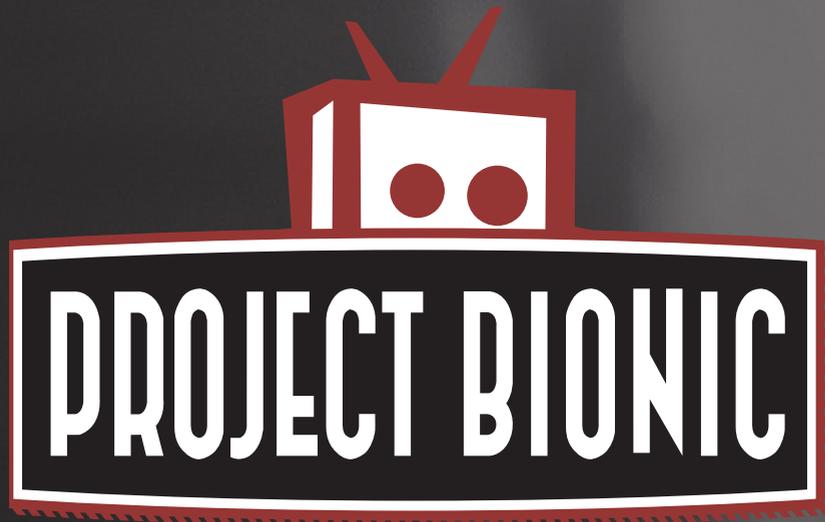


who we are



YOUR SOCIAL MEDIA TEAM

Founded in 2009, Project Bionic is a comprehensive Social Media Marketing Agency located in the eclectic, vibrant Ballard neighborhood of Seattle.

Having existed in this world for a decade, we at Project Bionic know the truth: excellent social media requires diverse skill sets, extreme discipline, deep marketing experience, and a team of experts in various fields. And yet, businesses, brands, and organizations often misunderstand what it takes to be successful. They skimp on resources. They hire a single Social Media Manager (often straight out of college) who doesn't have the bandwidth, let alone the diverse skills, needed to perform the tasks at hand not only competently, but exceptionally. Including:

- Writing consistent, on-brand, engaging content.
- Diligent community management and crisis response.
- Creating and curating original photography, videography, user-generated content, and on-brand stock photography.
- Culling data and using analytics to learn about the community, progress your strategy, and improve your brand.

To this end, Project Bionic employs a small but rabid team of digital strategists, creative writers, branding specialists, graphic designers, photographers and marketing analysts, bringing together the expertise necessary for a successful social media presence that drives results in an authentic way.



OUR PROCESS



our process

In our modern world, social media is not merely an option for brands. It's a necessity. And it's not all fun and games.

Unlike other marketing channels, Social Media is not about one-off campaigns. The most important aspect of a successful social presence is the "boring" stuff: a sustainable, consistent long-term plan. Otherwise, Social Media just doesn't work. Precision in day-to-day Social Media management is what gets us most excited.

Project Bionic wholeheartedly believes in the Scientific Method. Internally, we utilize a number of thorough processes that can be summed up as a symbiotic system of checks and balances. We observe, hypothesize, test and analyze. We make conclusions. Then we rinse and repeat.

This process is also a communal one. While each client has a dedicated 8-10 person team, we collaborate company-wide to build creative, effective strategies and campaigns, creating an emotional investment at every level that we believe is unique. It's this ongoing, shared process that creates consistent improvement across the board and ensures that we avoid stasis. Because at the end of the day we care about one thing: excellence.

THE TEAM



The Team

Every aspect of social media requires a different skill set and we employ exceedingly talented people in each department. There will be no fewer than 7 people working on your brand.



ACCOUNT MANAGER

Daily point of contact
Quarterbacks internal team
Oversees strategy execution



CREATIVE WRITER

Copy writing for posts + ads
Helps execute creative concepts
Helps establish brand voice



COMMUNITY MANAGERS

Resident brand experts
Engages with comments on pages
Curates FAQ document for brand



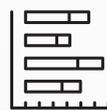
PHOTOGRAPHER

Photo shoots
Curates photo assets for social
Image editing + production



GRAPHIC DESIGNER

Creates custom social graphics
Edits + curates brand assets
Updates profile + cover photos



PAID + ANALYTICS

Manages ad spend
Assesses brand performance
Provides monthly reports



INFLUENCER MANAGER

Identifies influencers
Manages strategy
Reports on campaign



VIDEOGRAPHER

Video shoots
Curates video assets for social
Video editing + production

SERVICES



services

CORE COMPETENCIES



PLATFORM MANAGEMENT

Strategy Development
Content Creation + Publishing
Community Management
Paid Campaign Management
Reporting + Analytics



INFLUENCER MARKETING

Influencer Discovery
Outreach + Activation
Campaign Reporting



ADDITIONAL SERVICES

Social Media Audits
Strategy + Consulting
Photo + Video Shoots
Custom Graphics
Review Monitoring + Management
Event Support
Campaign Management

WHY US



why us



EXPERTISE

We know social inside and out. We've been at it for over a decade. It's all we do.



TOOLS

We've done the heavy lifting already, including researching, creating, and subscribing to the right tools for the job. Access is included when you hire us.



CREATIVE BRAINPOWER

We bring 20+ creative minds to the table to brainstorm on behalf of your brand. Can your social media intern do that?



OUTSIDE PERSPECTIVE

We're a level removed from your marketing concepts. That means we can tell you if an idea is a bad one, and propose a better way to do it.



QUALITY

We have multi-person reviews and approvals at every stage of the process. Nothing goes out without checks and balances.



BANG FOR YOUR BUCK

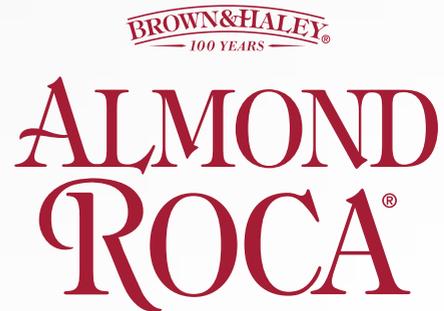
For the cost of one or two FTE's, you get 10+ team members working on your account with coverage 7 days a week.

CLIENTS





MADE IN USA



clients

TESTIMONIALS

"Your team is Awesome! We are happy with the content, results and relationship. The vision of the brand is cool, modern, authentic and we absolutely love all the ideas you are putting in front of us. Thanks! Keep doing what you're doing."

— **Yiannis, Business Director, Consumer Products, Nalgene Brand**

"Yesterday's post was wild! Great work by you and the team... Absolutely perfect representation of the brand."

— **Brandon, Marketing Manager, Taco Time NW**

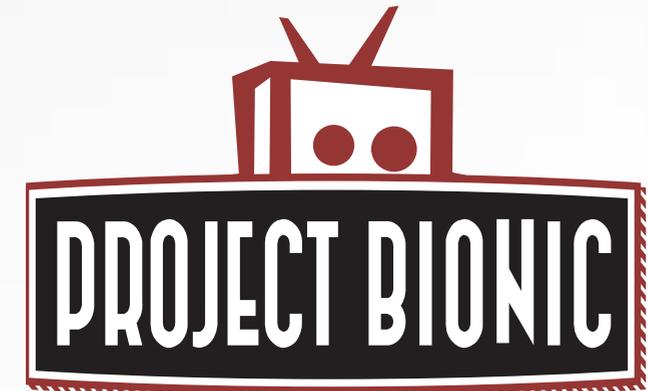
"It has been a pleasure working together! We built something very special and I am proud of it!"

— **Gloria, Global Marketing Strategist, Motorola Solutions**

"Project Bionic was not just a "social media" agency to us. They created our social media presence essentially from scratch. By providing everything from creative content to strategic media planning to daily community management they added a lot of value to our marketing efforts. They have the right creative and technology resources to stay on the cutting edge while remaining small enough to be nimble and execute quickly when needed. All of this added up to an excellent and long-lasting marketing partnership."

— **Sean, PR & Marketing Manager, Smith Brothers Farms**

contact



YOUR SOCIAL MEDIA TEAM



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