

Day One House x 2Social

Capabilities Deck



DISCOVERY INQUIRES CONTACT:
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day 1 house

2S

Brand nurturers.



DAY ONE HOUSE X 2SOCIAL IS A BI-COASTAL HUB FOR CREATIVE AND DIGITAL SOLUTIONS

We provide a diverse scope of services to support the online and offline growth of each brand we partner with. We understand the power of collaboration and work with people who inspire us to do great things together.

Come inside our indie agency.

2Social

Since 2013, Lauren and Sandra of 2Social has been offering social media first service, and further developing services to be the top choice for a marketing partner. Based in Toronto, Canada, 2Social expanded in 2016 to a second office in Santa Monica, California to focus on US clients. In doing so, this also allows for us to be on the pulse and in the loop of all innovations and trends in our dynamic space.

Day One House

For the past 15 years Christina has been a top leader in the events & marketing industry primarily in New York as well Miami and Toronto. With the rise of the digital world, the past 5 years she created Day One House continuing her skills and applying further digital components focusing on backend development. Knowing the funnel scale of what it takes to make an operation, Day One House helps businesses thrive by harnessing all of the information channels available to them.

From coast to coast, we've got our clients' covered. Our collaborative team has the agility, experience and versatility to scale to the size of any project, seamlessly.

With 200+ brands and businesses, on countless campaigns and projects, including 23 local & national restaurants, food and beverage, wellness and arts & entertainment companies to date; 12 of which are multi-locational, or franchise brands.



day.1 house

2S

Partners we've worked with.



Our menu.

ACCOUNT MANAGEMENT

- Full team support
- Content creation
- Community management
- Online reputation management
- Analytics reporting
- Paid campaign support

STRATEGY

- Brand strategy
- Product/brand positioning
- Content & visual strategy
- Market research
- Online audit
- Competitive research
- Social media & digital strategy
- Ideation workshops

DIGITAL ADVERTISING

- Digital strategy
- Advertising development, creative & set up
- Real-time optimization
- Campaign development
- Google Adwords
- Social media advertising (all platforms)
- Retargeting, A/B testing
- Pixels
- Post-mortems & custom analytics reports
- Performance monitoring

CREATIVE

- Photography
- Video production
- Graphic design, illustration
- Animation, motion graphics, infographics
- Live content support
- Web design & development
- Logo design, visual strategy
- Copywriting (English, French, Spanish)
- Script development for radio or podcast

Our menu continued.

PR

- Media outreach
- Influencer/blogger relations
- Positioning
- Messaging
- Media kits
- Blog writing
- Brand collaborations management
- Influencer collaboration management

EVENTS

- Product or brand launches
- Product or brand previews
- Corporate event planning
- Activations & pop-ups
- Media tours
- Product showcases

BACKEND DEVELOPMENT

- Customer Relation Management
- Content Management System
- Search Engine Optimization
- Surveys
- Loyalty
- Membership
- eCommerce
- Campaigns
- Offers
- Reviews
- Event Management System
- Newsletters
- Appointment

Values & thinking.

We collaborate with our partners to develop one master strategy, with the ease of transparent communication and on-call service. We work together, and ingrain ourselves for the business.

Strategy is in everything we do. Our Strategies are built with long-term results in mind, powered by analytics, shaped by insights.



We foster your brand online through storytelling your business' key messages, and mastering two-way conversations with your targeted markets.

Our team is cross-trained in all marketing functions, and through the years we have developed a collective of exclusive partners to scale to the size of any project, delivering the best in quality and efficiency.



Staffing & structure.



CEO, FOUNDER
2SOCIAL



CEO, FOUNDER
DAY ONE HOUSE



MANAGING DIRECTOR
2SOCIAL

STRATEGIST

ACCOUNT
LEAD

SOCIAL
MEDIA
MANAGER

SENIOR
GRAPHIC
DESIGNER

COMMUNITY
MANAGER

PAID MEDIA
PLANNER
& BUYER

ANALYTICS

Team roles & responsibilities.



SOCIAL MEDIA MANAGER:

Supports the execution of the master strategy and manages the overall content flow

COMMUNITY MANAGER:

Supports the execution of the master strategy and manages the overall content flow

SOCIAL CREATIVE DESIGN TEAM::

Supports the execution of the master strategy and manages the overall content flow

PAID MEDIA SPECIALIST:

Supports the execution of the master strategy and manages the overall content flow

Social Blue Print.

Strategic Blueprint

OBJECTIVES:

- What is our Business Objectives?
- What is our Communication Objective?



AUDIENCE SEGMENTS:

- Who are we trying to persuade?
- What do we know about them?
- What do we want to know about them?
- What do they care about?
- How do we fit into their lives?



PRODUCTS & SERVICES:

- Full team support
- Content creation
- Community management
- Online reputation management
- Analytics reporting
- Paid campaign support

DEMAND MOMENTS:

- Product or brand launches
- Product showcases
- Partnerships & sponsorships
- Activations \$ pop-ups
- Media tours



COMMUNICATION DESIGN:

- The Cultural Conversation
- The Sweet Spot (What we offer/what they care about)
- Based on insight (imperial & human)
- Brand idea & promise
- Functional and emotional benefits
- Brand proposition “The WHY” & “The WHY NOT”
- The big Idea



HOW IT COMES TO LIFE:

- Full team support
- Content creation
- Community management
- Online reputation management
- Analytics reporting
- Paid campaign support

Social Blue Print.

Strategic Blueprint

PROMISE

A 2-4 word commitment, essence, or mission statement



How can you summarize your entire house in a few simple words that will resonate with your audience and distinguish your brand from the competition?

PURPOSE

The reason your brand exists.



Why does your brand do what it does, act like it acts and even exist?

EMOTIONAL BENEFIT

The unique feeling or experience your brand offers + why it's believable.



What is the intangible benefit or experience that you provide to customers and what, if anything, makes it unique?

FUNCTIONAL BENEFIT

The unique thing your brand offers + why it's believable.



What is the actual product that you provide to customers and what, if anything, makes it unique?

PEOPLE

Your brand's internal and external stakeholders.



Who are the key stakeholders (internal and external) connected to your brand and what defines those connections?

PERSONALITY

The way your brand speaks, acts, looks and feels.



If your brand was a person, what 2-4 personality traits does your brand embody?






Creative Expression.

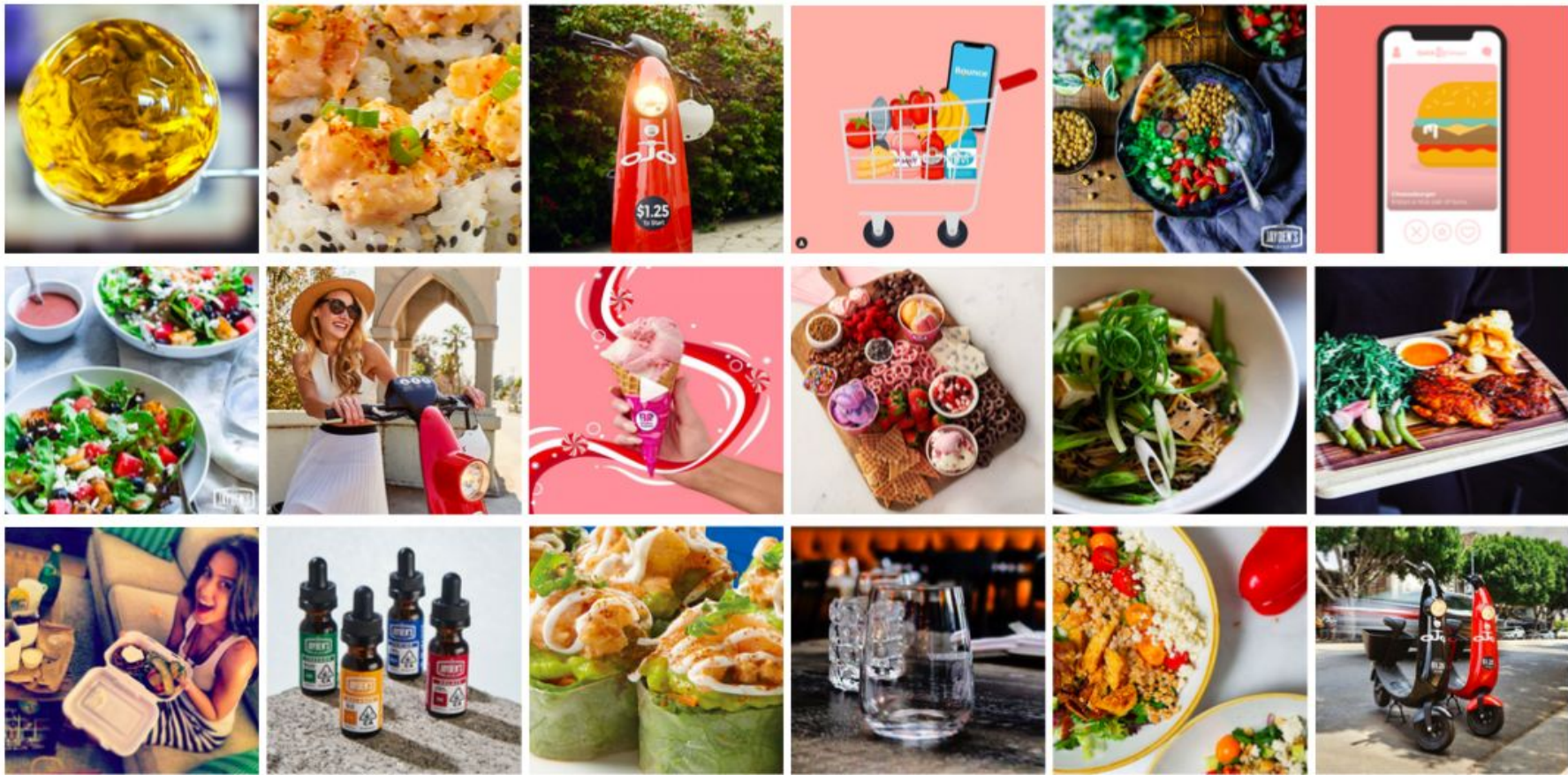
OUR CRAFT

MONTHLY CONTENT CALENDARS & SCHEDULE

- It all starts with a brief
- We then build content ideas
- We craft those ideas into assets
- We promote them via paid social to reach desired audiences

July 2019 Content Calendar										
Calendar Date	Platform	Message	Visual Reference	Visual Reference	Visual Reference	Visual Reference	Visual Reference	Visual Reference	Visual Reference	Visual Reference
July 15	Twitter	July 15th Birthday								
July 16	Twitter	July 16th Birthday								
July 17	Twitter	July 17th Birthday								
July 18	Twitter	July 18th Birthday								
July 19	Twitter	July 19th Birthday								
July 20	Twitter	July 20th Birthday								
July 21	Twitter	July 21st Birthday								
July 22	Twitter	July 22nd Birthday								
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July 25	Twitter	July 25th Birthday								
July 26	Twitter	July 26th Birthday								
July 27	Twitter	July 27th Birthday								
July 28	Twitter	July 28th Birthday								
July 29	Twitter	July 29th Birthday								
July 30	Twitter	July 30th Birthday								
July 31	Twitter	July 31st Birthday								






<div>Let's Ride Together</div>										
December - Social Content Calendar										
Date	Platforms	Pillar	Message	Visual reference/mock-up	Visual reference/mock-up (linkable)	in	LinkedIn	f Facebook (25)	Instagram	
December	Twitter Instagram Facebook LinkedIn	Product Testimonial Industry Trend Rider of the Month	What's the day? What makes it compelling? What is the main message	- Add in visual	- Add in visual	Cape XXXXX		Cape XXXXX	Cape XXXXX	
Mon, Dec 2	Twitter Facebook Instagram LinkedIn	Rider Of the Month Testimonial	Each rider is valuable to us and to give back we want to introduce Rider of the Month in Austin, Dallas, and Memphis. Our top riders in each city will receive an OJO helmet. OJO is a huge fit in our family. Every riding is a fun ride, we designed and there is nothing else in the market that I would consider competitive. The four-wheeler makes the experience so much more unique and enjoyable. - RONY			Each OJO is equipped with headlights, audible safety alerts, and advanced performance technology to assist our riders in having the safest ride possible. Stay connected and 100% electric-free. Let's Ride Together.	Our November Rider of the Month will be announced this week. Top 6 riders will be announced. Stay tuned to see who you think will win.	Our November Rider of the Month will be announced this week. Stay tuned to see who you think will win.	Our November Rider of the Month will be announced this week. Stay tuned to see who you think will win.	
Thurs, Dec 5	Twitter Instagram Facebook LinkedIn	Product Industry Trend	OJO recognizes that each city is unique, which is why we have developed a rider and app unique to each city.			As our cities grow, policy makers are faced with traffic issues, parking, safety, and the environment. OJO is proud to work with cities to provide mobility solutions to reduce congestion on the road and to impact on the environment.	OJO is proud to work with cities to provide mobility solutions to reduce congestion on the road and to impact on the environment.	OJO is proud to work with cities to provide mobility solutions to reduce congestion on the road and to impact on the environment.	OJO is proud to work with cities to provide mobility solutions to reduce congestion on the road and to impact on the environment.	



Strategy.

CUSTOM ANALYTICS REPORTS:

- Simple
- Insightful
- Useful

SOCIAL DASHBOARD									
December 2019									
Social Network	Followers	Impressions	Reach	Shares/Retweets	Link Clicks	Comments/Replies	Likes	Engagement	Engagement Rate (Engagement/Impressions)
	30 +200% P: 10	185,912 +8.8% P: 174,535	119,380 -21% P: 152,052	35 +237.3% P: 8	Message Clicks: 4,486 Reaction: 2415 Page Actions: 2	32 +166.66% P: 12	35 +132% P: 15	7,180 +40.3% P: 5,117	3.78% P: 2.93%
	108 -20% P: 135	66,014 -33.84% P: 99,784	N/A	N/A	Profile clicks: 22 Saves: 8	15 +400% P: 3	4,247 +2,233.5% P: 182	4,294 +1,660% P: 219	6.5% P: 9.22%
	N/A	2,446 -39.2% P: 4,350	2,261	N/A	N/A	2 -33% P: 3	N/A	2 -20% P: 3	
	21 -16% P: 25	16,363 -26.5% P: 20,705	Hashtag Clicks: 5 Media Engagements: 7% Profile clicks: 26	9 -50% P: 18	28 +16.6% P: 24	5 +400% P: 1	34 -61.76% P: 55	182 -1.2% P: 183	1.11% P: 0.88%
	25 -72.8% P: 92	8,005 -29.17% P: 11,303	Unique Visitors: 151 -153% P: 383	7 -46% P: 13	201 -57.9% P: 715	1 -90% P: 10	184 -30.3% P: 264	493 -50.8% P: 1002	6.15% P: 8.86%

P=Previous period: Nov 2019



Creative Expression.

OUR CRAFT

ADVERTISING CAMPAIGNS:

- Adapt or create net new
- Can work from existing assets
- Can produce net new assets
- Design based on social best practices
- Touch-point planning
- Media planning integration
- Real-time optimization



Paid Media.

OUR TOOLS

PAID SOCIAL:

- Strategy - A full funnel approach
- Buying & execution
- Real - time optimization
- Seamless integration with creative & agency partners
- Analytics



Team Synergy.

WORKING TOGETHER



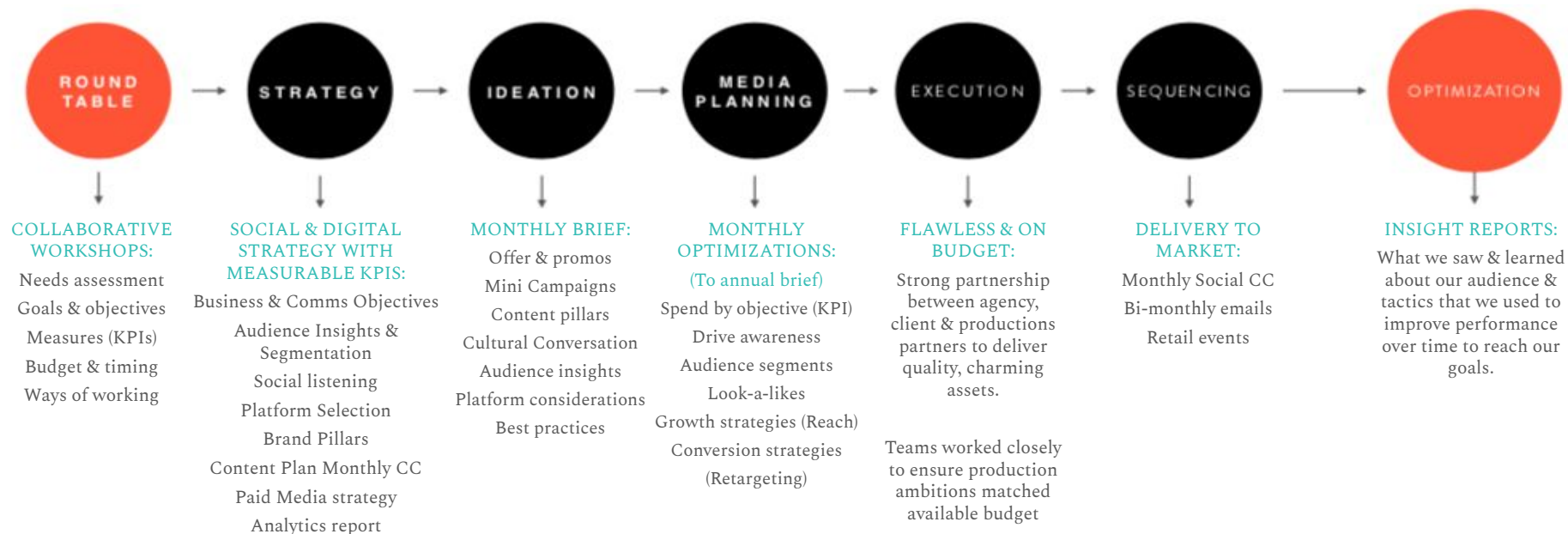
COMMUNICATION & ORGANIZATION:

To deliver on our “one team” ambition, we use a set of digital online tools to ensure our teams are always up to speed, up to date and sharing information across team members. Nothing goes live without your approval, so we’ve implemented the following tools so that nothing is missed.



Team Synergy.

OUR COLLABORATIVE PROCESS



Case Studies.

CASE STUDY

Baskin-Robbins

CLIENT

Baskin-Robbins, the iconic, beloved ice cream brand.

WHAT WE DID

Quickly assumed leadership of all their social channels. Focused on IG as the platform to connect with millennials and grew our following to 10+k users in less than 2 years

CLIENT ASK

To develop scalable strategies to connect with larger audience across Canada. Engage our audience with a mixture of rich, visual content to attract various target markets; using social media, activations and traditional marketing methods.

RESULTS

- IG Verified Account
- High, consistent engagement rate
- Our following is very active (UGC)
- Support national & regional needs with paid social tactics
- Launched Pinterest this year
- Developed a launch campaign for Stranger Things



CASE STUDY

Ojo

CLIENT

An Electric Scooter Ride-share Company located in Memphis, Dallas, Austin, LA based.

CLIENT ASK

Brand strategy
Social media strategy
Content creation
Copywriting
Day-to-day support
Analytics & reporting

WHAT WE DID

- We quickly assumed leadership of all social channels and began posting via an interim plan
- We re-approached the brand, developed a new brand identity inclusive of visuals, socially and through a dynamic content approach
- Produced a photoshoot with rollout of new look and brand presence to support 4-months of content development.
- Introduced a communication plan with halo campaign (#LetsRideTogether)
- Developing regional programming, leveraging paid social
- Developed monthly campaigns, contests and brand ambassadors to encourage community growth in desirable target markets



CASE STUDY: STRATEGY

Ojo

What we learned.



Safety First

Each competitor portrays a strong value of safety and care for its users. Working with the community resonates deeper with consumers.

Best In Class Example:

Skip

Get Local

Connect with your city and discover the limits. Brands are growing awareness through a community based approach to activate word-of-mouth within key communities.

Best In Class Example:

Spin & Bird

Stand Out

Each competitor page follows a theme, has a colour scheme, and tells a story. They're engaging and compelling. Captions follow the same approach, witty, imaginative and storytelling.

Best In Class Example:

Lime

Purpose

With numerous competitors it's invaluable to differentiate one from the other. There has been huge value in establishing a purpose and connection to the ride. Why ride? Continue the story #RideFor

Best In Class Example:

Jump by Uber

Community Management

Nurture a space that creates a sense of belonging and community. Customer service and community management are essential to developing a social platform.

Best In Class Example:

Bird

Disrupting Rideshare Smart, safe, sustainable.

One of a growing number of mobility options.

First choice.

Phase One
Focus on our quality & value story + commitment to local communities

Phase Two
Develop a mix of messaging & content to keep the brand top of mind and drive brand preference

Phase Three
Leverage new brand assets to further support audience growth and expansion into new markets

Phase Four
Community Minded. Showcase how we work with cities/towns.

- Where we started
- Our promise
 - We live to serve
 - We give back
 - We get involved
 - Value for money

- Brand pillars
- Inspire engagement (UGC)
- Community involvement
- Tactical sales offers to get more people to try
- Leverage the app (insights)

- Retail launch packages
- Franchisee social support
- Local paid media strategies
- Leverage the app

- Community events
- Partnerships
- Safety
- Sustainability

COMPETITIVE ANALYSIS

COMMUNICATION OBJECTIVES & BUILDING

CASE STUDY: STRATEGY

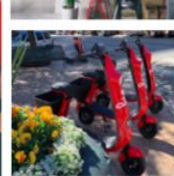
Ojo

Visual strategy.



We're going to build off of our manifesto and mood board to anchor our newly refined visual language for Ojo.

The aim is to develop a treatment that is lifestyle first and product second to develop more of an emotional connection with riders. While we do this, we will also build out more of an active role for current users, giving them the tools and inspiration to share their Ojo experiences. Through social engagement tactics, we'll develop a community of followers who are designed to share their photos in a way that complements our visual imagery to strengthen our storytelling and resonance. Our imagery should feel original & classic, urban & cool, emotive with a sense of adventure & and energy to appeal to our sustainability minded audience.



VISUAL STRATEGY DESIGN & DEVELOPMENT

COMPREHENSIVE MOODBOARDS



EXECUTION

CASE STUDY

Jennifer Backstein Interior

Using negative space with a glam font creates an elegant and sophisticated logo. It is bold and compact, perfect for use across many platforms regardless of size.

JENNIFER BACKSTEIN
—
INTERIORS

→ **.JBI**

CASE STUDY

Jennifer Backstein Interior

CLIENT

A luxury interior designer, Jennifer Backstein.

CLIENT ASK

Brand strategy
Social media strategy
Visual Identity
Measurement
Digital Advertising

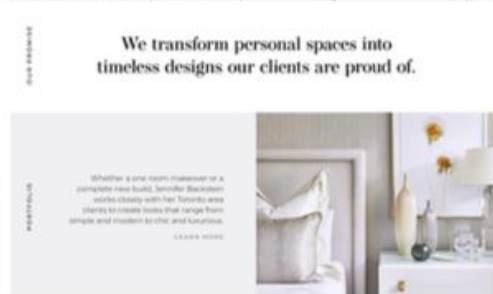
WHAT WE DID

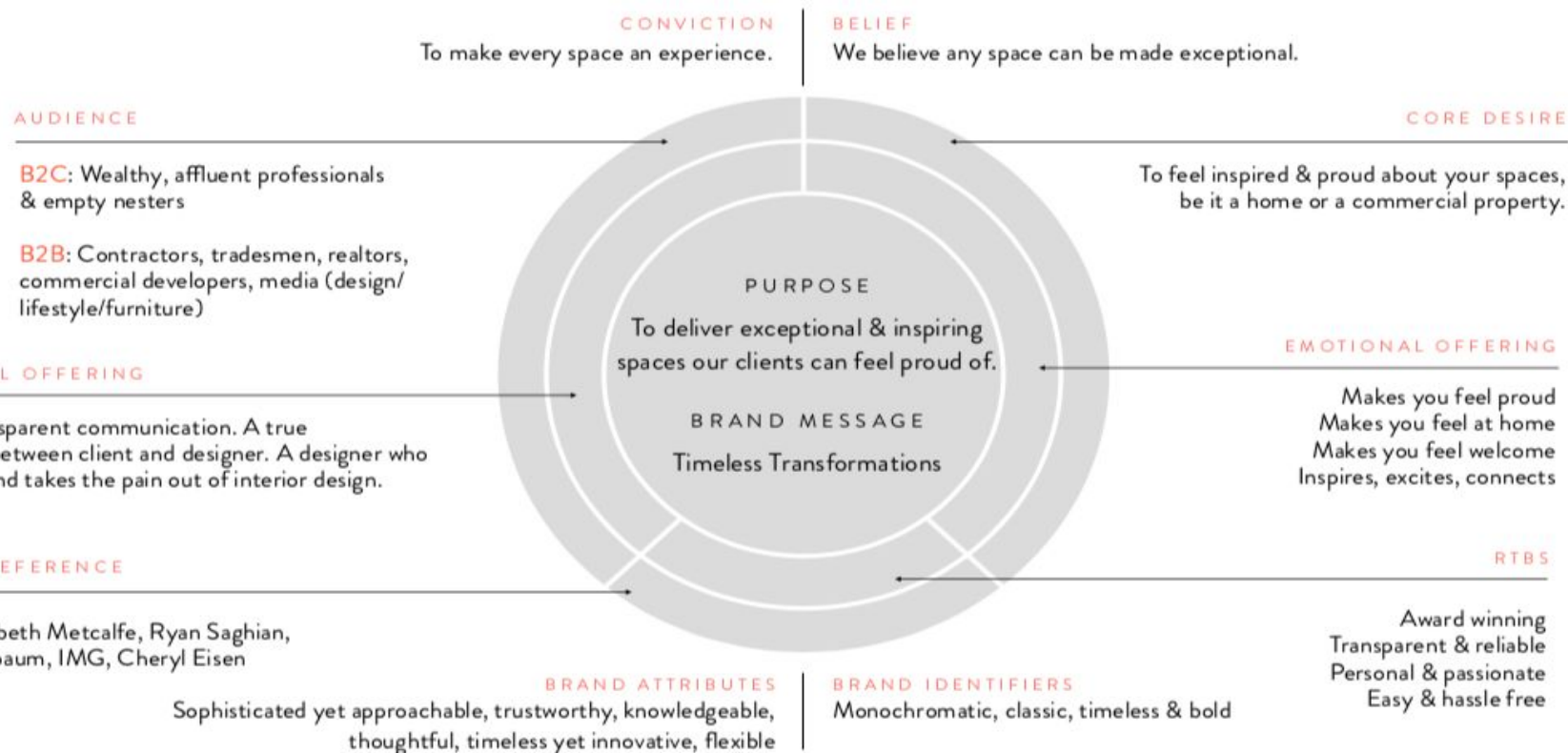
A complete overhaul & refresh of the JBI brand, from the visual expression to the social media expression. We also gave a key point of difference and a way to bring that secret sauce to life in the digital landscape.

RESULTS

- A premium brand that matches the brands design vision
- A brand new logo and color pallet
- A new voice and brand tag
- A social media strategy with content to support
- A digital advertising plan with execution
- A comprehensive playbook that will guide all specs of the brand moving forward (online/offline)








Thank You For Your Consideration.

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