



YOUR SOCIAL MEDIA AGENCY

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CLIENTS INCLUDE

TELUS International
Alberta Government
SAIT
Oyaco Products
FitBody Boot Camps
Love2Eat
GolfWorx
Kingwest Construction
Byron Smith Ford
Hotwings Resources

QUICK FACTS

- There are over 600M people on Facebook.
- 500M of these people are active on a monthly basis.
- 75% of all N.Americans use social media.
- 25% of all online time is spent on social media
- LinkedIn has over 100M users
- YouTube has over 117M users
- Twitter has over 190M users

ABOUT ICONA SOCIAL

We're an agency that combines an innate understanding of social media with web development, PR, and marketing skills. We are entirely focused on innovative, creative and effective social media marketing solutions.

We help your brand to listen, understand and engage in conversations in social media. Conversations between people are nothing new, but the tools we're using to engage in those conversations and make them relevant to your business are. We navigate this territory for you, providing a consultive approach, research and complete campaign management.

OFFERING

Consultancy

We help you understand the impact that social media is having on your organization and work with you to implement the changes that need to be made as a result. We develop overall social media strategies and policies, provide training, design and implement listening and responding programmes, and provide ad-hoc social media consultancy and advice.

Research & Insight

We help you listen to conversations throughout social media relevant to your brand, products, services, competitors and sector. Through conversation audits, influencer research or ongoing social media monitoring, we help you understand not just the volume and topics of these conversations, but more importantly, the underlying issues and sentiments, the influencers driving the conversations and what actions to take as a result.

Engagement

We help you engage in social media by having meaningful conversations with people and igniting positive word of mouth. We do this through influencer campaigns, conversation platforms, advocacy programmes, community building and management, social applications, conversation response and reputation management.

In each of these areas, we combine our deep understanding of brands and marketing communications with strategic, creative and technology skills, underpinned with an innate sensibility for social media.

READY TO GET STARTED?

We're here to listen, and provide an initial free consultation to discuss how social media can help your organization.

Icona works on both a project based fee structure as well as a retainer based structure, allocating monthly dedicated agency resources.
