



INTELLIGENCE FOR DIGITAL BUSINESS

## Capabilities

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**"IF YOU'RE NOT INTERESTING AND INTERACTING,  
YOU'RE INVISIBLE"** TIM MOORE, CEO



## Our CrushIQ featured services include these premium offers:

- Research and predictive analysis of your online influence (including that of your top competitors)
- Strategy and planning of your digital implementation (includes integration with your financial goals)
- Design and construction of two-way communities
- New branding concept and channel creation services
- Transactional website design
- Digital program management
- Behavior and demographic targeted advertising
- Real-time monitoring, measurement and reporting
- Custom training options



### 1 Identify All Conversation Triggers

#### Rigorous Research, Discovery and Strategy

Over proliferation of 'status updates' and spamming channels with duplicate content can leave companies crippled from the beginning and left wondering 'why are people not engaging back with us?' (not to mention being penalized by Google when it comes to search results.) We guide leadership in go-to-market positioning, market focus, proper content marketing editorial calendars, the art of online conversations and lead generation techniques.

**Charts are great, but let us explain all of this in simple and to-the-point English...**

Success requires authentic and timely interaction, acknowledgement and relationships. Each of our managed communities has a dedicated, highly skilled team assigned.

## 2 Custom Channel Design Complete Branded Experience

Avoid overused templates or playing it safe..... **boring!** If you really care about your brand, then make sure to avoid 'shortcut' disconnects that are easily detected by today's very savvy users! Stand out from your competition by being forward thinking and outside the box, heck, throw the stupid box away! We offer complete original creation or rebranding and blending services. (see our Offerings menu for more details – page 10)

**Example:** **facebook** Custom Pages that get attention!



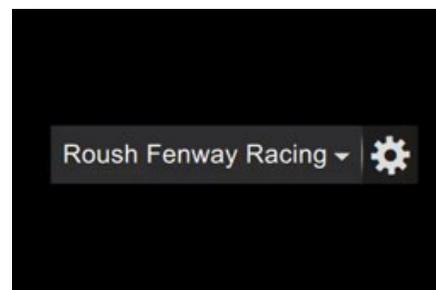
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## Build & Manage Two-Way Communities

Success requires authentic and timely interaction, acknowledgement and relationships. Each of our manage communities is assigned a dedicated U.S. based, highly skilled team that reports directly to our CEO. Through this process we ensure constant monitoring and engagement that sparks conversation bringing your company's online presence to life.

**Example:** While working with Roush Fenway Racing we created an open line of communication with the fans allowing them direct access to their favorite drivers and a behind the scenes look at the racing industry. Through the creation of the fans we were able to grow Roush Fenway Racing's Google+ fan base to over 2.9 million fans in just 80 days.

Read the whole [Case Study](#) here!



Watch the [5 Driver Hangout](#) here!

Watch [G+ Sizzle Reel](#) here!

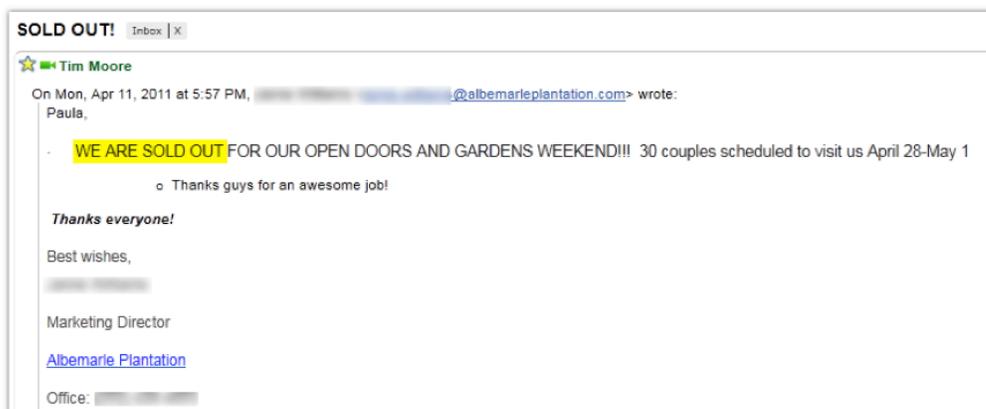
## 4 Targeted Advertising

### Clarity, Purpose, Execution and Return

**Warning** – this is not an area we recommend leaving up to the intern. Given the nature of disruptive technologies, ad pricing variations, ad positioning and ad development, some organizations wish to engage more deeply with CrushIQ in this area to ensure budget efficiency and effectiveness. (see our Offerings menu for more details – page 10)

**Example:** Client Told us **“Stop My Ads, We’re Sold Out!”**

The strategy we designed, created and implemented:



**Most importantly, the end results of their investment:**

- 
- **They sold more property during this single event than they had over the last 5 years!**
  - **facebook** became the #1 referral source to the client's website
  - **facebook** became the #1 new lead generator

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## Real-Time Listening and Responding Optimized Customer Support

Underneath the keyboard are behaviors of our digital consumers to which you must listen. Responding to brand signals is critical. To make this task easier for our clients we have created **Triggers**, a real-time data visualization platform. **Triggers** allows clients to watch the success of their campaigns unfold and target exactly at what time, what platform and what geographic location they are receiving the most success. With **Triggers** everything you need to know about your social channels is in one place.

# TRIGGERS

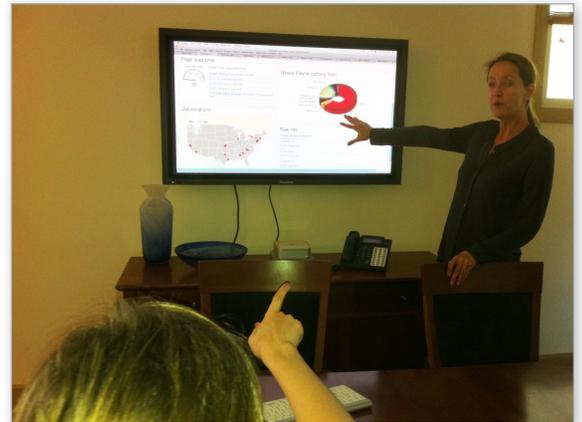


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## Applied Intelligence & Course Corrections: Immediate and Attentive. We watch your brand like a hawk and listen like a hearing aid!

You are in danger if you use yesterday's platforms to reach new goals and tomorrow's customers. As part of our management services, some organizations choose to have **CrushIQ** deeply involved in monitoring this on their behalf and responding for them within their social media guidelines.

Our U.S. based community managers are some of the best listeners in the business!



## Advice, Coaching & Training

We offer sessions either in our offices, over the phone or video conference, and range from as short as 30 minutes to a full day.

Some examples include:  
**Regularly scheduled monthly or quarterly** calls to check-in.  
**Ad hoc online or video calls** to discuss latest market developments, strategy review, ongoing internal education, etc.

**From Washington, DC,** teaching large audiences how to create effective social media strategies.



To providing **video coaching** to clients in Europe:



**From Dordrecht, Netherlands,**  
interactive media team  
- Springer Corporation

To **hands-on, onsite training** for your social media teams:



**From Concord, North Carolina,** PR team  
- Roush Fenway Racing World Headquarters



**From Wilmington, North Carolina,** LinkedIn training  
- CrushIQ social media conference

**You want it? We've got it!**

## Additional services we offer to activate your digital business:

### Strategy

- Influence Assessments
- Competitor Analysis
- Brand Development
- Strategic Planning
- Execution and Management

### Digital

- Social Networking
- Custom Channel Creation
- Microsite Management
- Website Development
- Website Management
- Online Promotions
- Digital Assest Management
- Mobile
- Email Marketing

### Tracking/Monitoring

- TRIGGERS
- Real-Time Monitoring
- Course Corrections
- Google Analytics

### Advertising

- Creative Development
- Account Navigation
- Audience Connections
- Online/Offline
- Direct
- Production Services

### Public relations

- Strategic PR Planning
- Media Audit
- Promotions
- Event Marketing
- Online Public Relations
- Crisis Management

### Direct Services

- Direct Mail
- Lead Generation
- Customer Acquisition

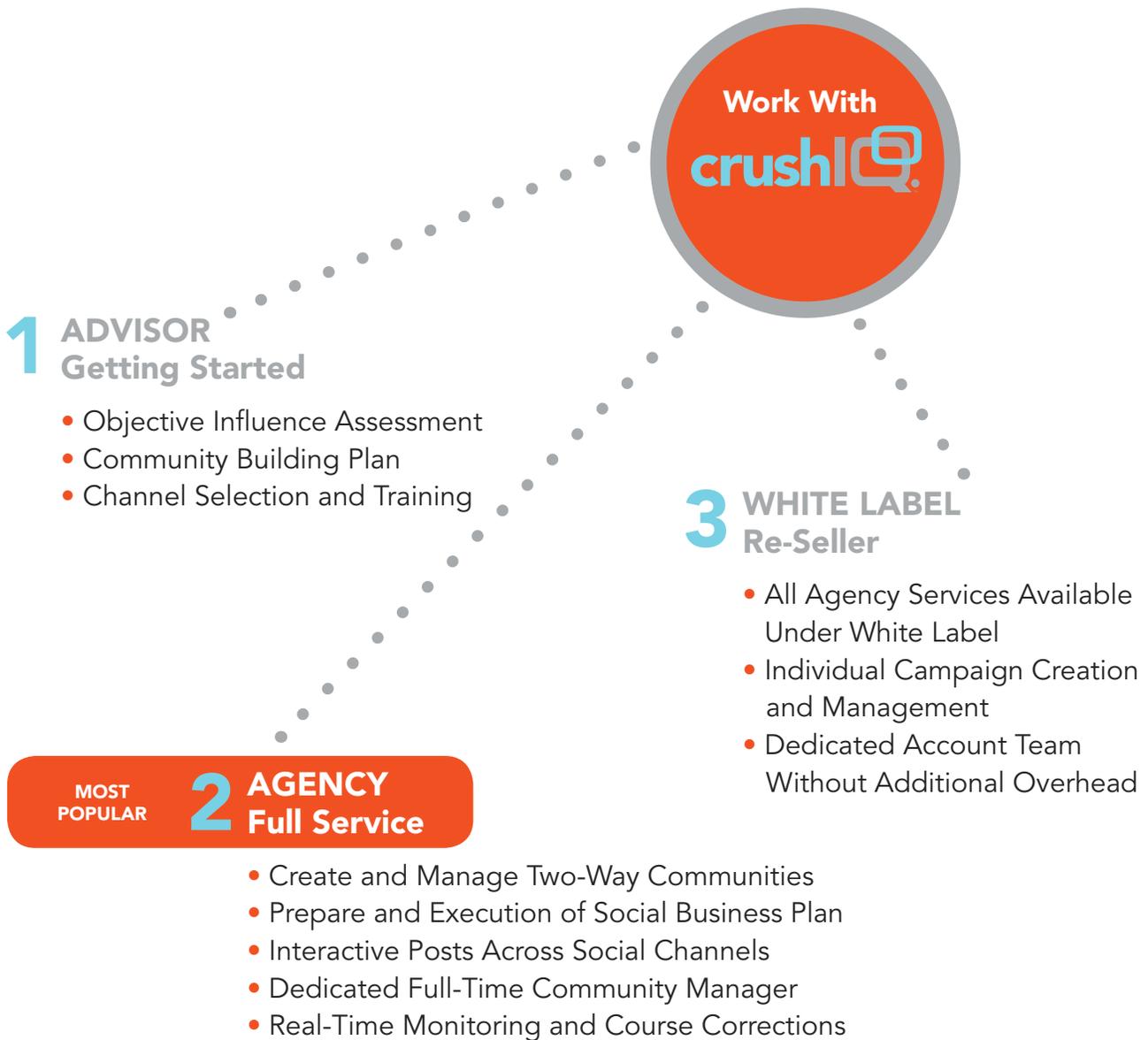
These offerings are dynamic. As new disruptive technologies surge and become effective, we adjust our service offerings.



## Options for the perfect partnership

We offer clients and partners a number of different ways to utilize our knowledge and services. We are sure there is one that will fit your needs and your budget. (Don't see exactly what you want? Good – you're not following the crowd!

**Let's talk,** we can tailor anything to fit any of your needs)



## LET'S TALK!

Go ahead, give us a call or send us an email. We are standing by ready to talk about digital strategy, your company's social goals, thoughts about engagement or just chat about where the industry is going. We love what we do and what's even better, we're extremely good at it!

**Let's hear from you... and let's get started!**

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