



**GRAVITY**  
SOCIAL ASSET MANAGEMENT



**We are a social media agency, with over 50 employees. Founded in 2010.**

**Since 2010 we've executed over 40 campaigns for 25 brands.**

*Campbell's*



**PHILIPS**

**ACCU-CHEK®**

**BERK**



**CIRQUE DU SOLEIL®**



*Coca-Cola*



**got2b™**

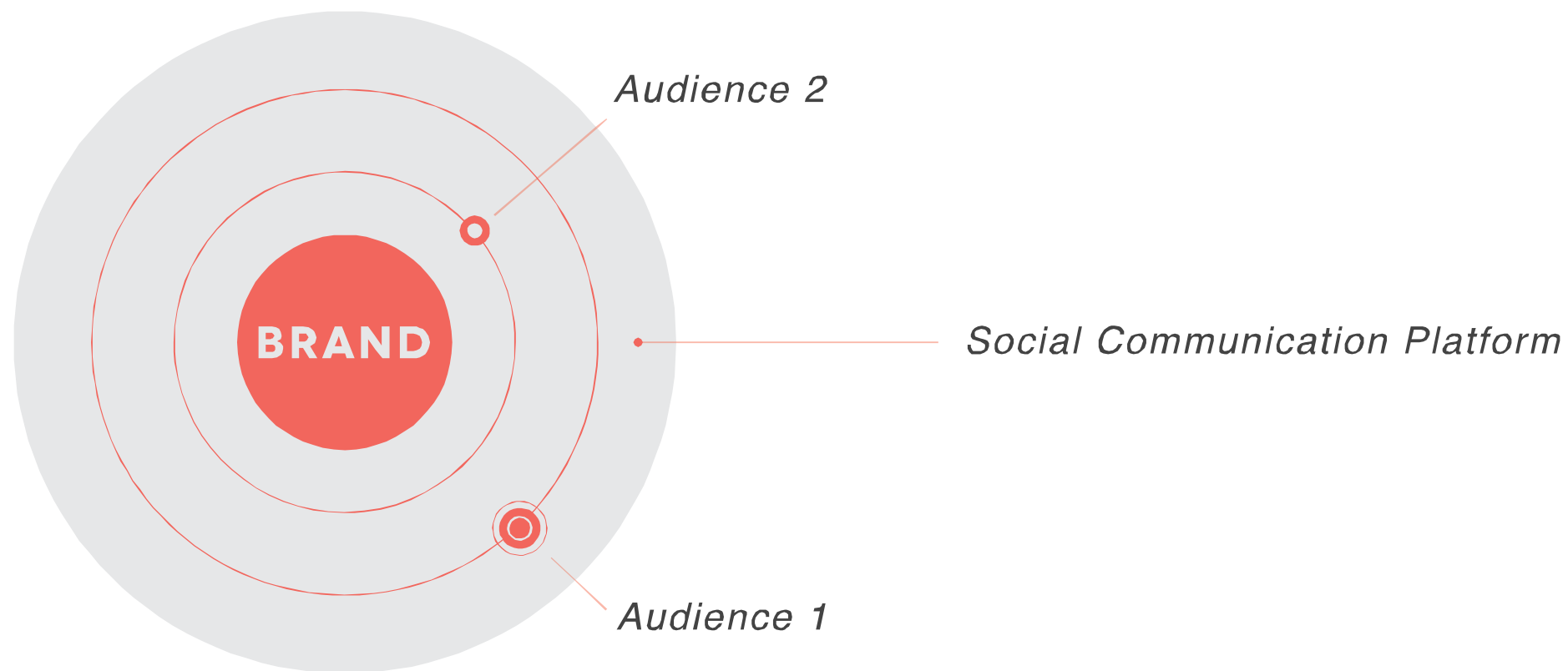
**QUELLE.**



**Palette**

**ПРЕЛЕСТЬ  
PROFESSIONAL**

# We do social asset management



To put it simply, if your brand has lots of people that love it, buy its products and recommend it to their friends, then your brand has a massive positive social asset.

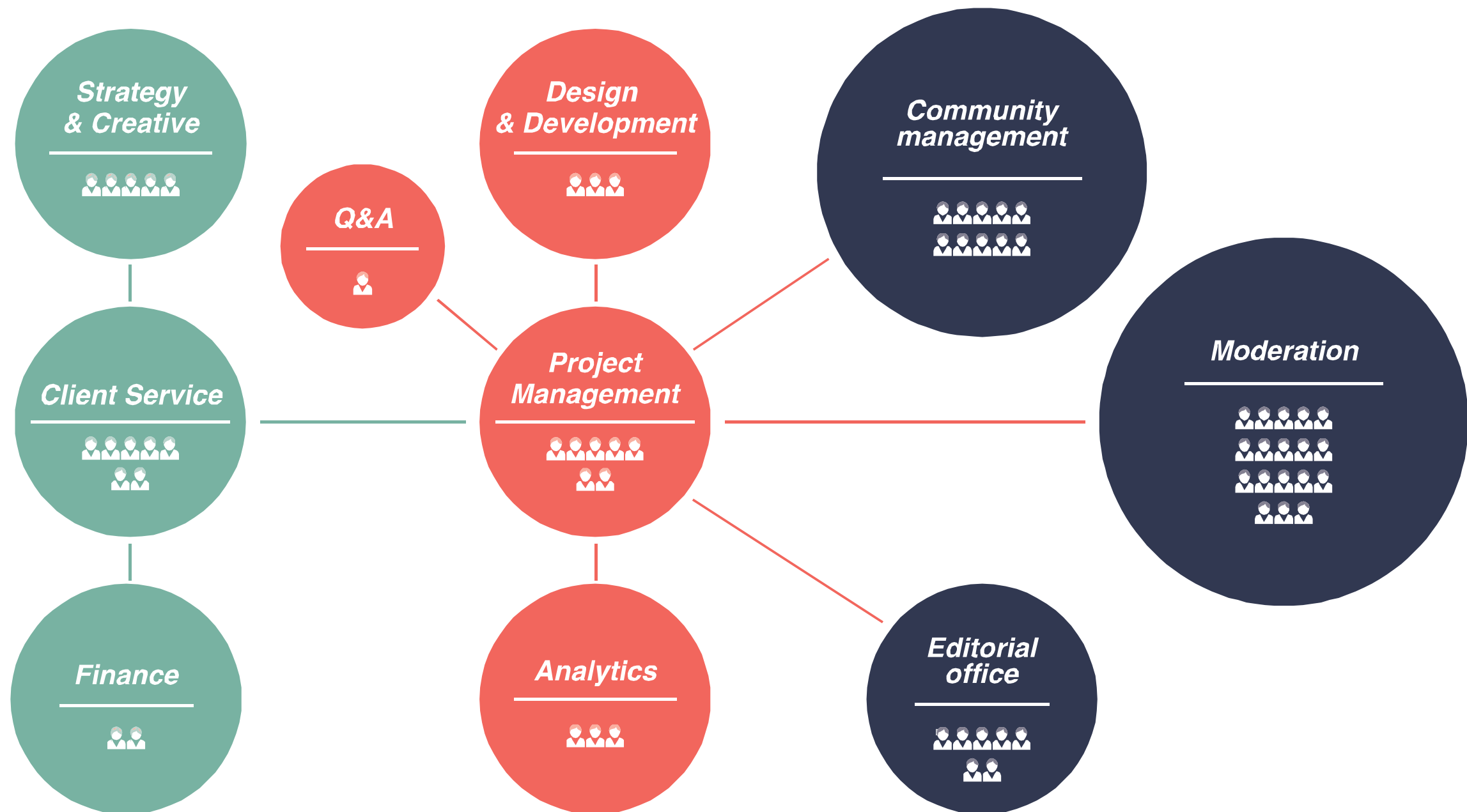
# Social asset management

Brand's Social Asset is a sum of relationships that it has with its audience. These relationships represent mutual attitudes and expectations and directly translate into social and purchasing behavior.

Managing this asset, growing it and continuously translating it into positive social & purchasing behavior is an important task for any brand. Nowadays Social Media is crucial to successfully managing your brand's Social Asset.

**GRAVITY is here to help.**

# Here's our team's structure



● **GRAVITY TOOL**

— **our main working tool**

For all your and our statistical and analytical needs, and for the sake of better understanding, we have developed our **very own statistical-analytical tool:**

- VK and FB support (Twi and OK soon)
- 9 main sections to represent data
- Statistics & Analytics in the same package
- 210+ indicators and counting
- Industry-standard analytics
- Flexible interface
- Regular and custom data export
- Graphical and table data representation



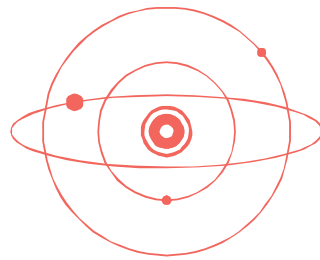
Date	Confidence	Reputation	Public	Relevance	Interplay	Delivered	Pages 11	Pages 12
01.01.2010	10	92	386	10	12	524	208	38
02.01.2010	10	71	110	14	2	216	108	20
03.01.2010	20	108	716	37	8	912	208	54
04.01.2010	13	238	426	33	2	704	224	63
05.01.2010	21	209	971	28	9	1 228	208	68
06.01.2010	40	187	630	13	80	804	142	50
07.01.2010	18	108	118	27	80	624	102	37
08.01.2010	1	71	91	19	2	182	98	26
09.01.2010	3	89	254	39	3	388	198	44
10.01.2010	2	84	88	11	7	182	117	18
11.01.2010	4	122	620	36	8	842	318	71
12.01.2010	1	98	62	9	4	174	48	18
13.01.2010	2	101	128	28	2	286	83	27
14.01.2010	3	94	188	18	8	282	108	38
15.01.2010	1	38	18	2	0	18	18	4

# What we do

Social media tools



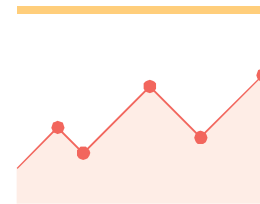
*Moderation*



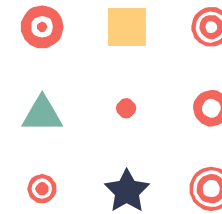
*Community Management*



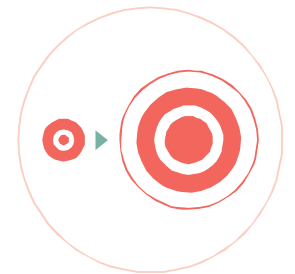
*Content Creation*



*Data and Analytics*



*Audience attraction*



*Social Media Strategy and CRM*



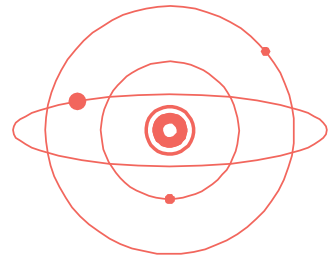
# Moderation

Protection and care are the first necessities of your brand's Social Asset.

Our moderation resources, working in shifts 24 / 7 / 365 provide reliable protection from spam, sentiment-estimation and processing of users' comments, answering to users, contest-related tasks completion, content publishing, data collection and categorization.

These simple tasks are what serves as a solid foundation for a Social Asset's existence.





# Community management

Community manager is a brand's voice.

This manager plays the most important role in community formation and development of horizontal bonds between the users.

CM will always help a user to deal with any problem, will support communication, as well as directing the communication to a needed direction. Inside a SMM-team it is exactly a CM who defends the interests of a community in any given arguable situations.

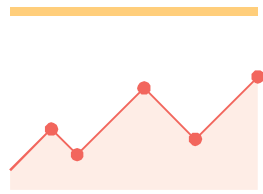


# Content creation

Each of our Assets is like a real brand's magazine.

Just as in the case with paper editions, their development and creation can be both assigned to a single copywriter, as well as to a complete editorial office with an editor in chief, well-known journalists and external experts, a photo editor, a designer and a proof-reader.

TOV creation and support, content policy and editorial plans' development, copyright control and efficiency check-up. And, undoubtedly, a first-class content.



# Data and analytics

One of the most important features of Social Media is that everything can be measured.

We are crazy about numbers and data, because it is only thanks to them that we demonstrate efficiency of our work. Our internally-developed software – Gravity.Tool – reveals the real situation both in brand's own communities and beyond them.

Presale analytics, monthly reports and even full-scale marketing research – the list of possibilities, really, is unlimited.



# Audience attraction

After having dealt with what and how to say, it's just the right moment to think about the readers.

We do not pursue high numbers or mass character of our communications, we point at their efficiency. By using only the best users' recruitment instruments we guarantee that you will get just the audience that you have asked for. Moreover, we bill you only for real new users, no cost-per-view or cost-per-click based payments.

# **Social media strategy & CRM**

It's high time to think about the future.

We carry out researches, dig for insights, examine brands' marketing strategies, foresee competitors' next moves and carry out these and other activities just for one single objective – make your brand's Social Asset work for your business.

# Case studies

Our best experience

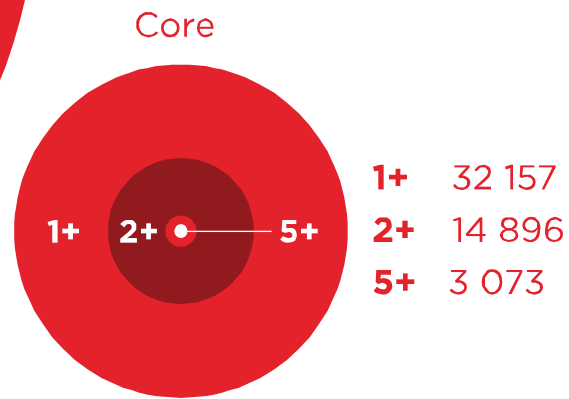
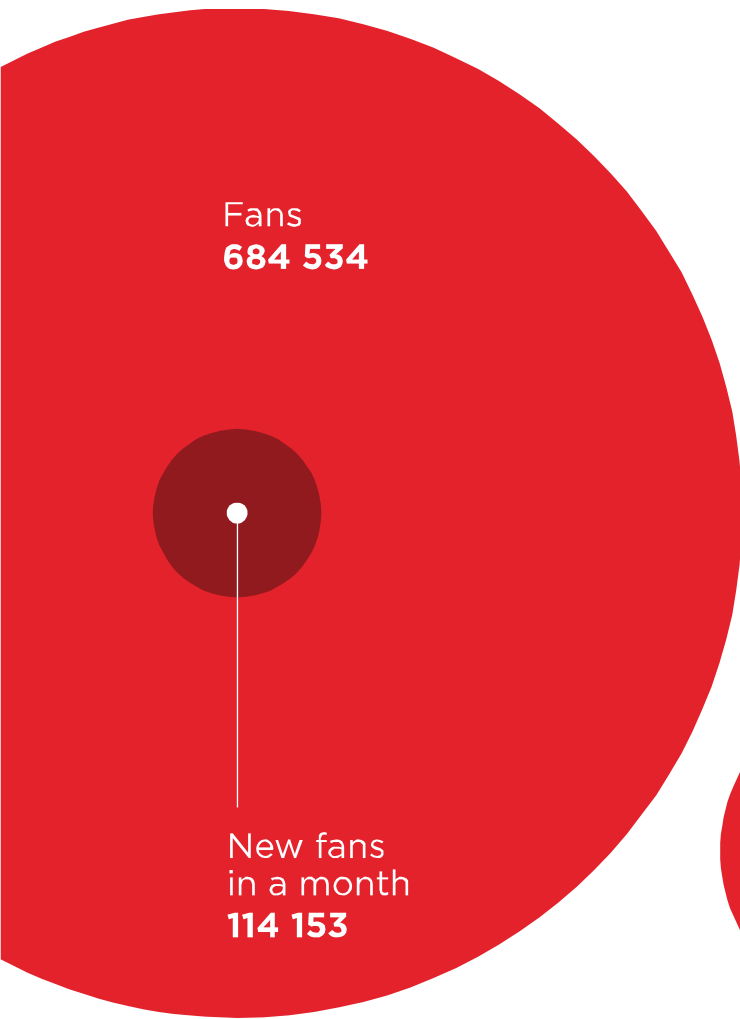


Brand:  
Coca-Cola

Timeframe:  
2011-present

Services:

- Social channels planning
- Community management
- 24/7 moderation
- IMC campaigns support
- Video seedings
- Social listening



# Sprite Sound

Brand:  
**Sprite**

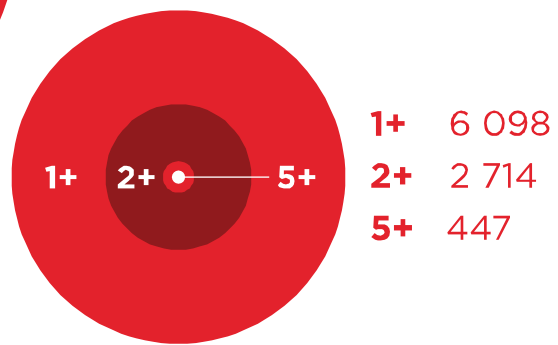
Timeframe:  
**2012**

Services:

- Contest strategy planning and support
- Community creation and management
- 24/7 moderation in group and application
- Offline events support
- Video and live streaming seedings

Fans  
**194 883**

Core



Brand Advocates  
**39**

Social Reach  
**420 449**



# Zark Quest

Brand:

Cirque du Soleil

Timeframe:

2011

Services:

- Quest strategy planning and support
- Community management
- 24/7 moderation
- Offline event management



Page Fans  
**28 530**



Works on contest  
**2 562**



Engagement rate  
**1,64%**

# Cover girl

Brand:  
**Palette**

Timeframe:  
**2010**

Services:

- Contest strategy planning and support
- Community creation and management
- 24/7 moderation in group and application
- Offline event management



Page Fans  
**9 745**



Works on contest  
**81 977**



Engagement rate  
**3.09%**