

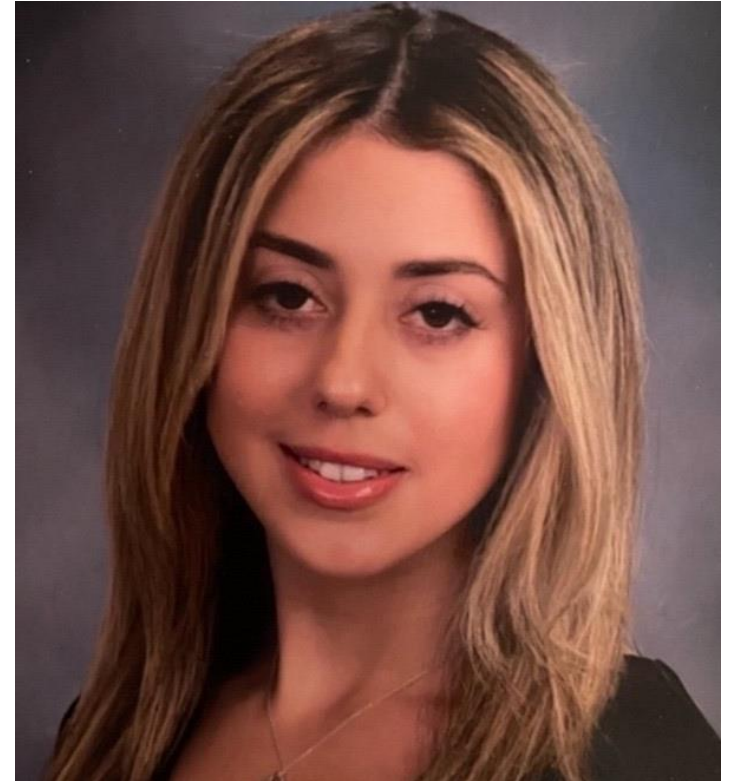
Confidential Company

U.S Marketing Strategy

Alexandra Dittmar

About Me

- Marketing professional with a Master's in Digital Marketing and experience driving brand growth across digital platforms.
- Partnered with clients to develop content strategies, launch campaigns, and increase audience engagement.
- Led planning and promotion of branded events, managing everything from strategy and content creation to outreach and on-site execution.
- Strong foundation in end-to-end campaign management across digital and live experiences.
- Certified by Google, LinkedIn, and Hootsuite.



Alexandra Dittmar

Building U.S. Presence



Confidential is entering a pivotal **phase of growth** in the U.S. Goal is to solidify reputation as the go-to social-first creative agency.



Plan outlines a **6-12 month strategy** designed to rapidly increase brand visibility, drive industry credibility, and support growth.



By identifying and investing in impactful marketing channels, we'll lay the foundation for **long-term success** and position *Confidential* as a **leading voice in the U.S. market.**

Top 3 Priorities:

Events

Build meaningful in-market presence and relationships

Awards

Earn recognition and validate creative excellence

Content

Amplify our voice and showcase our expertise

Priority #1: Strategic Industry Events

Strategic Industry Events



Industry events offer the **most immediate** opportunity to establish presence and build relationships in the US market.



By strategically selecting **high-impact events**, we can maximize face time with potential clients and industry partners while **building credibility** through thought leadership.



Rather than spreading resources thin across numerous events, we'll focus on delivering **exceptional presence** at select events where our **target clients** will be. This balances **visibility** with meaningful **relationship building**.



Objective: Elevates brand awareness, builds relationships with potential clients and industry leaders, and generates media buzz.

Key Industry Events



Content Marketing World | San Diego, CA | September 2025

- One of the largest gatherings of senior marketers and brand strategists. A panel session on integrating social-first creativity with content strategy will spotlight work with New York-Presbyterian and highlight how we turn complex narratives into high-performing social content. This platform will generate qualified leads and build credibility with content-focused brands.

Advertising Week | New York, NY | October 6–9, 2025

- One of the most influential stages in advertising to establish leadership in performance-driven creative. A panel discussion with client partners like Ford or Affirm will explore how social-first strategies drive measurable brand and business outcomes. This event offers visibility with decision-makers and the chance to form high-value partnerships across industries.

SXSW | Austin, TX | March 12–18, 2026

- Showcase cultural relevance and creative innovation at this premier convergence of tech, media, and creativity. Through branded activations and immersive demos of campaigns for clients, we'll demonstrate our ability to stay ahead of trends while engaging the next wave of marketers and collaborators.

Social Media Week | New York, NY | May 2026

- Establish *Confidential* as a social-first expert at this platform-focused event. A keynote session will unpack how we deliver business results through evolving trends and influencer strategies, spotlighting standout campaigns. The event is ideal for connecting with digital marketing leaders and proving our edge in the fast-changing social landscape.

Host Quarterly “Social Sessions”

- Host exclusive, intimate events for 25–30 senior marketers to discuss emerging social trends and preview our latest work. These sessions drive thought leadership, deepen client relationships, and position *Confidential* as a strategic partner in their growth.

Turning Events into Business Impact



- Our event strategy goes beyond just showing up. Each event will be selected and executed with **clear business goals in mind**.
- By prioritizing quality interactions over volume, we'll allocate resources efficiently and maximize ROI across three key areas:

- **Brand Awareness:** Events create high-impact visibility with our target audience.

KPIs: social/media mentions, press coverage, website traffic spikes

- **Relationship Building:** Events accelerate connections with prospects and clients.

KPIs: new contacts made, meetings scheduled, attendance at our hosted events.

- **Thought Leadership:** Speaking opportunities position Born Social as industry experts.

KPIs: session attendance, content engagement, post-event content performance.

Priority #2: Industry Awards & Recognition

Industry Awards & Recognition

- Strategic award submissions will validate *Confidential* **creative** and **strategic** capabilities to potential clients, while boosting team morale and aiding talent recruitment.
- Focused approach **targeting prestigious awards** will establish credibility faster than attempting to win volume across lesser-known competitions.
- Prioritize awards that showcase our **strategic thinking and creative execution**, with special emphasis on categories where we can highlight work for US-based clients.

Awards & Recognition

- Winning industry awards boosts our reputation and acts as powerful third-party validation.
- Each win supports new business, attracts talent, and creates content opportunities for PR, social, and pitch materials.

Target and submit entries for top awards such as:

- **The Clio Awards:** focus on Social Media and Branded Content categories with our most innovative campaigns.
- **The Webby Awards:** submit work in Social Content Series and Platform Specific Excellence categories.
- **Digiday Awards:** submit for Best Social Campaign, Best Branded Content Series, Best Use of Influencer Marketing
- **Shorty Awards:** enter best in Social Media Marketing and industry specific categories.
- **AdAge A-List:** submit for International Agency and Social Media Agency recognition to build industry credibility.
- **The Drum Awards:** enter for social Media Team of the Year / Best In-House Team



Awards Strategy

Case Study Development

- Create compelling case studies from our strongest client work, focusing on measurable results and innovative approaches.

Submission Calendar

- Develop a detailed awards calendar to ensure timely preparation and strategic resource allocation.

Amplification Plan

- Maximize the impact of wins through PR, social media, and direct client communications.



Priority #3: Content Marketing



Content Marketing & Thought Leadership

Establishing *Confidential* as a leading social-first agency in the US requires showcasing expertise, innovative work, and industry insights.

Key Content Pieces:

- Develop and distribute high-quality case studies and client success stories highlighting innovative social campaigns.
- Craft thought leadership articles, and commentary for industry publications and social platforms.
- Regular newsletters featuring agency updates, insights, and industry trends.

Why? Builds credibility, attracts new clients, and positions Born as a pioneering voice in social-first marketing.

Content Marketing



LinkedIn Thought Leadership

Develop a robust executive visibility program showcasing our team's expertise through regular articles, trend analyses, and industry commentary. Content will emphasize our social-first perspective while highlighting successful case studies and industry insights. Goal: More U.S Specific Content.



Video Case Studies

Create compelling video case studies for Instagram, TikTok and LinkedIn featuring client testimonials and behind-the-scenes creative processes. These will demonstrate our capabilities while providing easily shareable content for both prospects and existing clients.



"Social First" Newsletter

Launch a monthly email newsletter featuring original research, trend analyses, and exclusive insights. Serve as a lead generation tool while positioning *Confidential* as an essential resource for marketing professionals navigating the evolving social landscape.

Content Strategy Distribution & Measurement

Platform Strategy:

LinkedIn will focus on thought leadership and business impact.
Instagram will showcase creative work and agency culture.
TikTok will highlight behind-the-scenes, platform-native content.

Each platform will get tailored content.

Measurement Framework:

Beyond views and shares, we'll track qualified leads, pipeline influence, and client retention to connect content to business results.

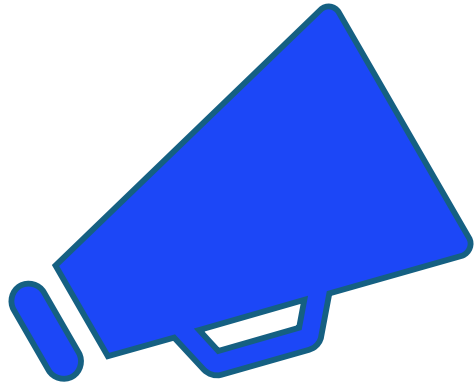
This lets us optimize continuously for what works best.



Building Internal Visibility & Culture

- Strong marketing doesn't stop at external campaigns.
- Internal marketing will be key to building culture, maintaining cross-team visibility, and unifying our global brand.
- **“This Week at *Confidential* Reels / TikToks**
 - Quick, weekly roundup videos from the US office - client shoutouts, pitch wins, birthdays, behind-the-scenes shoots. Keeps content human and energetic.
- **#BehindTheWork Series**
 - Launch a recurring video format on TikTok and Instagram showcasing team members and the stories behind standout campaigns. Turn our best work into mini case studies in TikTok or Reels format - 30–60 sec storytelling from problem > idea > execution > results.
- **Creative POV / “Hot Takes” from the Team**
 - Weekly short video content with team members reacting to trends, campaigns, or sharing a quick insight. Positions us as social-first thinkers - not just executors.

Measuring Success: Key Performance Indicators



- Marketing must deliver measurable impact that fuels Born Social's growth.
- KPIs will track progress across the client journey (building awareness, driving engagement, and converting prospects)
- Focus on data that informs smart decisions and optimizes our strategy for **maximum business results**.
- **Organic traffic, impressions/views, follower growth, social engagement, newsletter sign-ups, conversion rate**

Timeline & Next Steps

Implementation Timeline & Next Steps

Successful execution of this strategy requires careful planning and coordination across teams.

This six-twelve month roadmap outlines key milestones and deadlines, ensuring we maintain momentum while balancing resources appropriately.

Working closely with agency leadership, the UK team, and US team to deliver consistent, high-quality execution across all initiatives.

Phase 1 (Months 1-2)

Set goals and KPIs. Build a content calendar. Audit existing content. Identify key events and award opportunities. Align on messaging and resources.

Phase 2 (Months 3-4)

Launch LinkedIn thought leadership and “Social First” newsletter. Release first video case study. Submit to top awards. Secure event participation. Host first Social Session.

Phase 3 (Months 5-8)

Attend events like Advertising Week. Share more case studies. Submit second round of awards. Host a second Social Session. Adjust content strategy based on performance.

Phase 4 (Months 9-12)

Prepare for SXSW and Social Media Week. Launch a themed multi-client campaign. Expand Social Sessions. Repurpose wins into PR and sales assets. Review results and refine strategy.

Thank You

Alexandra Dittmar