

DIGITAL MARKETING

SOCIAL MEDIA

There is no doubt the digital environment is becoming increasingly important for brands. It is also becoming more expensive to deploy marketing assets in this medium and due to fluidity, strategies need to be ever evolving.

Black Box has been managing social media on behalf of clients since 2014. We are pleased to announce that we are now offering social media management services to select clients.

We have extensive experience in what works' and the curiosity needed to stay ahead of the pack. We see how social media is developing and know that ROI is getting harder to achieve for brand owners.

B L A C K B O X

It is important that all digital assets work together to take advantage of all opportunities and ensure your brand is presented; in the right way, at the right time, to the right audience.

Black Box offers everything from setting up your social media, to community management, content planning and creation.

BENEFITS:

- We have managed social media activations for over 1000 brands
- Consumer focused
- Align with other brand platforms
- Feeder option for followers
- Experience gained as a "brand" not as a client
- Experienced team with a mixture of ages to reduce "what I like" executions

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REMARKETING

Statistic show that 43% of all online sales comes from remarketing.*

Remarketing is a way to connect with consumers who previously interacted with a brand, product, or category on blackboxreviews.co.nz

From this we can strategically position ads in front of targeted consumers as they browse the web.

This increases brand awareness and conversion rates.

BLACKBOX

Take full advantage of Black Box reviews remarketing capabilities to follow consumers with brand related advertising.

BENEFITS:

- High traffic
- Wide range of products
- Highly profiled consumer database
- Targeting and tracking capabilities
- Focused advertising
- Increased consumer brand awareness and conversion rates
- Widen advertising reach with look-alike groups
- Look alike groups widen the audience from visitors and reviewers to even more potential customers
- One stop location for reviews of thousands of FMCG products
- Campaign management
- Post campaign analytics

* Source - <https://www.criteo.com/insights/power-of-retargeting-computing-high-tech/>