

What If...

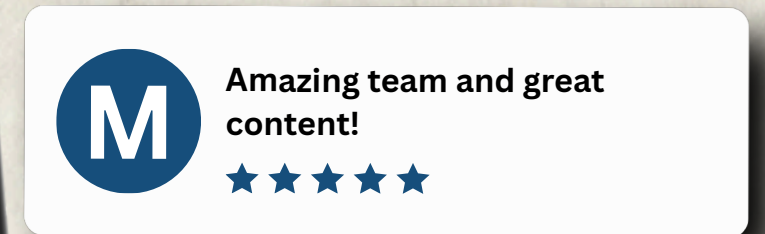
Stop wondering.
Start growing.

Imagine what is possible with
pioneer social.



Table of Contents

- 01 Campaign Vision
- 02 Campaign Goals
- 03 Key Message
- 04 Campaign Deliverables
- 05 Why It Works



Campagin Vision

Every great success starts with one question... **What if?**

A curiosity-driven marketing campaign that encourages utilities to **imagine what's possible** when they partner with Pioneer Social.

Every utility, broadband provider, and organization has wondered:

What if our social media performed better?

What if we had more time?

What if we actually knew what our analytics meant?

What if someone handled engagement for us?

Pioneer Social answers those questions!



Campaign Goals

This campaign is designed to drive meaningful connections, demonstrate value and **deliver measurable success for our partners.**



Increase awareness of Pioneer Social



Generate qualified leads



Showcase Pioneer Social's services



Position Pioneer Social as a strategic marketing partner



Demonstrate measurable client success



We invite potential clients to
imagine a better way to manage
their communications, then
demonstrate how **Pioneer Social**
makes that **vision a reality.**

Pioneer **SOCIAL**



Three Carousel Content Ideas

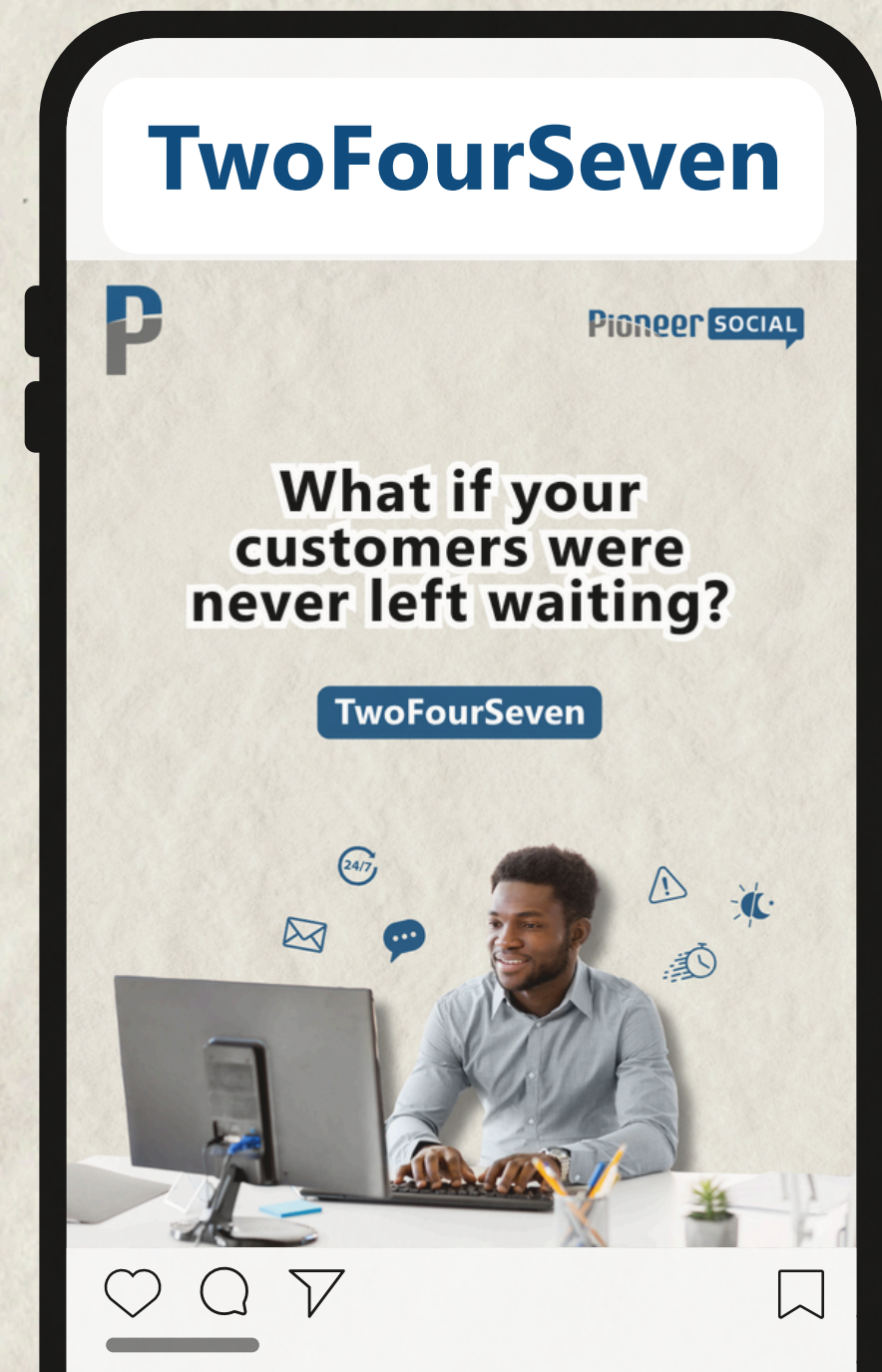
01



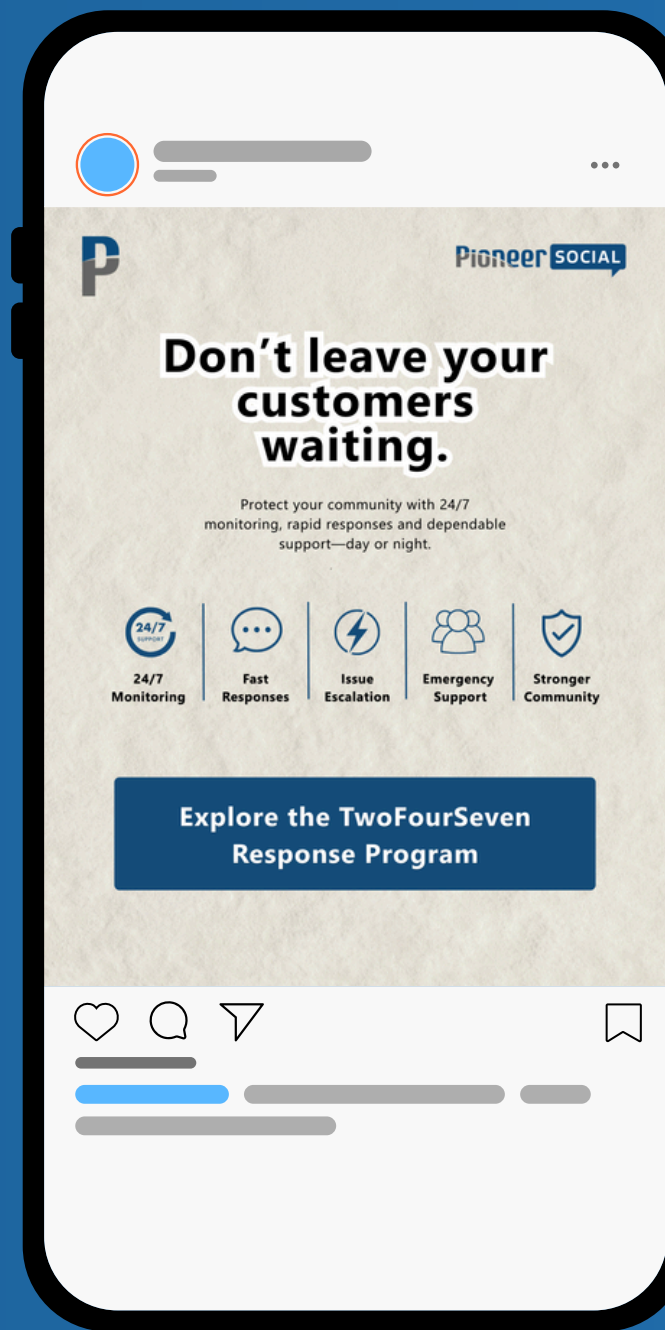
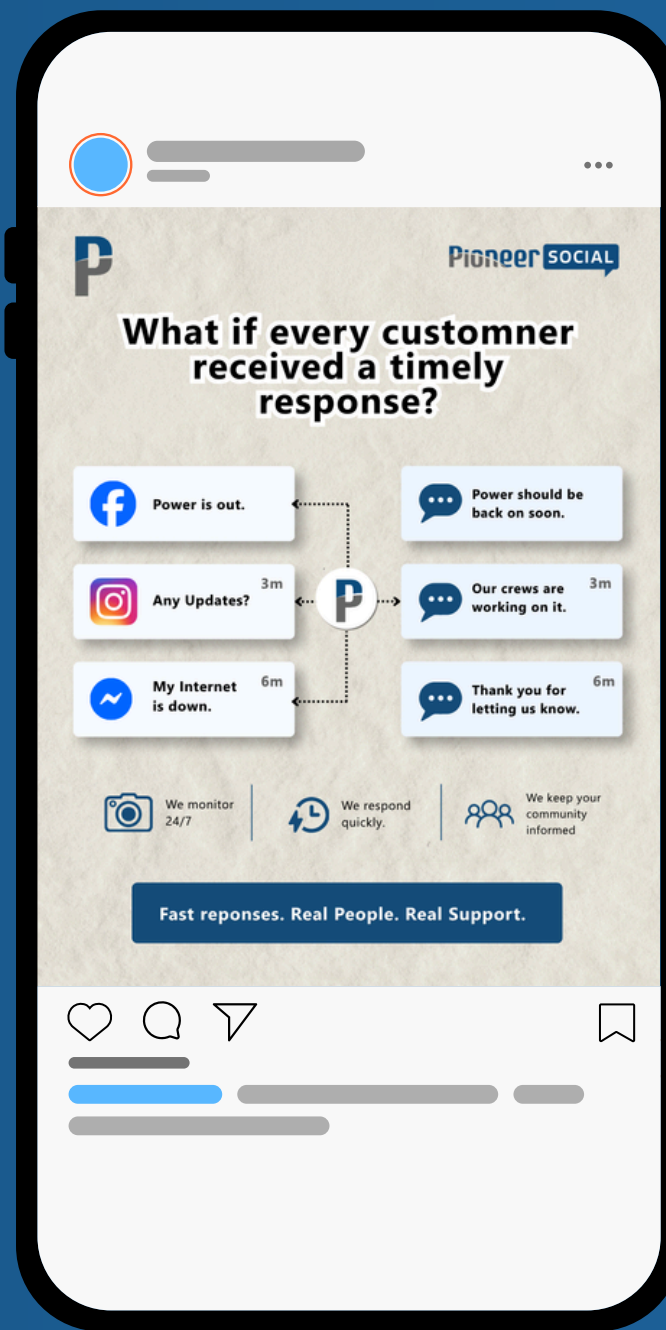
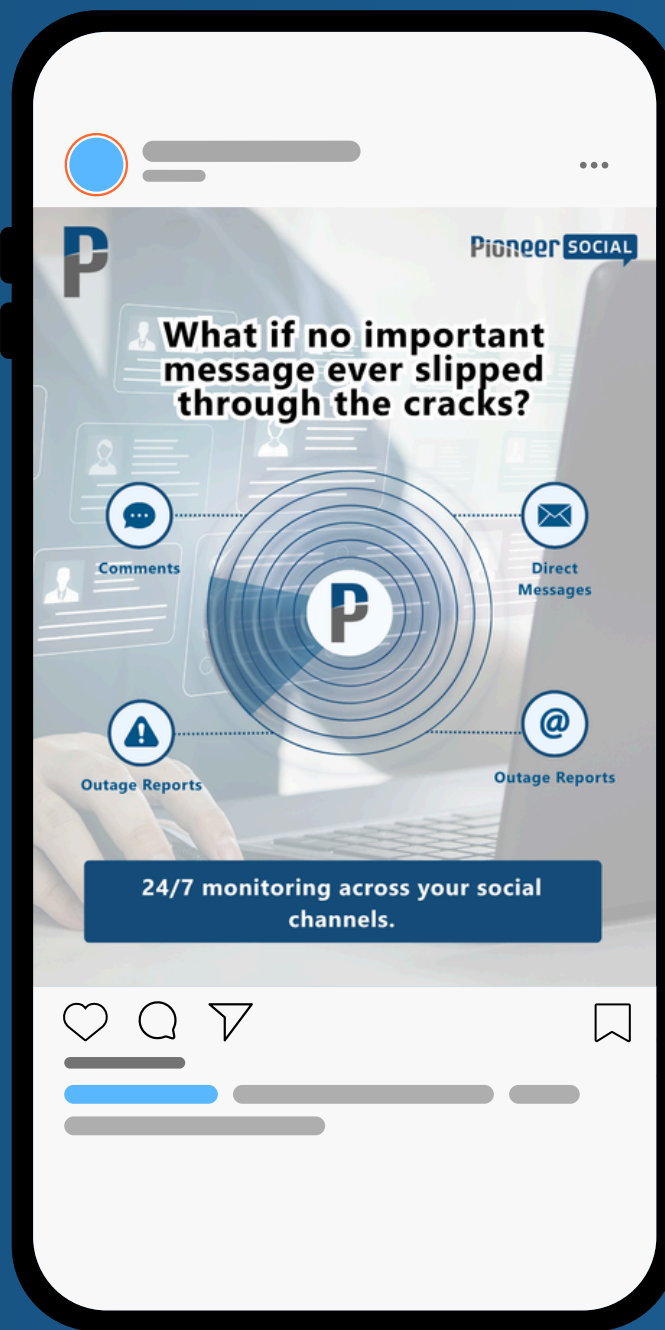
02



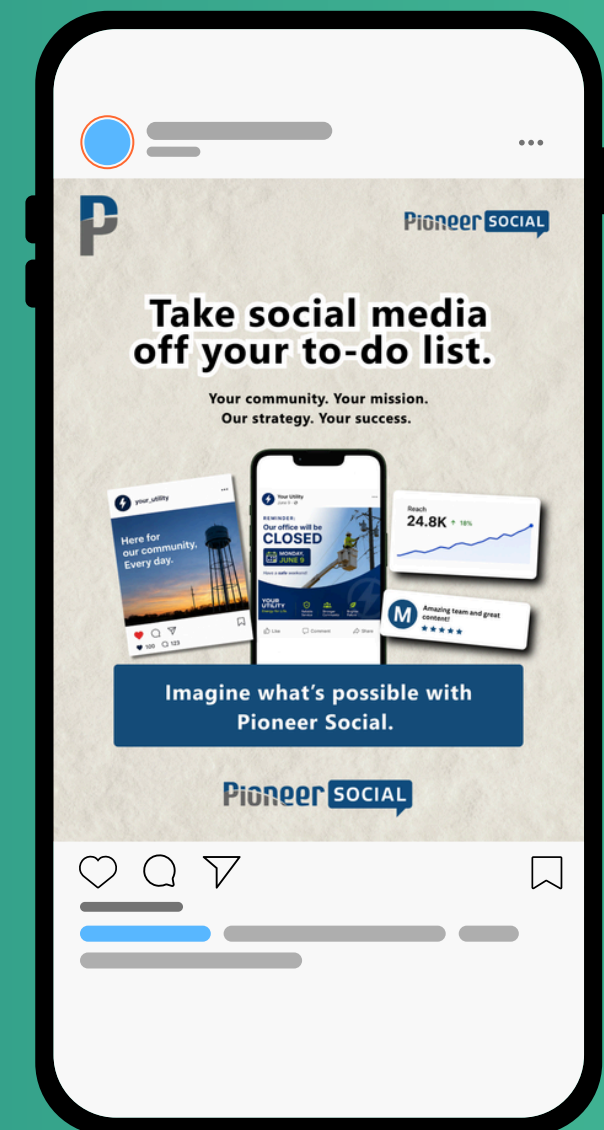
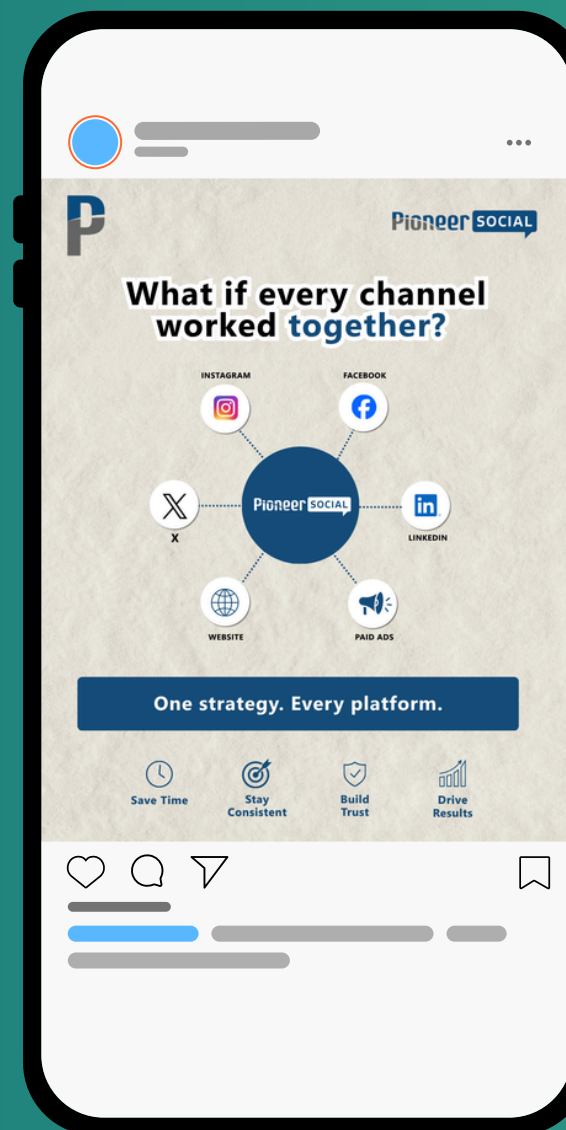
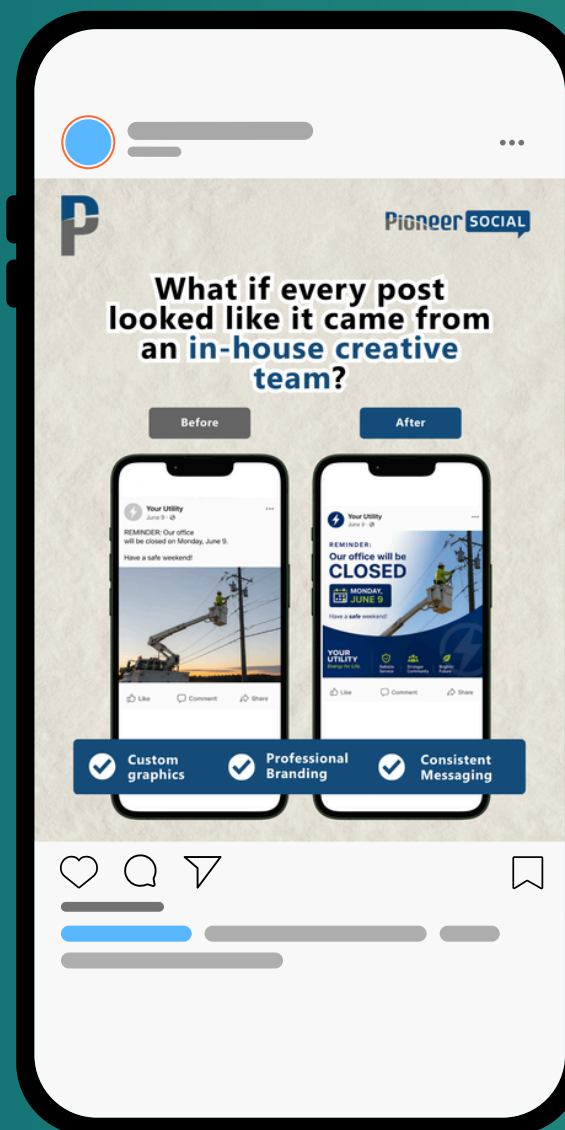
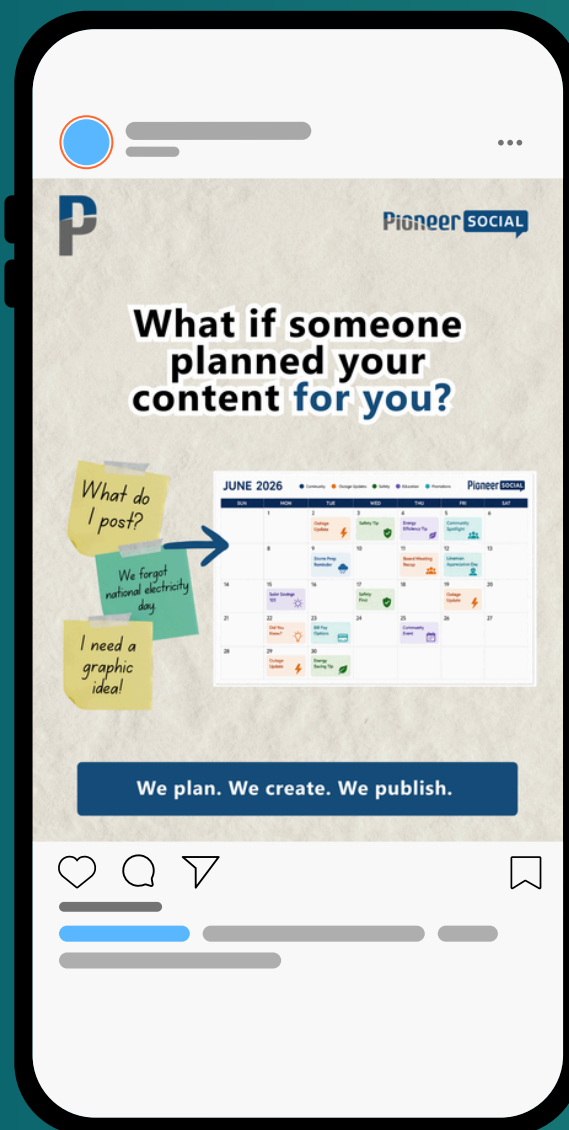
03



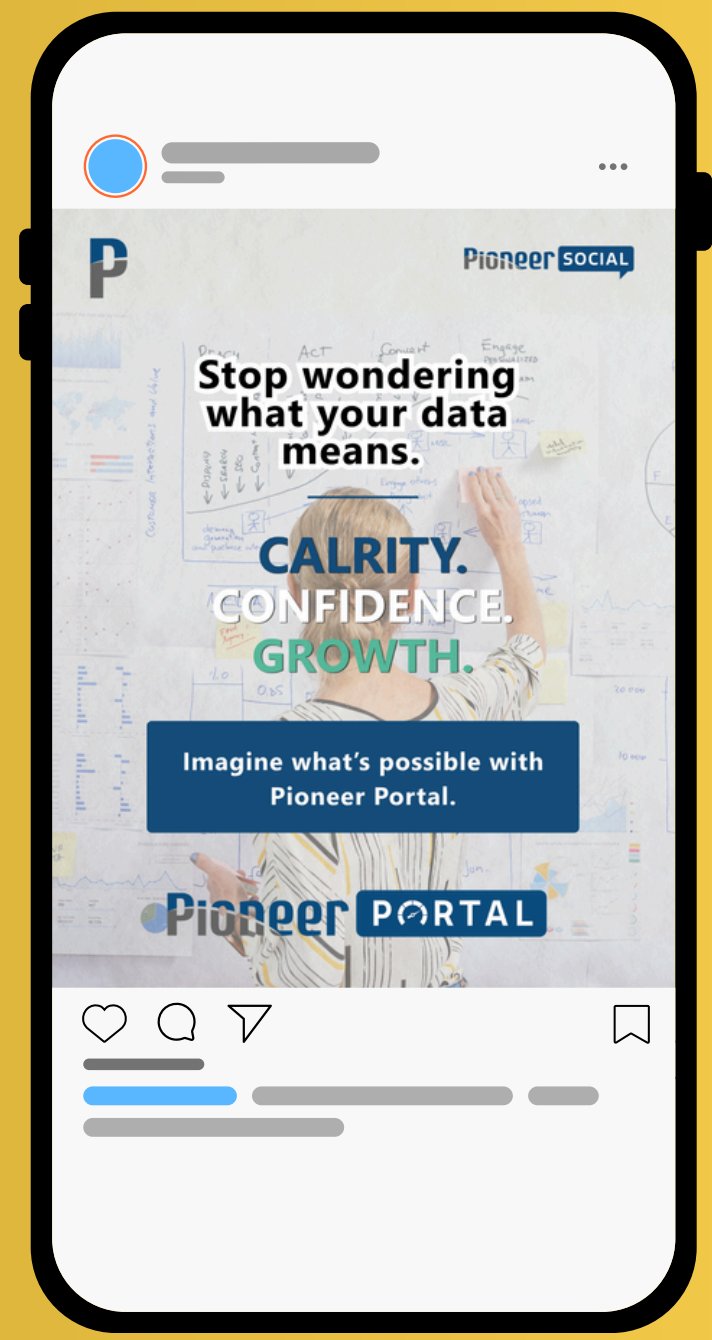
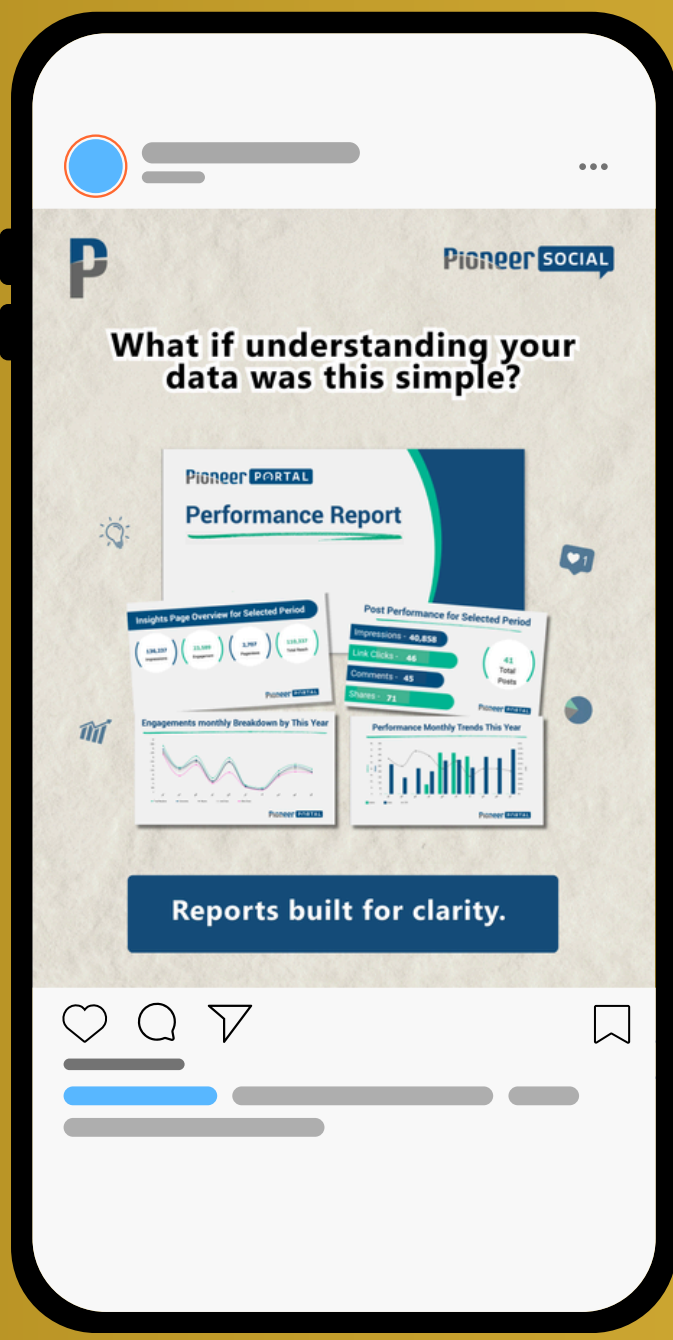
TwoFourSeven



Pioneer SOCIAL



Pioneer PORTAL



Why This Campaign Works

Instead of selling... it **starts a conversation**.

Instead of talking about Pioneer... it **focuses on the potential client's goals**.

Instead of listing services... it **demonstrates possibilities**.



Curiosity driven messaging.



Client focused storytelling.



Flexible across every marketing channel.



Easy to adapt to every pioneer social service and more.



Memorable, simple and scalable.

