

## CORE CAPABILITIES

- Sarah Best Strategy is a digital marketing agency that focuses on social media and Google search engine optimization (SEO). We have WBE/WOSB certifications and work with clients nationally.



- **Social Media Marketing:** retainer-based social media management solutions
- **Social Media Paid Advertising** on Facebook, Twitter, and LinkedIn
- **Email Marketing** and **Search Engine Optimization (SEO)**-Optimized Copywriting
- Independent **Audits of Social Media Programs and SEO Programs**
- Cross-Team **Content Planning Sessions** for social media
- **Social Media Strategy** and **Campaign Implementation Planning** for teams
- Social Media, SEO, and Digital Marketing **Team Trainings** and **Skill Assessments**

## PAST PERFORMANCE / CLIENTS SUPPORTED

- **ComEd - An Exelon Company:** As a subcontractor to Birk Creative, completed a social media audit, presented social strategy, and facilitated a cross-team content planning session to improve collaboration, solve workflow challenges, and build customer goodwill ahead of storm season.
- **Nature Conservancy:** Conducted an audit of global social media program, encompassing 150 social media accounts and 60 social media managers, and created a roadmap to prioritize and achieve goals.
- **ONVI:** For a dental tech start-up, achieved 30-60% fan growth month-over-month, yielding 40k website visits, 1000+ leads, 70 pre-launch customers, and 1.5M social impressions (paid and organic).
- **Fortune 500 Pharma Company:** As a subcontractor to Wellness Amplified, achieved 14M+ impressions and 85k+ engagements through \$35K paid social campaign.

## DIFFERENTIATORS

- Unique focus on working with in-house teams to improve workflow and results.
- Sarah has won eight awards for her work, including Best Use of a Social Media Platform from *Travel + Leisure*.
- Sarah's work has been featured in *Mashable*, *TechCrunch*, *Crain's Chicago Business*, *NatGeo Traveler*, *Chicago Tribune*, *InBusiness Magazine*, and WGN.
- Tapped to speak at MacArthur Foundation for Social Media Week, twice selected for SXSW.
- Sprout Social MVP Agency Partner, and Mailchimp Agency Partner.

## COMPANY DATA

- **DUNS:** 080619660
- **CAGE Code:** 7VZG5
- **NAICS Codes:**
  - NAICS 541810:** Advertising agencies (Primary)
    - Advertising agency consulting services
  - NAICS 541613:** Marketing consulting services
  - NAICS 541830:** Media buying agencies
  - NAICS 611430:** Professional and Management Development Training
    - Continuing education seminars or conferences
    - Professional development training
- **Certifications:** WBE, WOSB

## AWARDS AND HONORS

- 2018 SXSW Meetup Host
- 2018 Lead Judge Mercury and Destiny Awards
- 2017 MVP Agency Partner - Sprout Social
- MacArthur Foundation Social Media Week speaker
- 2014 Best Nonprofit/Charity and Best Eco/Green Website: Elevate Energy  
International Academy Visual Arts (IAVA)
- 2014 SXSW Meetup Host
- 2011 Communicator Award of Distinction Social Media Marketing  
International Academy Visual Arts (IAVA)
- 2012 Best Use of a Social Media Platform  
Travel + Leisure
- #1 North American Influencer for Social Media Week  
Synthesio
- US Travel Association Speaker
- 2011 Best Social Media Marketing Campaign  
Illinois Governor's Conference on Tourism
- 2011 Silver Award for Social Media Marketing  
North American Travel Journalists Association (NATJA)
- 2010 Communicator Award of Excellence, Social Media  
International Academy of Visual Arts (IAVA)
- 2009 Best Destination Website  
North American Travel Journalists Association (NATJA)



"You know when you play sports against a team that's better than yours, and rather than feel discouraged, you realize that their presence is making you a better player? That's how I felt every time I talked with Sarah, listened to her present her findings, or read her reports. She's so incredibly knowledgeable about social and digital media!"

**- Megan Sheehan, Associate Director Digital Content, The Nature Conservancy**

"Sarah Best Strategy placed LinkedIn ads for my firm, and I found them to be diligent, dependable, responsive, and results-oriented. Easy-to-read metrics that helped us iterate on and refine our message. [Sarah] knows how to target audiences and always sticks to a budget. I would use her again in a heartbeat."

**- Jane Hirt, Marketing Consultant, Origin Investments**