

- EVOLVE
BRANDING
- EFFECTIVE
MEDIA/PR
- ONLINE
INTERACTIVE
- PLAN
EVENTS
- PARTNER &
PROMOTE
- COMPELLING
WRITING & DESIGN
- MARKET
RESEARCH
- ACTIVATE
GUERRILLA
- DRIVE
FUNDRAISING
- RALLY
CAUSES
- EFFICIENT
AD BUYING

SOCIAL MEDIA BOOST

make it popular™

Overview

Social media are online tools that millions of people use to connect, network, gather information and find out what's happening. Social media are quickly evolving and growing at an unprecedented pace. Foursight's expertise keeps us in the know and on the cutting edge of these evolving trends. With a social media boost, your business will realize increased friends, followers, and traffic to drive revenue.

Program In Detail

Foursight starts with a discovery process to interview your key staff to understand your corporate goals and strategy. Understanding your methods and message will align our social media craft with you. We will follow up this meeting with a strategy proposal and action plan that we agree on as a detailed path forward.

Next the work begins. We will set up and configure appropriate social media channels. We will use your branded elements to assure a consistent look and feel. We will integrate social media tools with one another and your website. Once your sites are configured, we'll show you what they look like, how they integrate and we will set you up with the tools to monitor the accounts as you see fit. We worry about the technical details allowing you to focus on what's most important for your business.

And then we grow. Your branding and information will support the overall goals of the strategy. We will manage your social media using their unwritten rules of etiquette. We will create buzz with your target audience by generating excitement about your current happenings. We will convert your friends, followers and fans into customers and attendees. And we'll let you know when critical online happenings affect your business.

Who Needs This?

Political campaigns, issue & cause initiatives, events large and small, arts organizations, non-profits, retailers, wholesalers, small business and eTailers.



Social Media Sampling

- Facebook
- Twitter
- YouTube
- Blogs
- eNewsletters
- Google Maps
- Google Earth
- Website Integration
- Cross-Platform Integration
- and more...

Testimonial

Larry H. Miller Tour of Utah
 "The organizers of the Tour of Utah were very smart and they have surely outlined the template of the future for other cycling events with their strategic use of social media, mainly Twitter, Facebook and an iPhone app that was updated daily with race results, stage maps and general race information, like team rosters, stage details and of course news from the many Twitter users that were posting 140 character updates almost every moment during the stages. Fans by the thousands became "friends" of the Tour of Utah on Facebook as well as following on Twitter...Videos from fans, as well as Tour officials, were posted on the website daily further increasing the amount of eyeballs watching the race.... If you were living in Utah, specifically the Salt Lake City area, you knew the Larry H. Miller bike race was in town."
 - ROAD Magazine, Nov. 2009

About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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