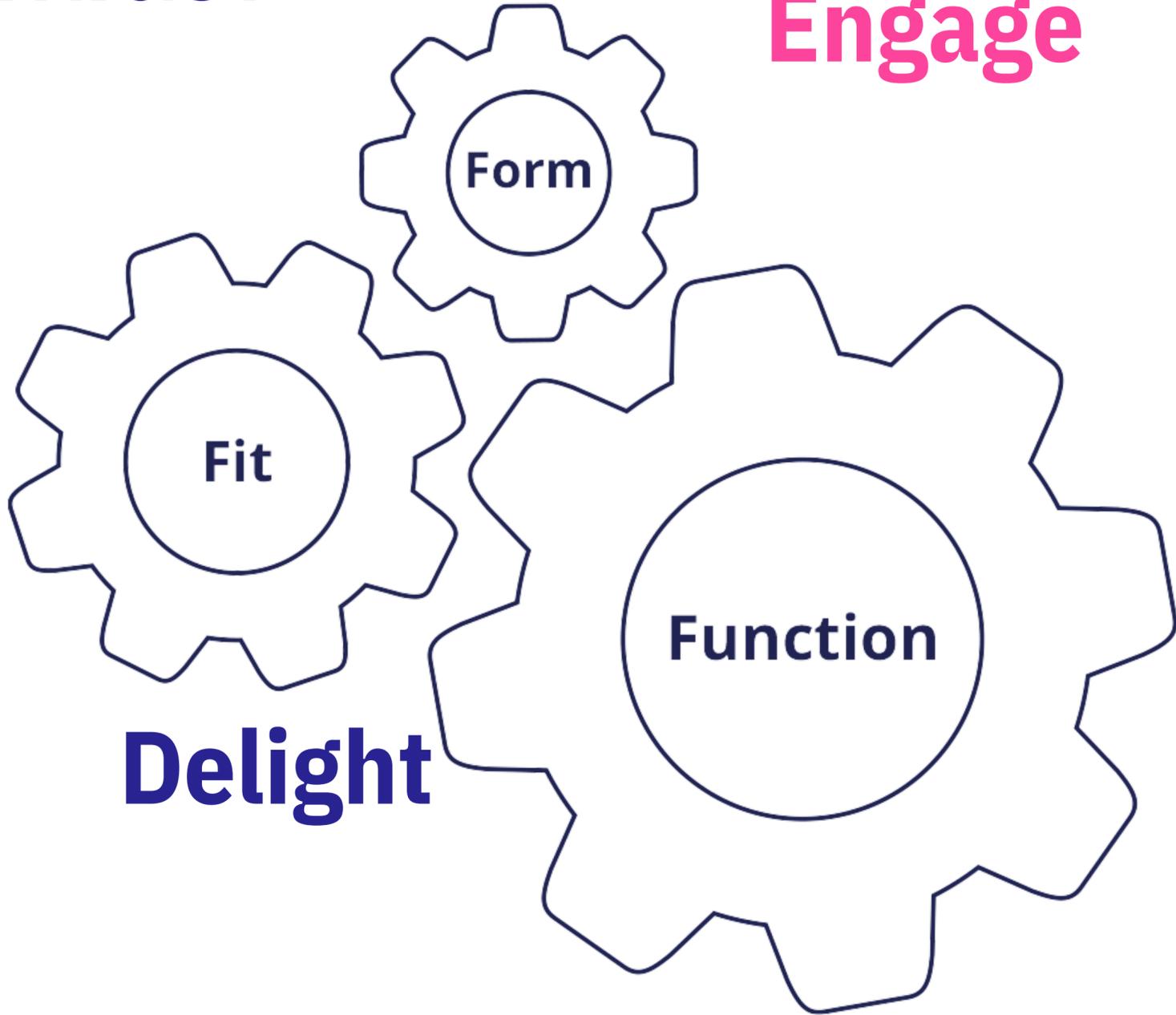




Attract

Engage



Delight

Convert



JIKÖÖ DIGITAL
BUSINESSES & MARKETING SOLUTIONS



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SOCIAL MEDIA THAT MATTERS

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THE EXPERIENCE ECONOMY

“People have become relatively immune to messages targeted at them. The way to reach your customers is to create an experience within them”

-James Gilmore & Joe Pine

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JIKOO DIGITAL (AGENCY)

IS ABOUT CREATING BRAND EXPERIENCES ON SOCIAL MEDIA.

JIKOODigital is a social media marketing agency that builds and maintains online communities for exciting brands.

We are a team of highly skilled **Social Brand Managers** that plan and execute goal-oriented social campaigns in order to raise awareness and build brand trust through targeted audience interactions.

Our services include high-level strategy development, day-to-day management of various social media platforms, social advertising and content promotion.

We help brands become contagious on social media by empowering their audience, engaging their users, and providing unique and authentic experiences.

We create passionate fans, brand advocates, and customer loyalty.

We turn your brand equity into website traffic, leads, and revenue.



Connect a face to the click



PROBLEMS WE SOLVE

“What everyone wants to have is a dialogue with a brand. And a dialogue happens because you’re engaged with your customers, you’re not marketing at your customers.”

-Greg Creed



YOUR TIME NEEDS TO SAVE TIME

Full-service digital marketing agency with a multidisciplinary workforce delivering high quality digital marketing support solutions.



NO SOCIAL PRESENCE

We have worked with dozens of startups and new accounts to begin growing social media from the ground up.



NOT ENOUGH TRAFFIC

Have a decent social media following but aren’t getting the business results you’re looking for. That’s probably because you aren’t providing enough value and unique experiences for anyone to give a damn. We solve that.



BRAND EXPERIENCE AND ENGAGEMENT

Getting decent traction but not seeing enough of a response from your audience. That is because you aren’t asking the right questions. People love answering questions, so let’s craft some unique ways to engage them and test how they respond.



CUSTOMER SERVICE AND MANAGEMENT

Are people asking you questions on social media, but you don’t have the resources in place to respond and engage appropriately? Leaving one question unanswered is a costly missed opportunity. We never miss opportunities like that.



EXCITING BRANDS

“Exciting” can mean a lot of things, but to us it means a brand or company that truly wants their name to be proudly recognizable by their audience. A brand that wants to impress their audience with stellar content and unique experiences on top of build and deliver an amazing products. Any company creating compelling content can benefit from our services.



MARKETING TECH COMPANIES

We understand marketing SaaS’s very well and the unique experiences and valuable content they need to create in order to drive customer loyalty and retention.



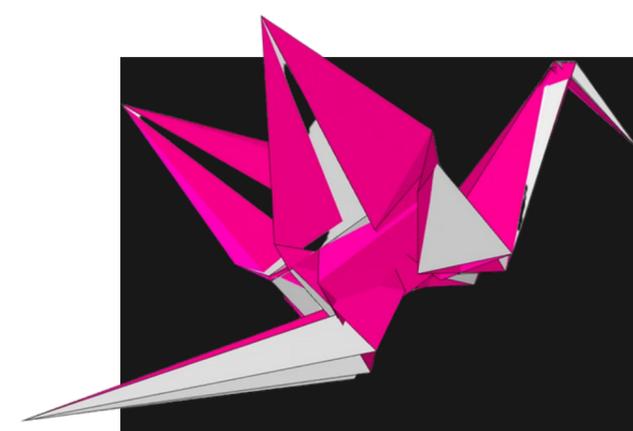
MARKETING EVENTS COMPANIES

We run a lot of marketing events ourselves and now focus in helping run event promotion and real-time social media for other marketing event companies.



MARKETING AND ADVERTISING AGENCIES

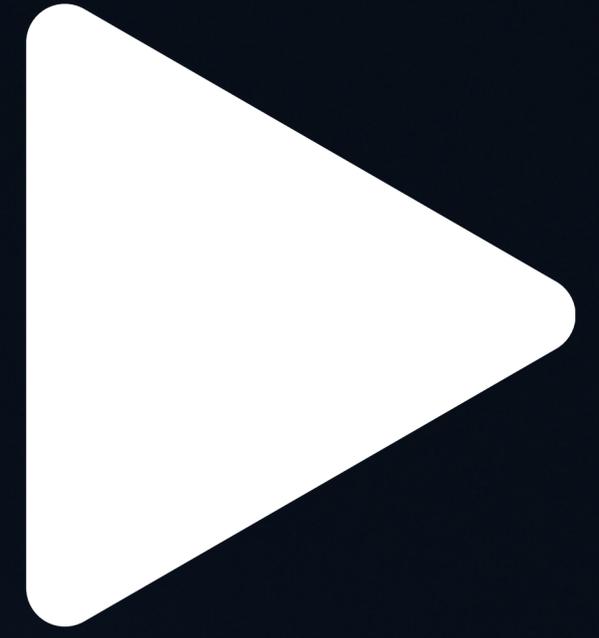
Agencies often fall victim to “the cobbler’s son has no shoes.” When business gets busy, an agency begins to neglect their own services. We love partnering with other agencies to help them shine through on social, and we are cheaper than doing it in-house because of our unique company/account structure.



WHO WE SERVE

“The goal isn’t to be good at social media. The goal is to be good at business using social media.”

**IS THIS WHAT
YOU'RE LOOKING
FOR?**



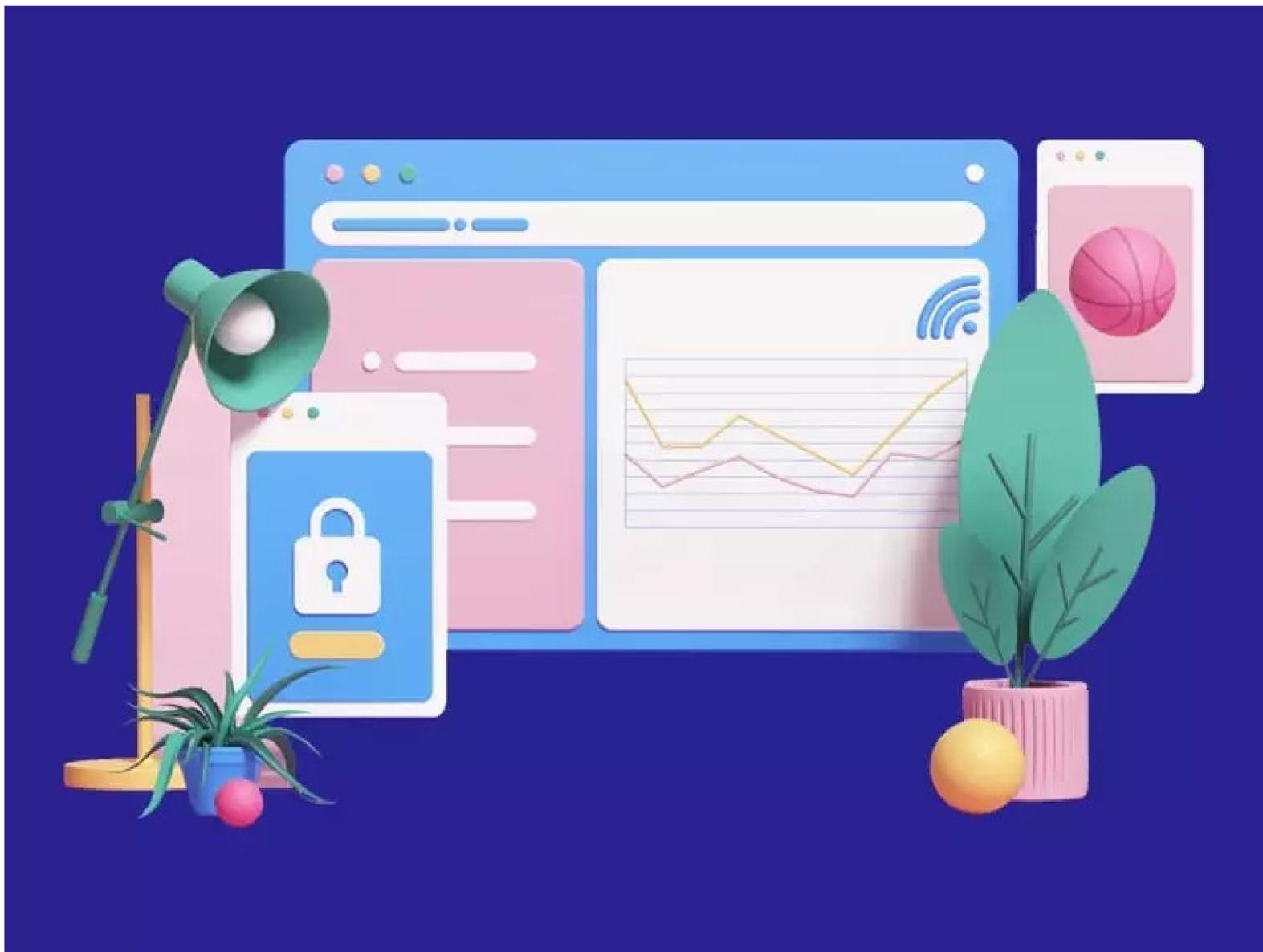


OUR MISSION, VISION, & PROMISE



We promise to dig deep into the soul of your company and extract enough information so that we can embody your brand, understand your personas, reach your audience and build trust on your behalf.

Our promise is to be there for you so that your brand can be there for your customers whenever, wherever they need you.



OUR MISSION

“There is no more B2B or B2C. It’s H2H: Human to Human.”

-Bryan Kramer



BUILD CONTAGIOUS BRANDS

Social media is a touchpoint: an opportunity to make an impact. We help you build loyalty through impactful brand experiences.



CREATE PASSIONATE FANS

It’s not about selling one product to one person, it’s about getting a human to love your brand forever, and share their passion with the world.



PROVIDE VALUE TO YOUR AUDIENCE

Going above and beyond is now mandatory. Our goal is to provide so much value to your end user that it hurts.



GROWTH MINDSET

We live and breath growth, testing, and optimization. Our strategies stay on the leading edge of the industry and we are never done testing innovative tactics. Every day is an opportunity to get better.



A TEAM OF WILDLY ENTHUSIASTIC MARKETERS

Our team is dying to make an impression.



COLLABORATIVE & CONSIDERED STRATEGIES

We work with our clients to develop customized social strategies, test and optimize them along the way.



PIONEERING SOCIAL TRACKING & ATTRIBUTION METHODS

If it can't be measured it can't be improved. We make tracking our efforts and proving ROI a top priority.



TRANSPARENCY BAKED INTO OUR SYSTEMS

Tools, team, and company. We actually show you exactly where your money is being allocated and how we are tackling your project.



OUR VISION

“Good marketers follow ‘best practices.’ Great marketers craft their own.”

-Jay Acunzo



THE 4 PILLARS

OF GREAT SOCIAL MEDIA MARKETING

01

CONTENT

High-quality, unique, and compelling content that provides immense value to the audience.

02

BRANDING

Ensuring our brand voice, message and presence is heard throughout the content.

03

ENGAGEMENT

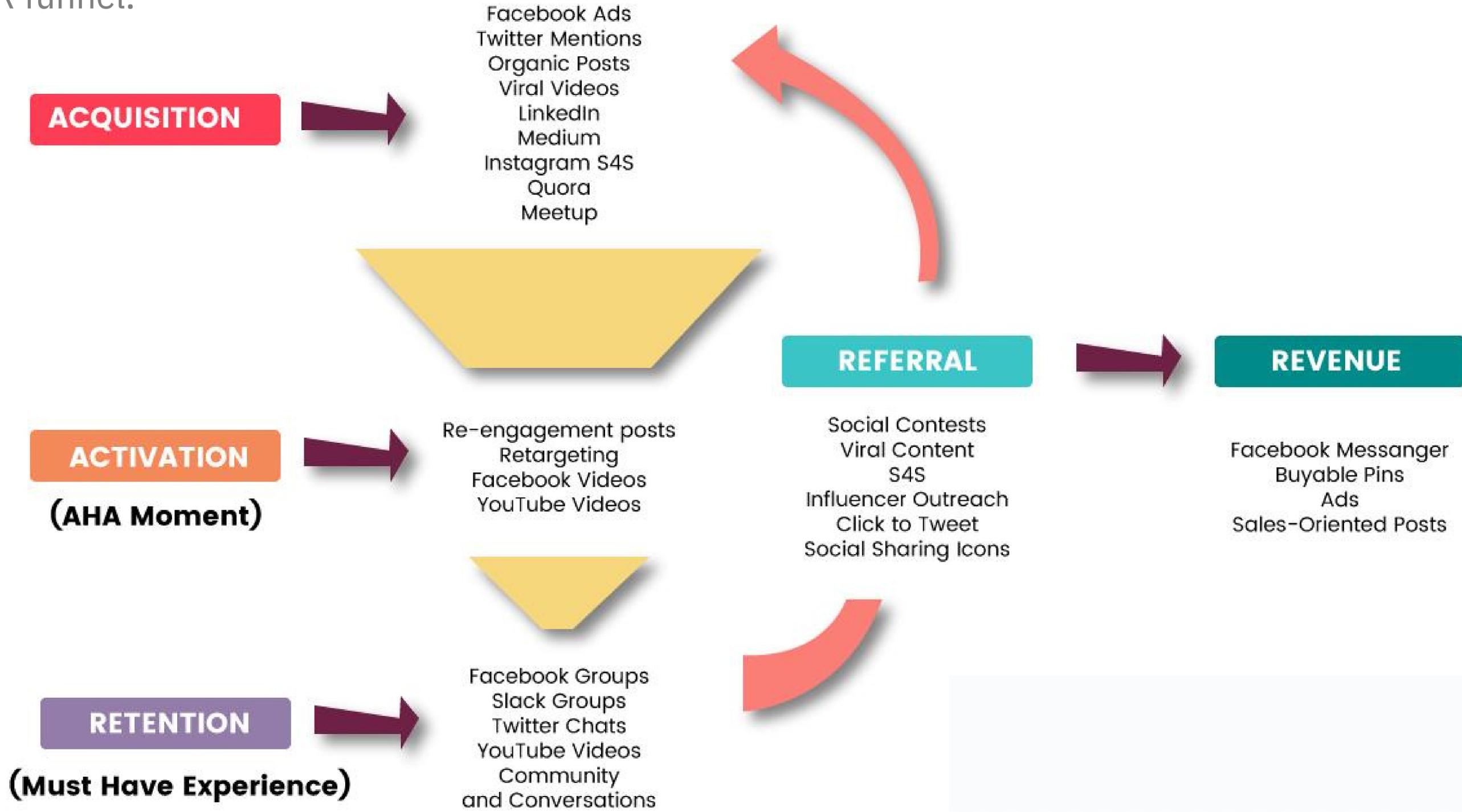
Likes, shares, virality, and conversations. Having 1-1 conversations at scale. Giving advice and getting feedback.

04

ANALYTICS

Being able to track successes and failures all the way through the marketing and sales funnel.

How social media affects all stages of the AARRR funnel.





Market-Tinkering

Redefine your strategic plan with a unique jikoo-like sharp thinking methodology

[Read More →](#)



Data Analysis

Inspect, clean, transform and modeling insights, through data analysis with the goal of discovering, sorting and using information in an actionable manner

[Read More →](#)



United Approach

Take advantage of our unified marketing system. With Jikoo, connect to the latest web service or social media or CRMs and APIs

[Read More →](#)



SOCIAL MEDIA MANAGEMENT



ACCOUNT GROWTH



SOCIAL ADVERTISING



CONTENT PROMOTION

OUR SERVICES

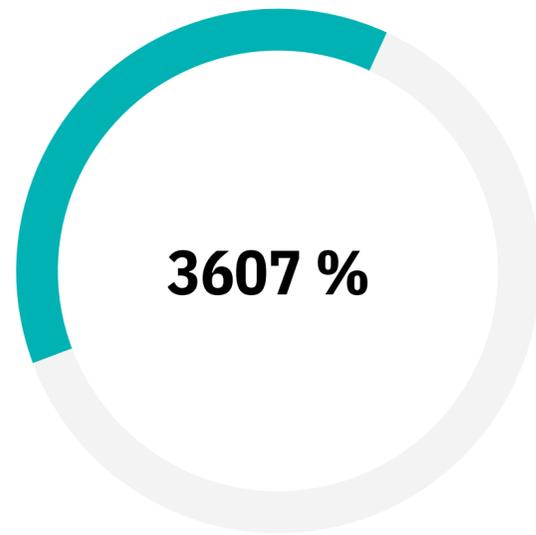
“Social Media is nothing but a set of technologies that enhances our social nature”

-Lars Silberbauer

2 MONTHS AFTER

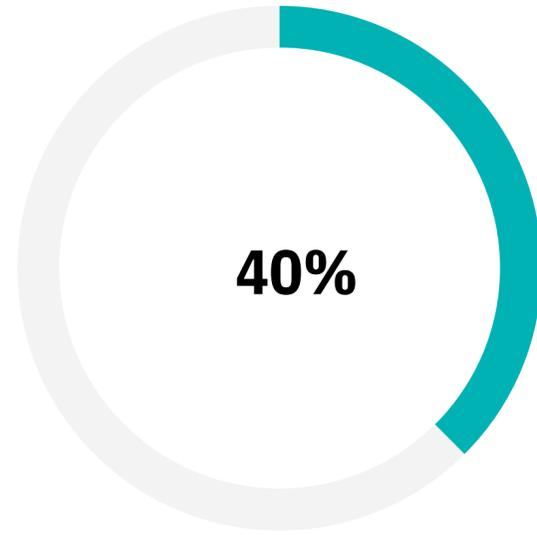
WHAT DOES SOCIAL MEDIA MANAGEMENT LOOK LIKE AFTER JUST 2 MONTHS OF OPTIMIZATION?

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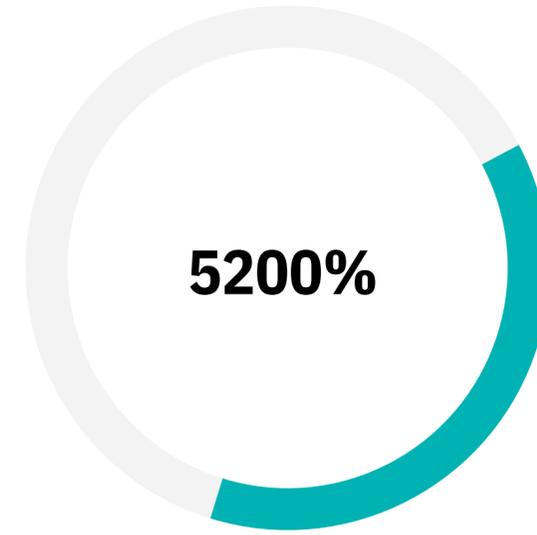
Social Media Updates

This includes curated content and original content meant to drive traffic back to your website, blog, sales page, you name it.



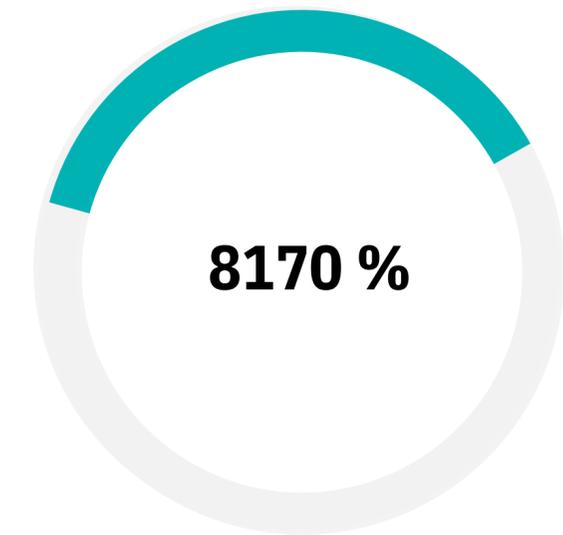
Social Listening and Responding

We actively listen for mentions of your brand, build campaigns around your community's favorite topics, and respond on your behalf when people reach out.



Targeted Engagements

We ask questions, post quotes, and share viral content that has been meticulously crafted or curated in order to enhance your followers' experience of your brand.

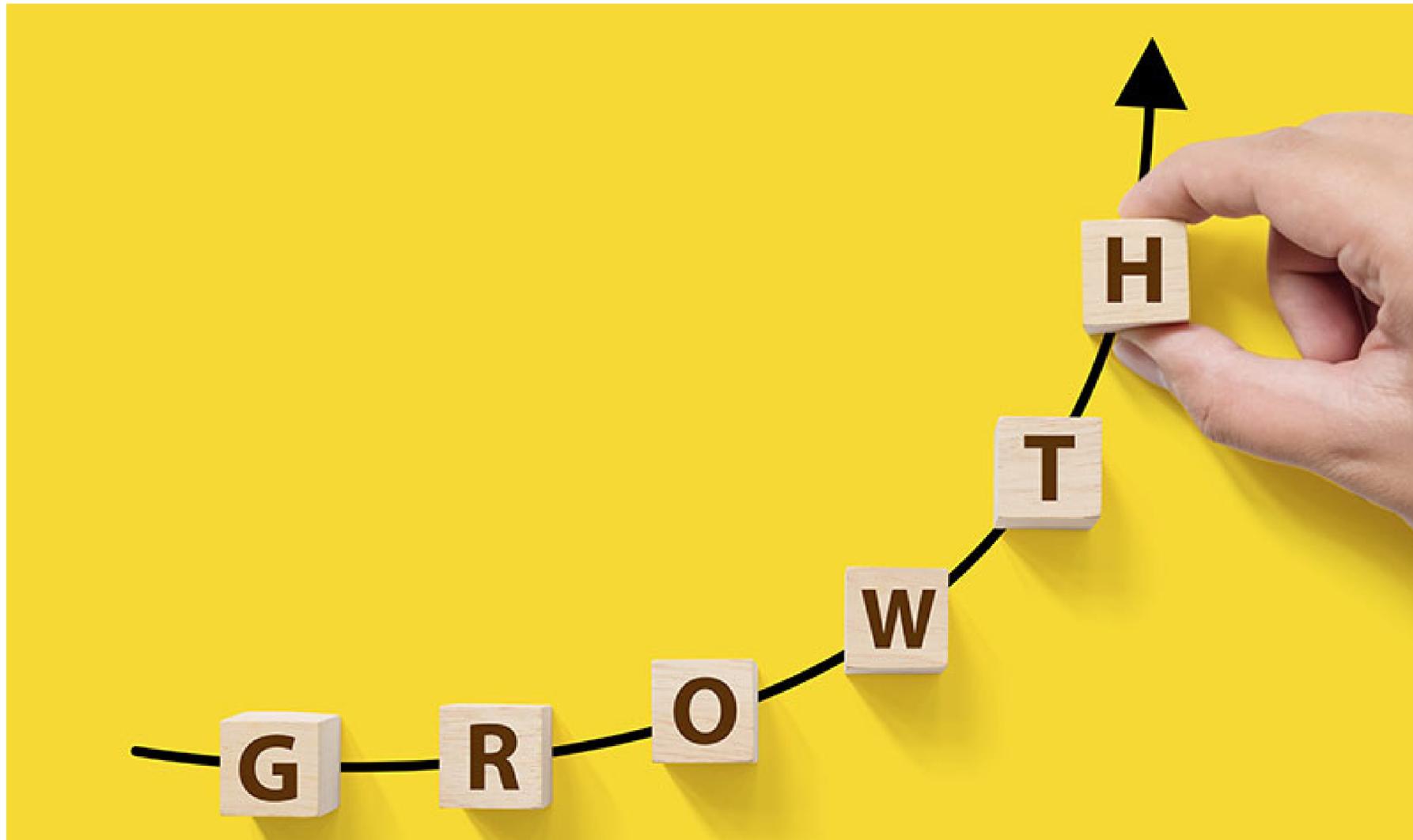


Influencer Outreach

Reaching out to influencers, building lists of potential partners and creating audiences off of their existing networks is a part of what we do.

WHAT DOES ACCOUNT GROWTH LOOK LIKE?

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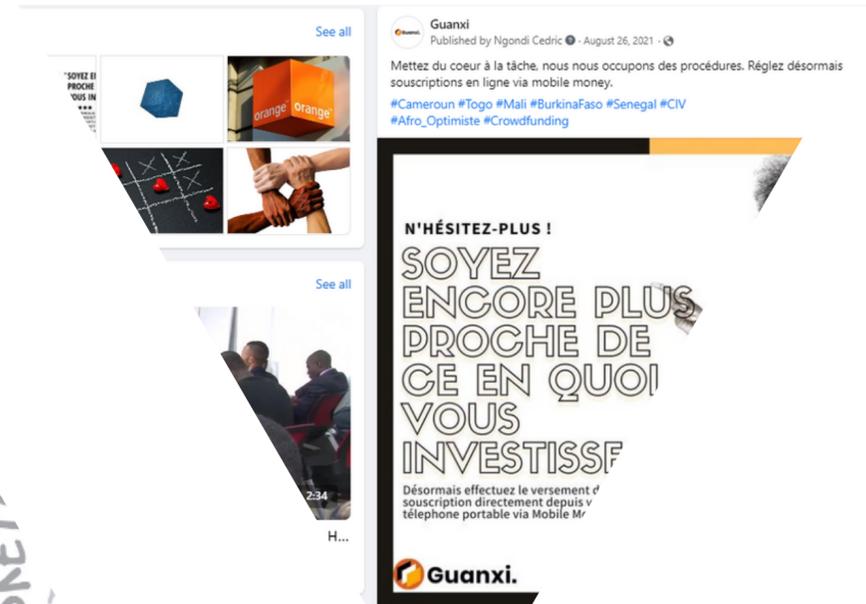
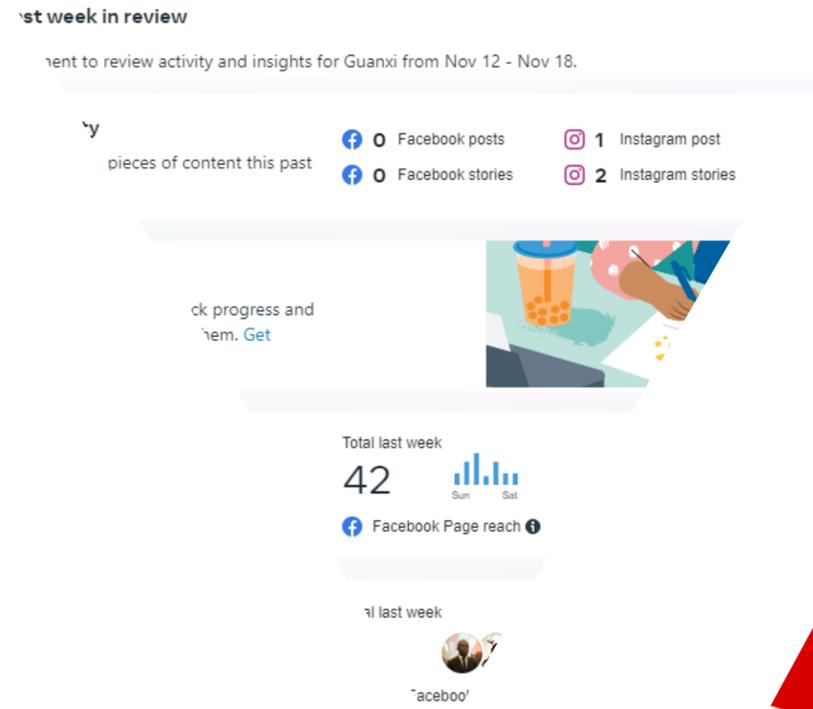
GROWTH TACTICS

We use a special set of tools and tactics in order to grow accounts. We never buy fake followers and only believe in methods that bring in targeted/relevant followers who have something to gain from interacting with your brand.

Paid advertising can amplify our growth efforts, but other tactics we use include:

- Analyzing relevant 3rd party accounts
- Targeted messaging and outreach
- On-point curated content strategies
- Participation in groups

WHAT DO WE PROMOTE?



TYPES OF CONTENT:

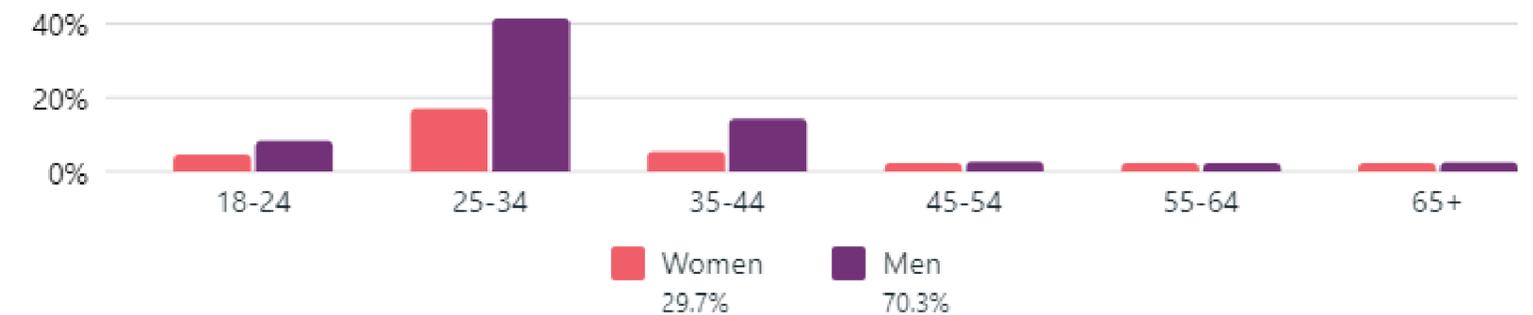
- BlogPosts
- Books
- Podcasts
- Events
- Videos Artwork/Imagery
- LinkedIN



Facebook Page likes ⓘ

23,366

Age & gender ⓘ



.....

CHANNELS WE WORK WITH:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- GooglePlus
- YouTube



OUR EXTRA MILE BASED ON YOUR NEEDS

Content Creation –such as blog posts, high-quality Instagram photos, or viral videos (we do have partners for this). We create social content only, which is best done off the backbone of a great existing content marketing strategy. You give us the content to amplify.

Inbound Marketing Funnels –have your business working before you come to us or we have other services that can help

Shitty Social Media -just posting links and other “spam” with no clear strategy for making someone love what you do



**OUR
VALUE**

.....
ADDITION

Success is never owned; success is rented, and the rent is due every day.” -Rory Vaden



Let's get to discuss this further here. Call JIKOODigital today from the number 0484101154.

Your budget will be set by you and the distribution determined by:

- Number of Channels
 - Depth of Strategy on each channel
 - Number of followers on the account
 - The strictness of brand guidelines
 - Content marketing strategy
 - How content will be coming to us
- Advertising / Content promotion
Retargeting

We breakdown budget **by channel** and assign our resources to tasks on those channels until we've hit our budget.

If we go under budget, we lump those hours into strategy and tactic sessions that we then explore in the next cycle, if we hit budget or go over, we recommend to the client a reallocation of budget or increase of budget.

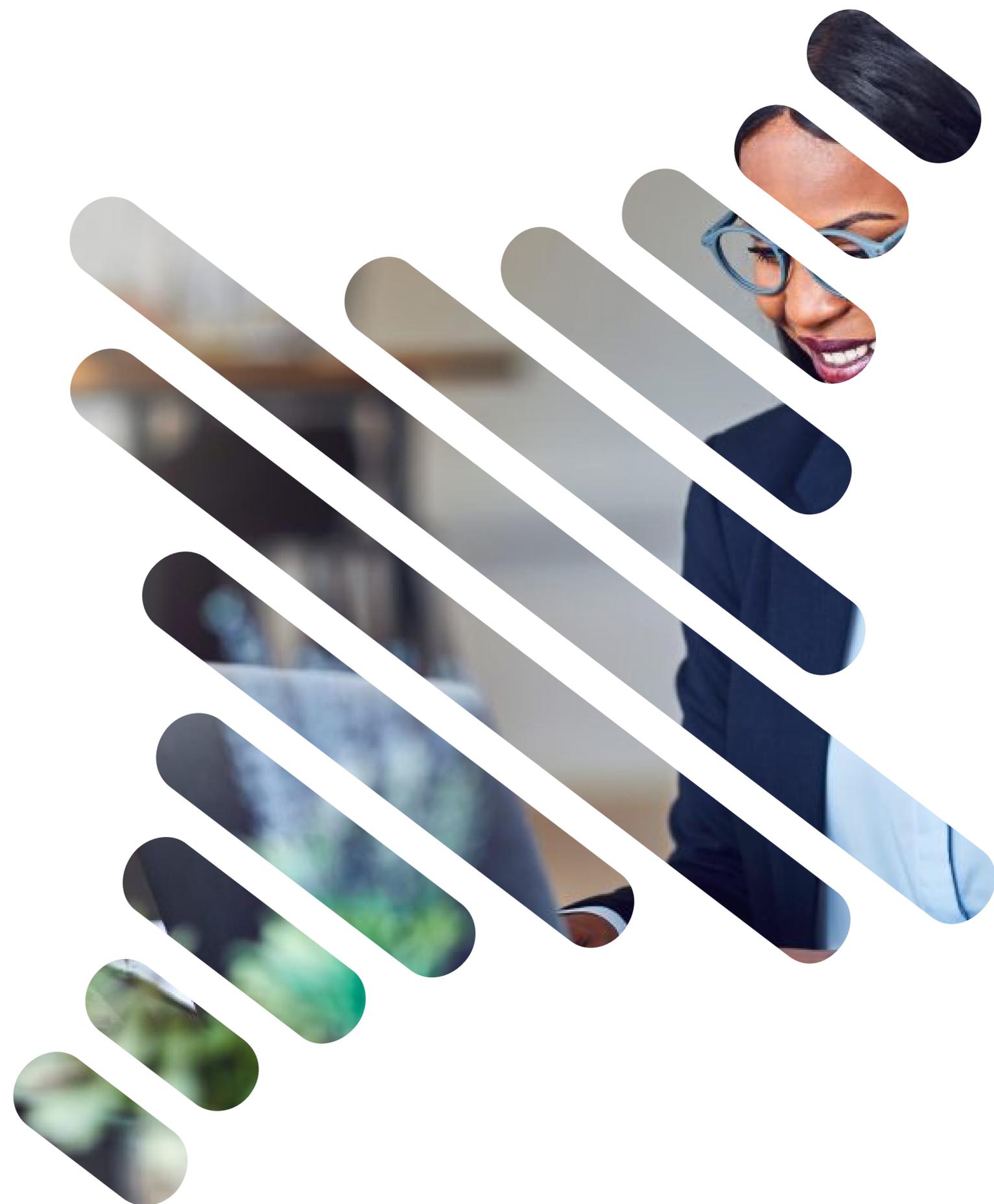
Flexibility of services is built in to what we do. If we are asked to change strategy mid-month but maintain budget, we will pull resources from other channels/tasks to focus on new tasks.

OUR PROCESS



“If you want engagement, be engaging.”

-Darren Rose





01 BRANDING
We match your brand and voice.

02 PERSONAS
We dive in to unearth and understand your audience and personas.

03 CONTENT
We work with you to provide content that aligns your business goals with audience objectives.

04 STRATEGY
We devise strategies for social media management, account growth, and content promotion in order to deepen your relationship with your customers and hit our goals and KPIs.

05 TESTING
We put everything into a testing framework and begin testing strategies. Doubling down on what works and quitting what doesn't.

06 REPORTING
We report on our actions on a monthly basis. Showcasing tracked, correlated, and attributed KPIs

Is This What You're Looking for?

Let's talk about social media. Drop us a line. We'd be happy to give you a complete social media audit of your current channels for free, or helping anyway we can.

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 0474-0327-27

 info@jikoodigital.com

 Zonnestraat 22, 2800 Mechelen

 <https://jikoodigital.com/>

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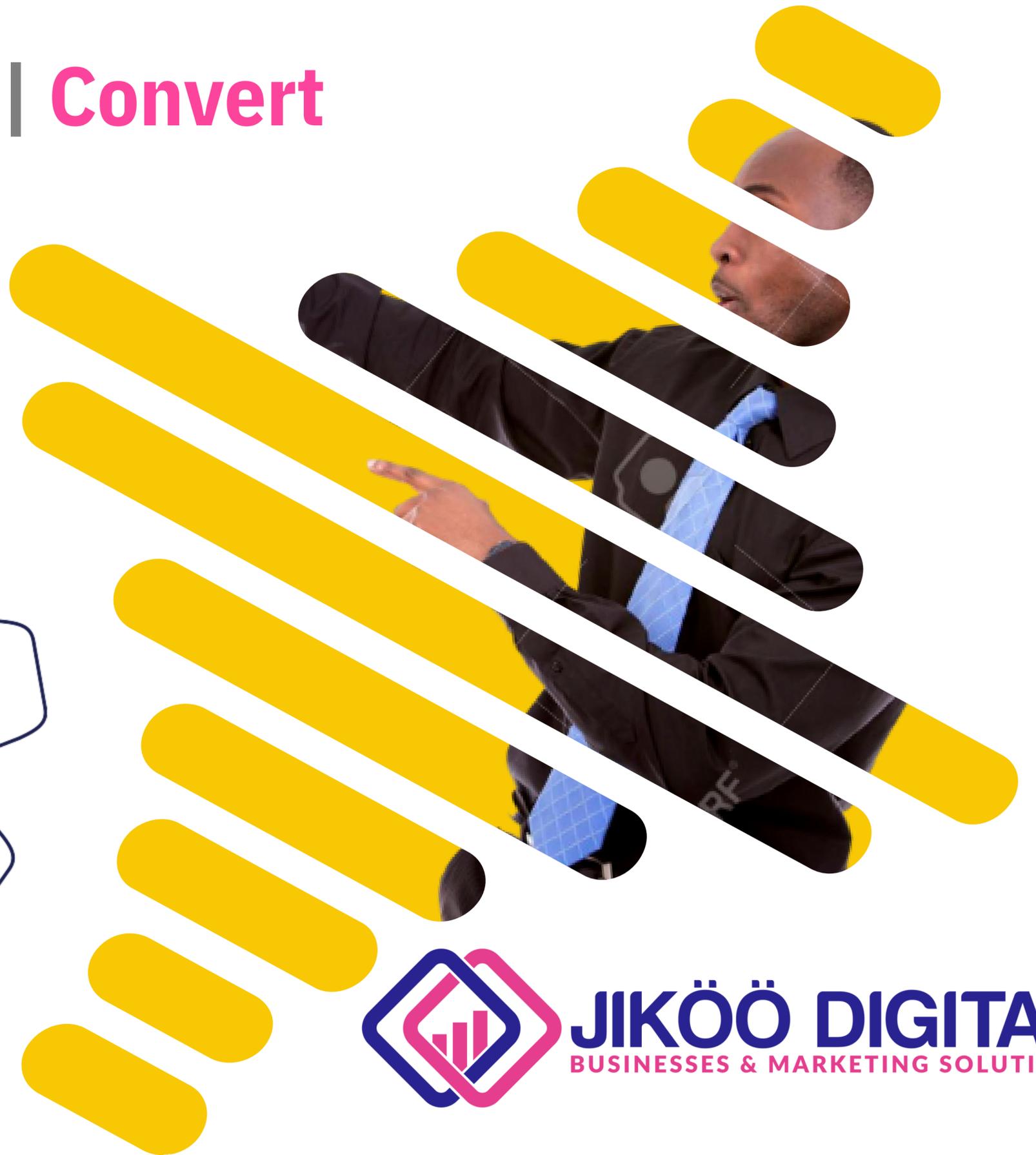
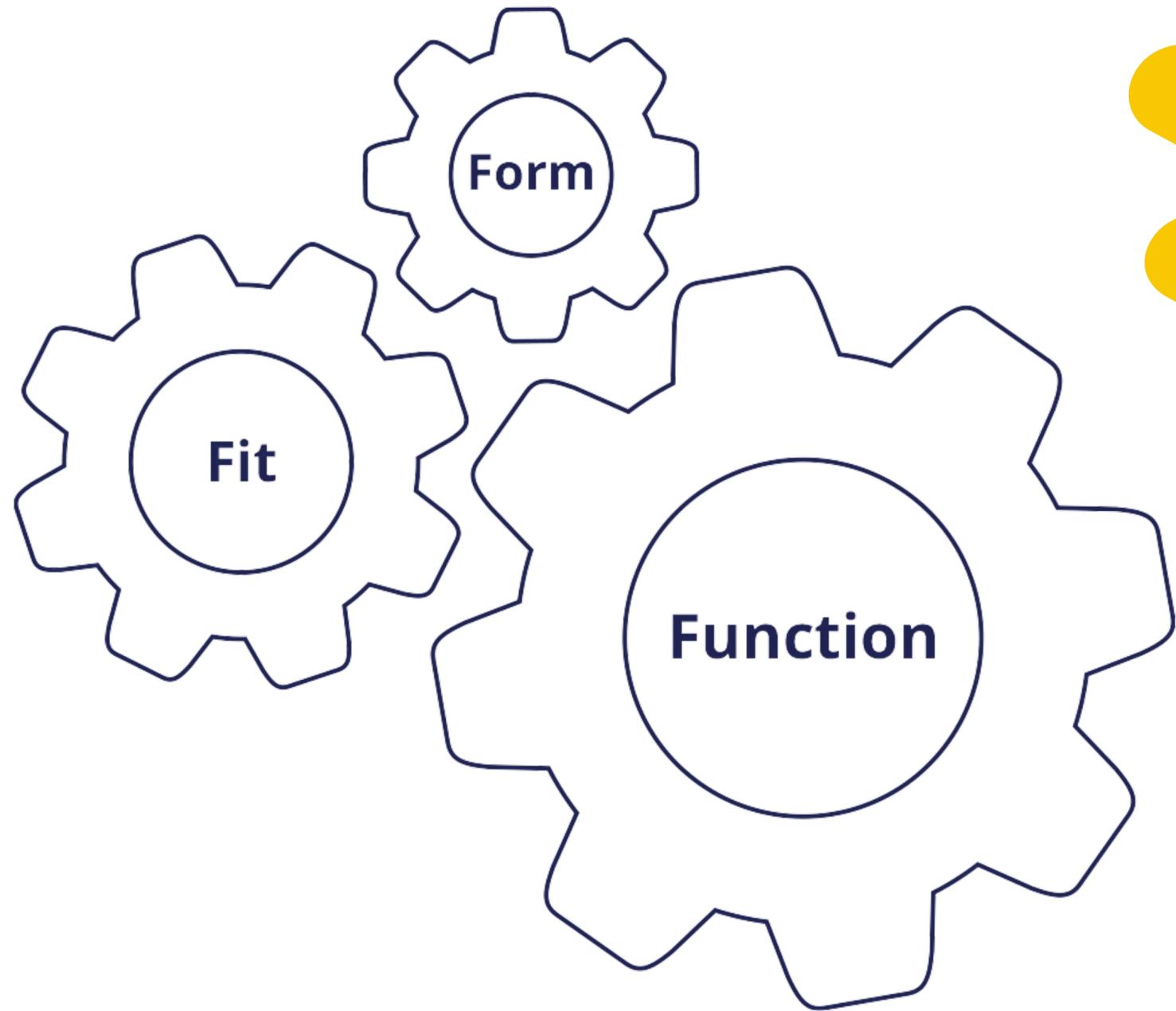


MECHELEN OFFICE

Zonnestraat 22,

2800 Mechelen

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