

Socialatom

Socialatom creates and implements social media strategies in Latin America.

Our services compliment the communication strategy of Marketing and PR agencies for their clients.

Communication is becoming more social, conversations about brands are already happening online and the brands that want to stay ahead now have a demand and a need to participate and foster those conversations.

With the advertising and marketing environment changing so rapidly because of technology, traditional channels for communication like television, newspapers and magazines, though still very relevant, are losing ground to video streaming, social networks and blogs, and more importantly; brands are taking notice.

We are there for you when brands ask: **What can you do for us with social media?**

The communication companies that can adapt and offer these solutions will have a tremendous competitive advantage, and rapidly this is becoming a normative requirement. Socialatom gives you the strategy, tools and connections, to get ahead of the curve and get that competitive edge.

What we offer:

- Market Research & Brand Monitoring
- Influencer Profiling
- Strategy for different Channels
- Community Management
- Community Building
- Content Production
- Content Marketing & Distribution
- Blogger/Influencer Relations
- Events and Product Launches

- Training and Workshops
- Social Live Web Streaming
- Crisis Management
- Social applications and plug-ins (Facebook, Twitter, Wordpress, OpenSocial, iPhone, AIR)
- Offline presence for special events and conferences

Why Socialatom?

We have been developing social web marketing and engineering solutions since 2005, building our own communities and products as well as for our clients.

In Latin America, through our own communities and web applications, we have established ourselves as an authority in the field and created meaningful relationships with all the main social media outlets and influencers.

When you include Socialatom in your communication strategy you can count on:

- **A Network of influencers**, thought leaders and bloggers throughout Latin America
- **A Deep understanding** of social media behavior in each latin american country, allowing us to provide specific engagement strategies.
- **Extensive experience** launching social media platforms and channels
- **The Ability to build the relevant social technology** for the communication strategy (applications, plug-ins and sites)
- **An international support team**. We have headquarters in Miami, Bogota, Buenos Aires, Santiago and reps in Mexico, Guatemala, Honduras, Venezuela, Ecuador, Bolivia, Venezuela and Uruguay,

Our Services

Overview

Socialatom's Social Media engagement services provide the creation and execution of social media strategies. We have three levels of expertise and pricing that can be combined to meet the objective of the client for their short and long term strategies.

Junior

Day-to-day social media interaction, admin and moderator roles. These packages are best suited for monitoring and maintaining existing communities, social networks, forums, blogs/microblogs, content sharing and community management.

Senior

The senior packages take a more personal and direct relationship with the influencers and bloggers relevant to the brand. This package also includes content production, such as articles, blog posts, and new media releases. It is best suited for events, launching of a new product/service and play a supporting role in crisis management.

Expert

The expert package is best suited for creation and management of strategy, critical product/service launches, influencer relations, training of client staff, crisis management and instances in which physical presence is required.

Pricing

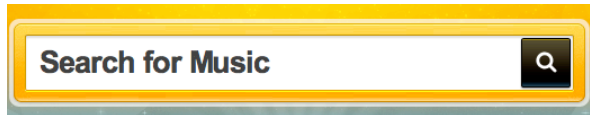
- Our pricing includes a monthly plan, with a-la-carte option for additional individual hour blocks (20hr, 40hr, 60hr) for all levels of expertise.
- Languages: Senior and Expert include both english and spanish. For an english language option for a Junior, add 25% to the total cost.

Monthly Packages

Category	x hr per week per month		
	20	40	60
Junior	\$512	\$921	\$1,228
Senior	\$1,024	\$1,843	\$2,457
Expert	\$2,048	\$3,686	\$4,915

A-la-carte Packages

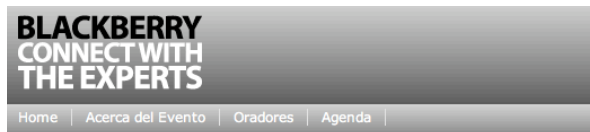
Category	20hr	40hr	60hr
Junior	\$128	\$230	\$307
Senior	\$256	\$460	\$614
Expert	\$512	\$921	\$1,228



Grooveshark

Music streaming web application

- Beta launch strategy
- Social Media Engagement
- U.S. and Latin America print press coverage
- Blogger Relations (i.e. Mashable, TechCrunch, ArsTechnica)



BlackBerry

Latin America tour event for RIM BlackBerry

- Connect With The Experts Live Streaming Strategy
- Social Media Ready site
- Facebook App
- Pre-event Social Media Marketing
- Event Social Media Engagement and Moderation



PulsoSocial

Media site for social media, entrepreneurship and technology in Latin America

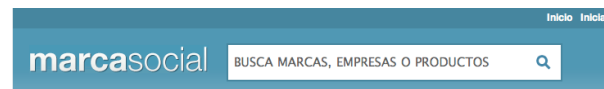
- Launch Strategy
- Content Production & Engagement
- Expansion to all of Latin America
- International (US & LATAM) Media Coverage



ZappingLatam

Media site for the advertising industry in Latin America

- Expansion to Latin America Strategy
- Social Media Site Support



MarcaSocial

Community driven customer service in Latin America

- Launch Strategy
- App Development
- Social Media Engagement



Weegoh (Beepoint)

Geolocalization and real-time social mobile application

- Launch Strategy
- Media Coverage
- Social Media Engagement
- Blogger Relations

Exito (Colombian Retailer)



Reputation management campaign

- Strategy
- Community Management
- Content Production