

Digital & Social

*Delivering Integrated Experiences
That Drive Business Impact*



Digital and social media has transformed customer expectations and introduced an age of radical transparency. Smart organizations have bravely embraced this shift and broken through the cultural clutter to connect with, communicate to and serve their customers and stakeholders.

At FleishmanHillard, our worldwide network of nearly 500 digital and social specialists understands how to connect the values of brands and organizations online with the values of their audience to create real passion, authentic exchange and what matters most – meaningful relationships.

FleishmanHillard’s digital and social network seamlessly integrates with our PR colleagues to deliver innovative, award-winning programs that drive engagement and generate results for our clients.

WHAT WE DO

- *Digital and social insights and strategy*
- *Creative strategy and production*
- *Social engagement*
- *Social business*
- *Community management*
- *Influencer relations*
- *Content strategy*
- *Technical services*
- *Paid digital marketing and paid social*
- *Measurement and optimization*

OUR PRODUCTS

- *FH ContentWorks™*
- *FH TrueIQ™*
- *The Native Newsroom™, powered by LinkedIn*
- *Social Blueprint*
- *Social C-Suite*
- *Social and Digital Audit*

OUR PILLARS AND SOCIAL LIFECYCLE

Establishing infrastructure, collaboration and best practices to guide organizations through governing and managing the social media landscape

Activating stakeholders through magnetic content that connects our clients' target audiences across all channels

Consistently driving the strategy and execution of sustained social programs that maximize social media performance

INFRASTRUCTURE

- 1
- 2
- 3

ACTIVATION

- 4
- 5
- 6

SUSTAINMENT

- 7
- 8

OUR APPROACH

We leverage the technologies, platforms and channels to help clients from all sectors measurably improve business outcomes, working with organizations to build sustainable, tailored strategies that integrate social engagement into a wide range of communications. We follow four concepts central to digital and social communications today:

Integrated global digital and social capabilities

We help brands navigate and adapt to new technologies and platforms with our robust suite of digital and social capabilities, numerous in-house content studios worldwide, strategic partnerships with market-leading firms and a global network of subject matter experts with top-brand experience.

The heart of social is community

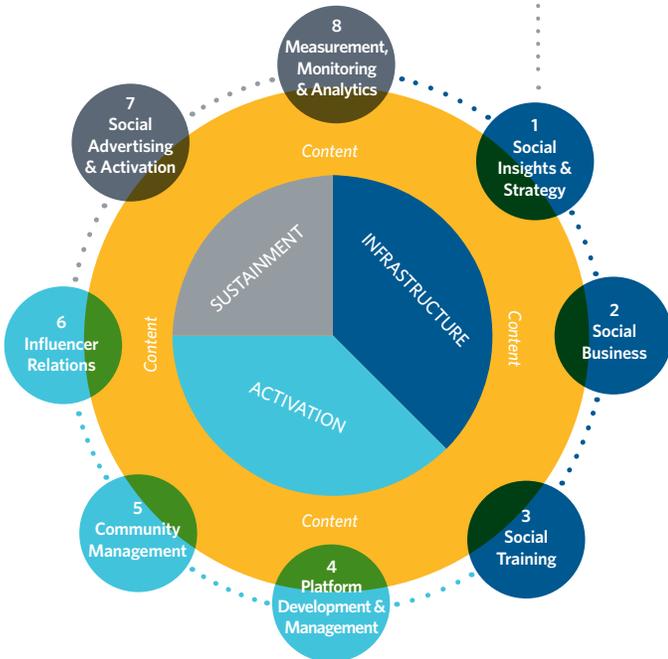
The heart of community is relationships. We believe social success is built upon a scalable foundation of internal governance, collaboration and best practices that set the appropriate guidelines of social engagement. Our consistent "drumbeat" approach to social engagement helps develop, nurture and protect relationships with key audiences and stakeholders across all channels.

Intelligent content builds relationships

We believe that intelligent content builds authority, driving engagement, conversation and community. Using compelling content, we activate stakeholders by consistently driving digital and social strategy through the execution of long-term programs and targeted campaigns that maximize performance.

Smart analytics in an always-on world

Leveraging the speed and real-time nature of the online space, we use the right mix of people, processes and platforms to derive actionable insights and recommendations for clients. Whether analyzing historical data to make forward-looking recommendations or studying real-time data to take action in the moment, our award-winning team of data scientists use precision marketing - a higher degree of accuracy in targeting - to help clients connect the dots from a multitude of data points to tell their brand stories in a meaningful and impactful way.



CONTACT

For more information about FleishmanHillard's digital and social expertise, please visit fleishmanhillard.com/digital-social.

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