

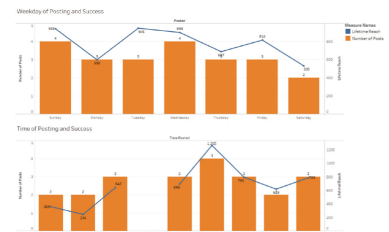


### WHO WE ARE

Established in 1999, TR Data Strategy was founded on the idea that data, combined with insights and execution, can transform all aspects of an organization. Working with diversified clients from the biggest box retailers in the world to manufacturers, startups, investors, and professional services firms, our approach and methodologies are the same. **The goal is always bringing measured value to our clients.**

### OUR SOCIAL MEDIA SERVICES INCLUDE

- Analyzing Current Content/Posts
- Assessing Handles, Bios, & Overall Brand Presence for Consistency
- Evaluating User Experience and Visual Appeal
- Segmenting Audience, Comparing to Target Audience
- Creating/Refining Content & Messaging Based on Marketing Goals
- Developing a Strategy for Various Platforms
  - Focusing on platform(s) where target audience spends most time
- Ongoing Analysis
  - Ensuring proper messaging sent at ideal days/times
  - Tracking followers and engagement
  - Monitoring competition within industry



### IS YOUR ORGANIZATION DATA DRIVEN?



#### Let TR Data Strategy Help You:

- Target Your Audience
- Send the Right Message
- Be More Efficient with Resources