

COOPERATION OFFER

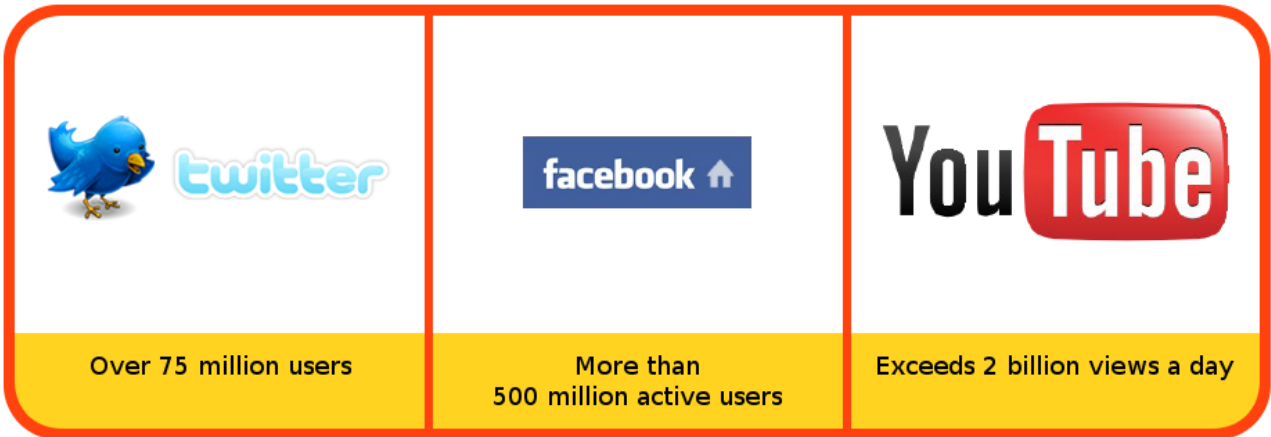


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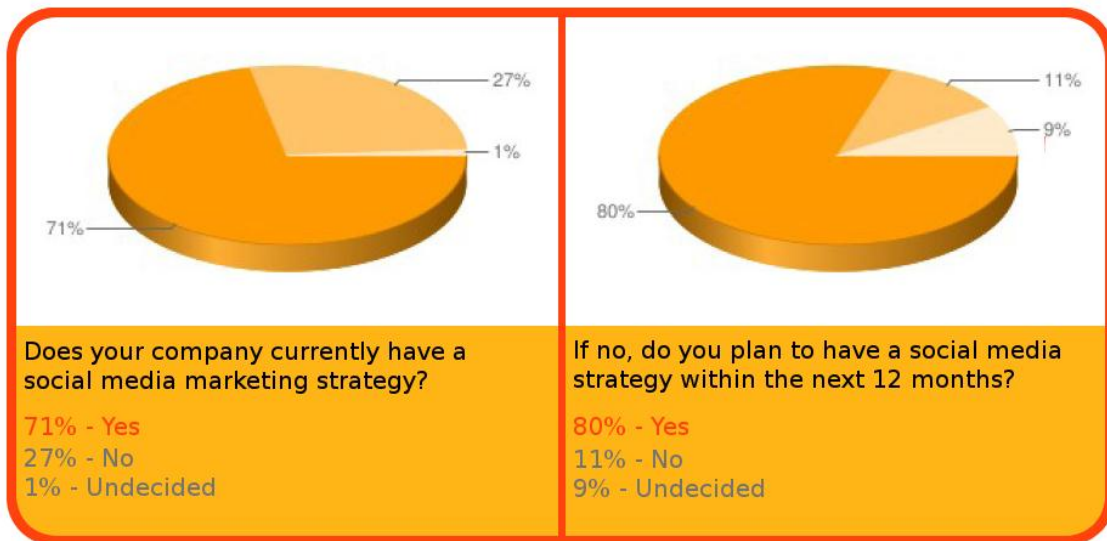
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1. Why social media?

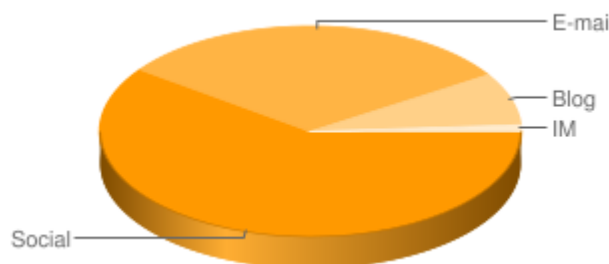
72% of internet users have an account on social networking sites. 44% of internet users claim, that brand writing about itself is credible. 25% of social networking sites users add companies and brands to their profiles.



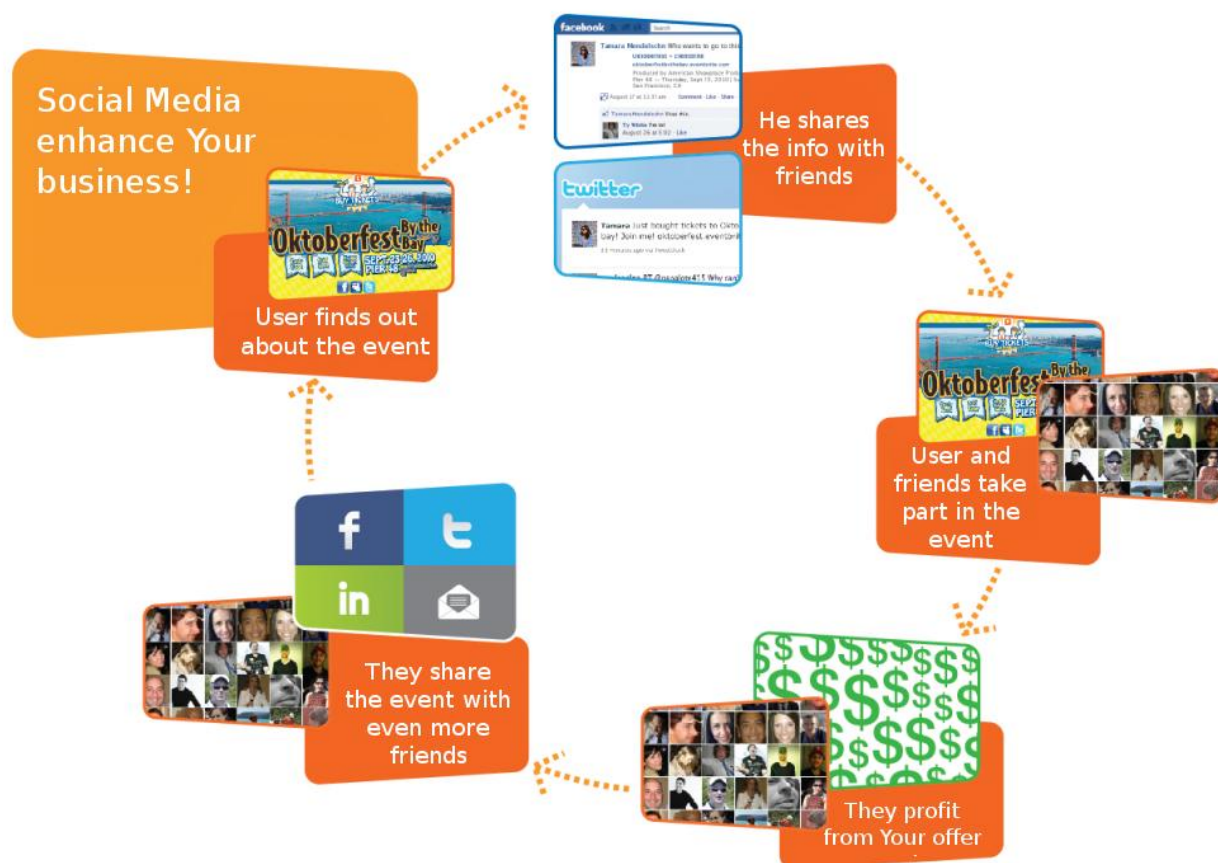
The statistics speak for themselves – business world is fascinated with opportunities social media brings. According to KingFish Media report:



Do not just react on competitors' actions, anticipate them! Average Polish internet user has more than 130 friends in his network. This is how they share content:



Proper usage of new communication channels significantly increases hit count and users activity. For example, after integrating Sporting News portal with Facebook, hit count raised fivefold! **It can be stated that every company should enter the world of Social Media. Simple company webpage is not enough.**



Using social media not only brings increased credibility and improved image, but also efficiently boosts income and client base.

2. A few words on SocialPaths agency

SocialPaths agency was created to set new trends in internet marketing. We offer complete Social Media strategies implementation aimed at creating long-term relationships and building a community engaged in company's life. We help our clients achieve the goal of being present in social media – we create tailor-made strategies looking at individual needs. Our solutions will bring you long-term benefits as well as improved trust and activity of customers. We know how to create positive image of a brand on the internet and we are happy to share this knowledge. SocialPaths agency gathered people fascinated with internet marketing. In our well-tuned team we have creative copywriters, excellent graphic designers and experienced programmers. All together more than a dozen of well-managed people. We're here to help you!

3. Experience and achievements

Within short period of time we managed to gain experience in completing wide range of domestic and international marketing actions. Our greatest achievement so far is "Shine" application, implemented for Energa Group. It attracted more than 180.000 users in one week. We invite you to look at our portfolio in a form of case study, available at www.socialpaths.pl. A few words from our clients:



The image shows two testimonials in a rounded rectangular frame with an orange border. On the left is the Energa logo. On the right is the Olawska 9 Music Club logo. The testimonials are in orange and grey boxes.

Energa

"Most definitely a project of the year – so much energy and such great effects in such a short period of time – nobody expected that." – Jarosław Kozłowski – head of the brand management department, Communication and Marketing Centre Energa SA

"We didn't expect that within two months we will attract the highest number of fans among Polish clubs – more than 10.000!" – Grzegorz Kurek – Olawska 9 club manager

Client's satisfaction is most important for us. "Shine for Christmas with Energa! (energy)" campaign, which our application was part of, won in Non-standard Marketing Project of 2010 prize during XIII gala of Impactor contest. **Let us surprise you with effectiveness of our actions as well!**

4. What we can do for you?

We realize projects created to meet your needs, adjusted to particular goals and situations. Social Media is not about attacking the user with a stream of identical information but about creating coherent message using optimal tools and channels.

👍 Creation of complete social media presence strategy

All our offers are preceded with initial market and competitive environment analysis. They are based on previously tested by us and proven social mechanisms. We propose preparation of complete strategy including detailed directions of actions planned.

👍 Elaborated company profile

Conducting company profile is basic and mandatory form of social media presence. Taking into consideration specificity of current internet market we suggest narrowing your presence to Facebook. Our offer includes creating:

- Profile graphic design,
- Designing original tabs,
- Integrating an application.

Together we doubtlessly work out optimal profile content.

👍 Guidance of personal communication consultant

Applications and mechanisms using social mechanisms Web applications using social mechanisms is one of the biggest trends in recent years. We learned about the true strength of simple well-planned systems mainly thanks to Facebook, whose ecosystem allows us to render best results. On the other hand, more and more web portals use

loyalty programs aiming to improve loyalty and users' commitment. The effects are surprising and, more importantly, entirely measurable. The social mechanisms in applications allow us to virally spread your message. Each new user will pass the message to his friends which can start the "snowball effect" in a very short time. Interesting content alongside proper mechanisms almost automatically causes passing the information further on.

- We design and create complete solutions using social mechanisms,
- Effectiveness is guaranteed thanks to the experience of our team in designing applications based on professional Game Design rules.

5. Contact

Thank you for familiarizing with our introductory offer. We count on close cooperation when creating final versions of the solutions. Thanks to our experience and your knowledge about target group we can create campaign that will stir up discussions in the furthest corners of the internet. In order to receive individualized offer, please don't hesitate to contact us!

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