking emotions.

We harmonize brand purposes with customer needs to create growth. We call this brand/human harmony **Digital Hygge.**

Our goal is to create social media campaigns that resonate deeply with your audience, leaving them feeling connected, valued, and understood.



# How We Typically Work with Brands

## Discovery & Strategy

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We begin with a deep dive into your brand, target audience, and business objectives to develop a tailored social media strategy.

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- In-Depth Brand Audit
  - Social Audit
  - Target Audience Analysis
  - Competitive Analysis
  - Goal Setting & KPIs
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## Content Creation

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Our team of content creators develops engaging and relevant content that aligns with your brand's voice and messaging.

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- Content Strategy
  - Content Calendar
  - Creative Assets
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## Community Management

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We actively engage with your audience, fostering a sense of community and building relationships.

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- Monitoring of Platforms
  - Engaging with Audiences
  - Community Guidelines & Moderation
  - Organization of Events & Contests
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## Analytics & Optimization

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We use data-driven insights to track performance, identify trends, and continuously optimize your social media strategy.

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- Regular Tracking & Analysis
  - Identification of Trends
  - A/B testing
  - Ongoing Optimization
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## Regular Communication

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We maintain open and transparent communication throughout the partnership, ensuring you're always informed and involved.

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- Monthly Reporting
  - Weekly Check-ins
  - Proactive Communication
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# Tailored Support, Your Way

**We offer a comprehensive approach to social media management, and can custom-fit to your needs.**

If you already have a strategy team or designers in place, we can seamlessly integrate into your existing workflow. Our services can be customized to fit your specific requirements, whether you need full-service support or assistance with specific tasks.

## Option 1:

### Full-Service Approach

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Our full-service approach encompasses all aspects of your social media strategy. We'll develop a customized plan aligned with your business goals, create engaging content, manage your online community, and track key metrics to measure performance.

## Option 2:

### Strategic Consulting

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Need expert guidance on your social media strategy but don't require full-service management? Our strategic consulting services can help. We'll provide valuable insights, develop a tailored plan, and offer ongoing support as needed.

## Option 3:

### Content Creation

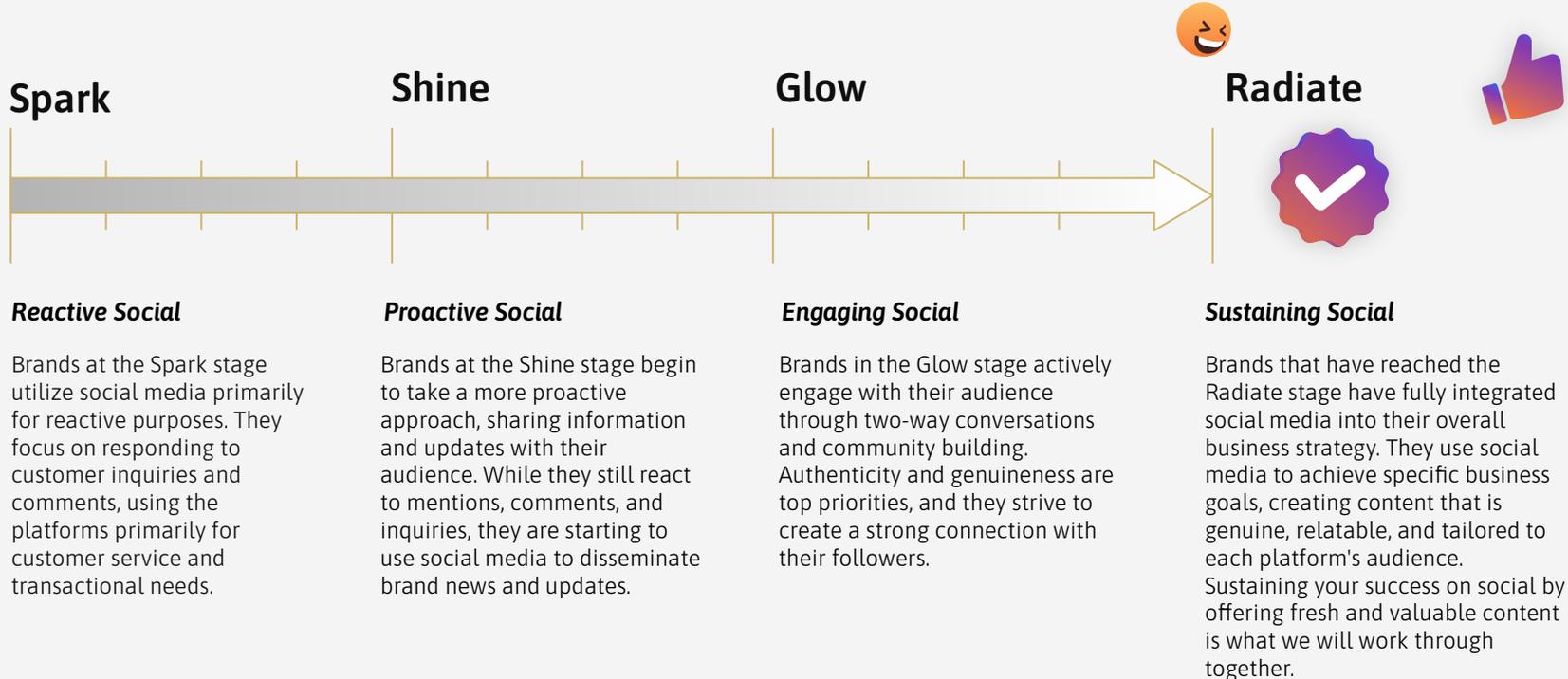
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Looking to enhance your content creation efforts without hiring additional staff? Our team can provide top-quality content on demand. Whether you need help with copywriting, design, or content scheduling, we can be a valuable extension of your team.



# The Stellar **Social Maturity Model**

Ready to get started? The first step in our process is to determine the maturity of your brand on social and how we can help you radiate.





Client Work

# How We Delivered Value for Our Clients

# Increased engagement and followers across all platforms

Brand Awareness

Social Media Strategy/Execution

Content Creation

Analytics

Stellar partnered with Life Elements, a leading sustainable CBD company, to enhance brand presence and drive tangible results across social media platforms. With a focus on increasing brand awareness, boosting sales, and enhancing engagement, Stellar created a comprehensive approach to align activities with Life Elements' business objectives. We monitored key metrics like follower growth, engagement rates, and sales conversions, using data-driven insights to refine strategies. This approach significantly boosted Life Elements' success in the competitive CBD market.

- **Increased** followers, engagement, and reach across all platforms
- **Executed** around 175+ posts across all platforms
- **Implemented** scheduling and analytics process
- **Designed** and developed new creative content assets
- **Generated** new strategic content pillars
- **Researched** and audited competitors

Life Elements



	Engagement	Reach
	27%	10.3K +
	8.6%	63K +
	12.34%	3.9K +

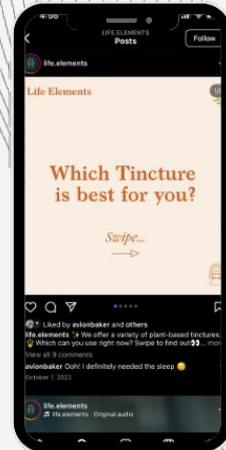


# Case Study: Life Elements

## Creative Work



Life Elements



## Establishing brand identity and social presence

Rebrand

Social Media

Email Marketing

Competitive/Comparative Analysis

Audience Research

Stellar executed a comprehensive overhaul of C3RV's brand identity, aimed at forging a robust and cohesive presence across social media platforms. Our process began with a competitive audit followed by analysis of target demographics. Drawing from these insights and aligning with brand objectives, we crafted strategic content pillars and creative cross-channel assets. To ensure sustained engagement, we implemented scheduling, analytics, and reporting processes.

- Redesigned brand identity including logo, color palette, typography, tone & voice
- Created Strategic content pillars & creative assets for social media
- Implemented Scheduling, analytics, and reporting process
- Planned monthly content in curated content calendar
- Developed email marketing strategy and content
- Research and audited audiences and competitors



# Case Study: C3RV Sales & Rentals

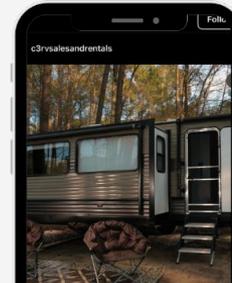
## Creative Work



LIFE IS BETTER



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# Authentic Stories Begin With Real Talk. **Let's Connect!**



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