



We work best with brands who understand that **social matters**, but need a hand with the ever-changing social media landscape



(featured clients)



**Sociality Squared**  
**Featured Work**



# Client Spotlight: Leica Camera

Strategy, Content Production, & Social Media Management



Between April 2010 – Nov. 2015, we achieved the following milestones with Leica:

- 1 Million G+ Followers
- 300,000 Fans on Facebook
- 1,000 Blog Posts; 15 Videos Produced
- 140,000 Followers on Pinterest
- 1 Million Leica Camera Blog Pageviews
- 100,000 Followers on Instagram
- 100,000 followers on Twitter
- 15 million photo views on Flickr



# Client: FitStar (FitBit)

Strategy, Content Production, & Social Media Management



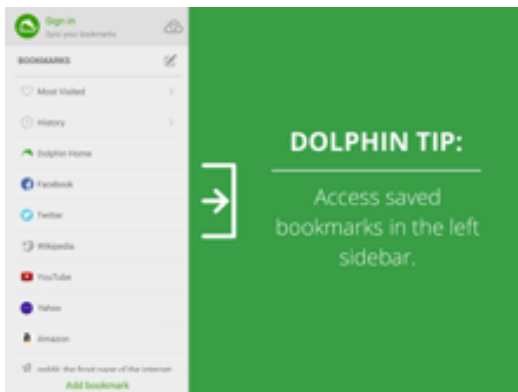
- Social drives 1 out of 3 new users.
- S2 doubled the client's Twitter followers in one month with a special "Spring into Fitness" campaign.





# Client: Dolphin Browser

Strategy, Content Production, & Social Media Management



- Grew Facebook fans from 500k to 1MM in H1 2015 with aggressive and strategic Like Ads
- Design Your Dolphin Campaign generated over 250 user-submitted artwork entries and over 95k new Facebook fans through campaign-related like ads.



# Client: Popcorn, Indiana

Strategy, Content Production, & Social Media Management



- Grew the Popcorn, Indiana Facebook fan base by 11% and its Twitter following 25% in the first 6 months
- Hosted two live Twitter watch parties and live-tweeted a food conference. Generating both social buzz and hundreds of organic followers.





# Client: SAMPLEit

Strategy, Content Production, & Social Media Management



- Starting from scratch, S2 build up SAMPLEit's social media, online presence and tone of brand voice.
- During the course of 1 year, the community grew from 0 to nearly 30,000.



**Contact for more information:  
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