



SOCIAL MEDIA MANAGEMENT

GIRVIN



DATA-DRIVEN
INNOVATION.

DIGITAL
TRANSFORMATION.

CREATIVE
AUTHENTICITY.

UNLOCKING AUTHENTIC BRANDS

In a challenging and constantly evolving landscape, GIRVIN provides fully customizable social media offerings for their clients, helping them to stay ahead in this highly competitive ecosystem.

As a small and scrappy team, GIRVIN is uniquely equipped to develop a deep understanding of your brand's culture, experiences, and to deliver distinct, exceptional creative—owning delivery from start to finish.

GIRVIN understands that brands must deliver the right content at the right time to the right consumer. We use data and analytics to identify strategies and ideas that produce creative and engaging campaigns with the intent of inspiring consumers to take action.



WHAT WE DO

ASSET CREATION

Let's be honest, it's all about the visuals. GIRVIN produces all paid and organic assets from campaigns, to organic posts, to Instagram stories.



USER GENERATED CONTENT

86% of millennials say that UGC is a good indicator of the quality of a brand—we manage all rights requests and content curation adding to the authenticity of your brand.

PUBLISHING

You'll never have to lift a finger. GIRVIN manages all scheduling of organic content and building of paid ads—all optimized to reach the right audiences at the right time. We provide a collaborative monthly content calendar to inform you and your teams about what channels will be utilized when and for which brand expression.

TARGETING

GIRVIN utilizes audience retargeting which allows clients to reach engaged consumers and their lookalike audiences—this can be based on anything from Influencer's top followers to specific websites, to email campaigns.

We also analyze performance using Facebook Pixel data in order to measure conversions, make optimizations, and retarget potential customers as well as understand site traffic.

ANALYTICS

Everything we do is driven by strategic decision-making stemming from social data, insights, and analytics. GIRVIN offers comprehensive analytics including:

- Platform-specific reporting
- Competitor reports
- Trend reports
- Engagement reporting
- Campaign reporting
- Monthly and quarterly reporting
- Sentiment analysis



INFLUENCERS

GIRVIN is dedicated to finding the best talent that is authentic, engaging, and provocative. We manage all outreach efforts, gifting, and partnerships.



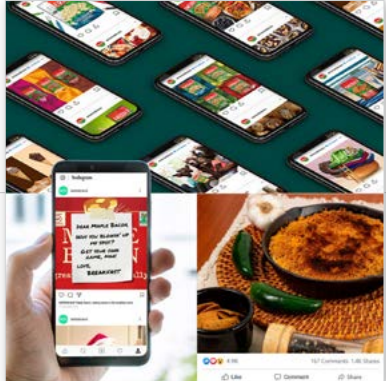
COMMUNITY MODERATION

In the age of social, people expect prompt response. GIRVIN provides exceptional community moderation that covers everything from basic customer service to crisis communication processes.

ADS MANAGEMENT

GIRVIN has vast experience in managing the lifecycle of your Social Media platforms, to include ads and boosted posts.

Emphasizing a data-driven optimization approach, in many instances we can reduce the Cost Per Result (CPR), maximizing your return on ad spend investment, taking each dollar further and ensuring your ads reach your target audience.



We handle the ad targeting, scheduling, and budget allocation to take the guesswork out of Social Media.





GIRVIN

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