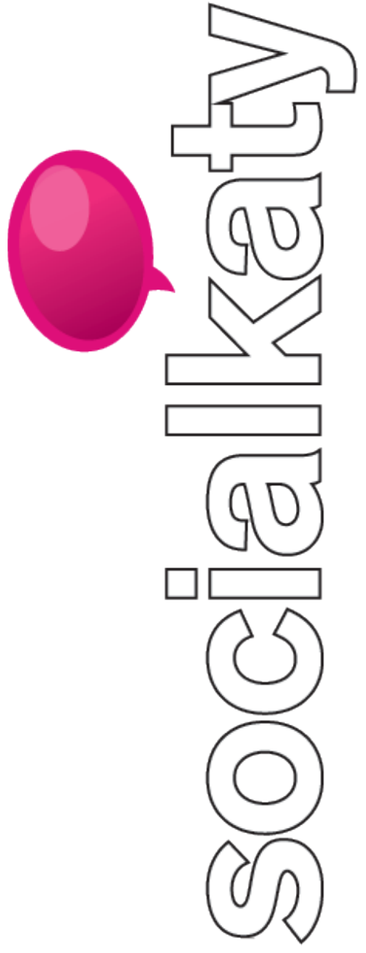

Connecting with consumers in a direct and meaningful way has grown more difficult. Don't let your message get lost in the noise. Create quality content and evoke a response.

SocialKaty, Inc | 116 West Hubbard, Sixth Floor | Chicago, Illinois | www . socialkaty . com

socialkaty

Where I've Been

Travel Website & Application

- *Repositioning*
- *Brand Voice*
- *Community Management*
- *Content Creation*
- *Virality*

Stats:

72,000 Facebook Fans

94,000 Twitter Followers

1.2 Million Inbound Links

Where I've Been is Facebook's largest travel application which allows users to boast the places to which they have traveled. WIB has a user base of over 10 million members and has recently been acquired by travel giant Tripadvisor.

One of the most appealing aspects of the application is the interaction which exists between users in the WIB online community. Prior to SocialKaty, the interaction primarily took place on the WIB homepage and the WIB team needed a partner to expand this communication to the Social Media realm. Increasing brand awareness while keeping a consistent brand voice was a problem for Where I've Been during this transition.

The SocialKaty team positioned Where I've Been's social networks as a travel information communication hub. The content immediately gained traction and engagement increased exponentially.

As the fan pages gained momentum and notoriety, we launched a hashtag on Twitter called 'traveltuesday' which is now used by large travel companies such as Lonely Planet (BBC) and American Airlines. 'Traveltuesday' is now a place where major brands promote travel deals, discounts and promotions. We took the unique concept of 'Traveltuesday' and turned it into an industrywide trend. This once again proves the power of Social Media and the skillset the SocialKaty team possesses.

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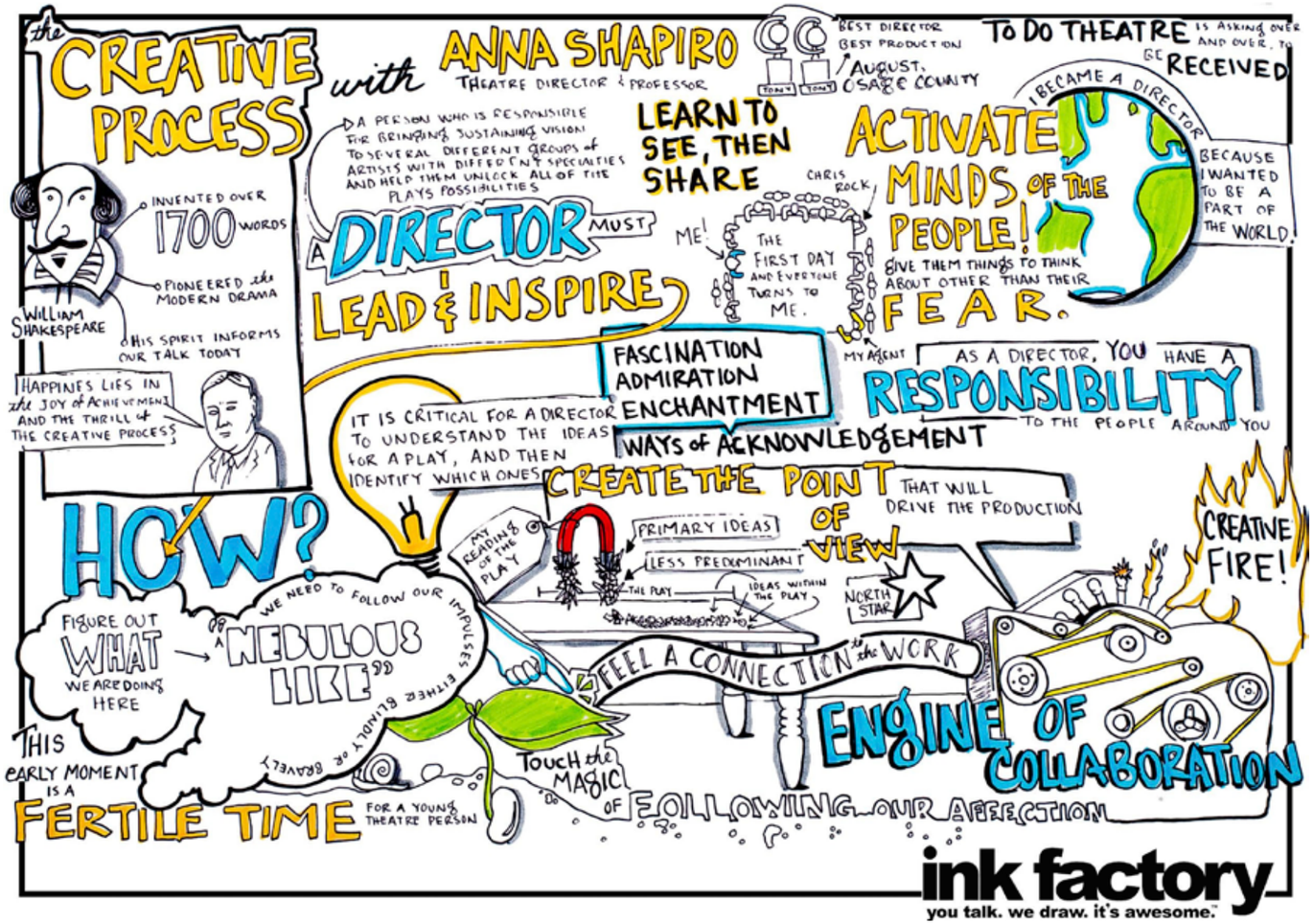

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Chicago Ideas Week

Live Event Promotion

- *Community Management*
- *Brand Voice*
- *Live Event Coverage*
- *Increase Awareness*
- *Increase Ticket Sales*

Founded in 2010 (by Brad Keywell), Chicago Ideas Week is an annual seven-day celebration of ideas, innovation, and community designed to ignite, inspire, connect, and catalyze the Chicago community around great ideas and great people. Chicago's institutions – museums, universities, civic organizations, and others – in partnership with CIW, host notable speakers and achievers as part of a concerted city-wide event that highlights innovation and provocation. Past speakers include: *Bill Clinton, Shane Battier, Mayor Rahm Emanuel and Mayor Michael Bloomberg.*

The team behind Chicago Ideas Week realized the drastic impact of Social Media on promoting a live event. CIW needed a partner with the proper expertise and the creative ability to develop a strategy and execution plan to surround the event.

SocialKaty developed a strategy to increase the size of the CIW online community, increase ticket sales, engage users, provide live community interaction, and make event information accessible. SocialKaty will also be promoting the event while it takes place; interacting with both the speakers and the audience.

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Cardstore.com

Online Retailer

- *Campaign Strategy*
- *Social Public Relations*
- *Facebook Application*
- *Campaign Promotion*
- *Community Engagement*

Cardstore.com is a greeting card retailer that combines online customization with designs from over 70 independent artists. Since 1999, the company has printed over 15 million personalized cards. Cardstore needed help strategizing and promoting and product giveaways.

Cardstore wanted to develop a program which allowed its fans to compose a greeting and send a randomly selected person in the United States a holiday greeting. In return, the sender would also receive a nice holiday greeting from another fan chosen at random. As a part of the promotion, the participant would receive a coupon to Cardstore.

SocialKaty designed a Facebook application that encompassed all aspects of the campaign. By "liking" the Cardstore Facebook page, one could easily compose a message and click "submit". A physical card would then automatically be sent to another randomly chosen participant. Another aspect of the promotion was to raise awareness and drive participation via Social Media.

SocialKaty contacted hundreds of influential bloggers in a variety of fields throughout the blogosphere. The campaign was very well received by these influencers who did not hesitate to share Cardstore's promotion with their following. Upon conclusion, hundreds of cards were distributed and Cardstore's Social Media reach expanded substantially.

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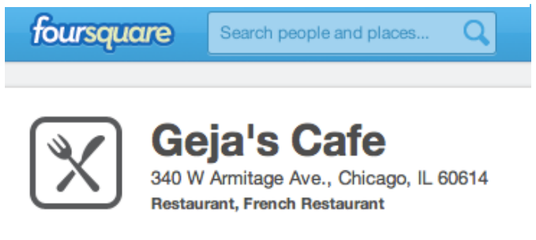
Geja's Cafe
3,713 likes · 139 talking about this · 2,882 were here



Geja's Cafe
340 W Armitage Ave., Chicago, IL 60614
Restaurant, French Restaurant

Geja's Cafe

Restaurant

- *Increase Awareness*
- *Drive Foot Traffic*
- *Campaign Strategy*
- *Facebook Application*
- *Email Marketing*
- *Community Management*

This small romantic fondue restaurant had 45 years of history in Chicago's Lincoln Park neighborhood but relatively no online presence prior to engaging with SocialKaty. Gejas' primary objective was to activate their existing customers in order to spread awareness to new customers.

Gejas required a partner that could effectively identify and nurture lead user relationship. The ability to create online relationships with existing customers is an effective way to gain brand advocates and increase the virality of promotional items. Gejas also needed a partner to develop and manage promotional campaigns which would effectively drive traffic to the restaurant. These promotions needed to increase sales while simultaneously spreading awareness.

The SocialKaty team developed a strategy surrounding these objectives. We designed a Facebook campaign which captured email addresses, incentivized participation, and most importantly brought people to the restaurant. SocialKaty brought the online community size from 0 to over 10,000 members, acquired thousands of email addresses and facilitated countless impressions with potential customers.

socialkaty

Chicago Apartment Finders

Web Based Platform

- *Interactive Lead Generation*
- *Community Management*
- *Increase Awareness*
- *Brand Positioning*
- *Increase Sales*
- *Brand Voice*

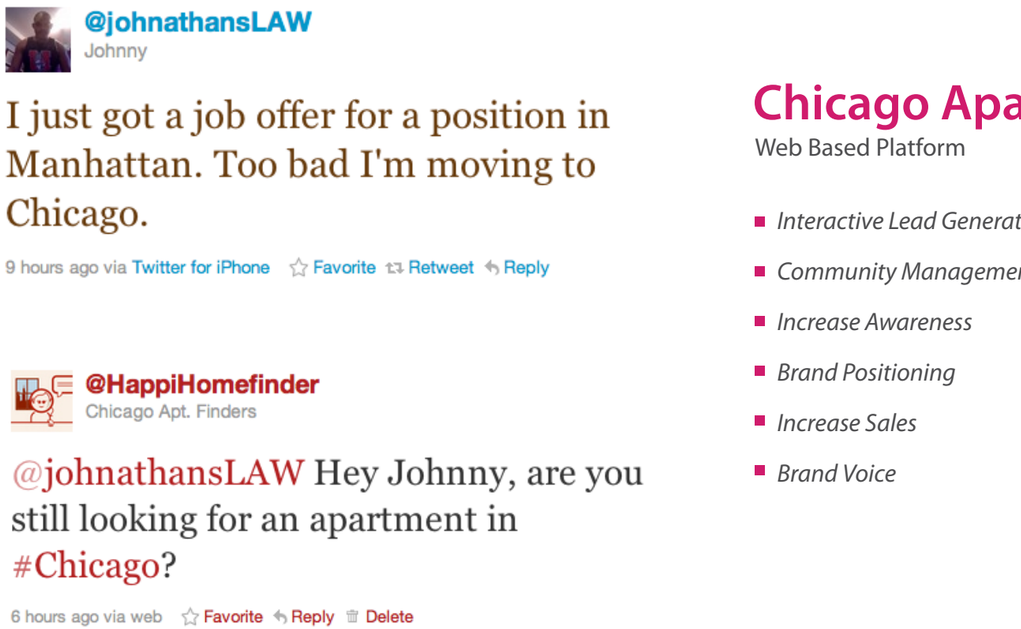
Chicago Apartment Finders is the largest apartment rental service in the city of Chicago. CAF matched over 10,000 people with apartments in 2011. Opening its doors in 2002, Chicago Apartment Finders has since opened up four locations and has hundreds of apartment listings.

Prior to its involvement with SocialKaty, Chicago Apartment Finders had a very small online community. When SocialKaty took over Chicago Apartment Finders Social Media outlets, a few immediate changes were made. We recommended repositioning the brand to assist with CAF's searchability and saw immediate results.

SocialKaty's involvement with CAF has turned Twitter into more than just an information outlet - it has become a discovery tool for finding new clients. SocialKaty has developed a marketing tool titled "Interactive Lead Generation". Engaging users on Social Media can directly result in sales and we have proved this theory. Many of these direct interactions have provided leads for CAF. We also take care of the legwork involved with setting appointments with their sales staff.

Not only is SocialKaty positioning Chicago Apartment Finders as the #1 apartment search service in the City, we are helping them grow their business on a daily basis.

Searched Twitter for the phrase "moving to Chicago":



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iGive

Web Platform

- *Facebook Application*
- *Brand Voice*
- *SEO*
- *Blog Design*
- *Content Creation*
- *Campaign Strategy*
- *Community Management*

Launched in 1997, iGive is a web based platform which enables consumers to shop at online merchants while directing up to 26 percent of every purchase to support their favorite causes. Now delivering charitable shopping opportunities to over 400,000 consumers, iGive makes donations to more than 45,000 worthy causes. iGive has partnered with over 1,000 of the world's largest retailers including Best Buy, Home Depot, and Amazon.

iGive was looking for a partner who could develop high quality content for all of their Social Media outlets. The ultimate goal of the engagement was to drive people to iGive.com to register for their service. SocialKaty possesses the ability engage both the non profit orgaizations iGive works with and the retailers involved. iGive realized the impact of Social Media on driving user registration and increasing awareness. SocialKaty is experienced in accomplishing these objectives.

The SocialKaty team worked with the iGive web staff to analyze activity, pathway, and conversion rates of the traffic coming to the iGive website. Also, iGive wanted to track which Social Media outlets lead to new clients and the types of content their clients respond to. SocialKaty provided weekly and monthly reports of the increase in user engagement and size of the community. SocialKaty's team also used iGive's Google Analytics to track the number of new clients and the best ways to bring them in.

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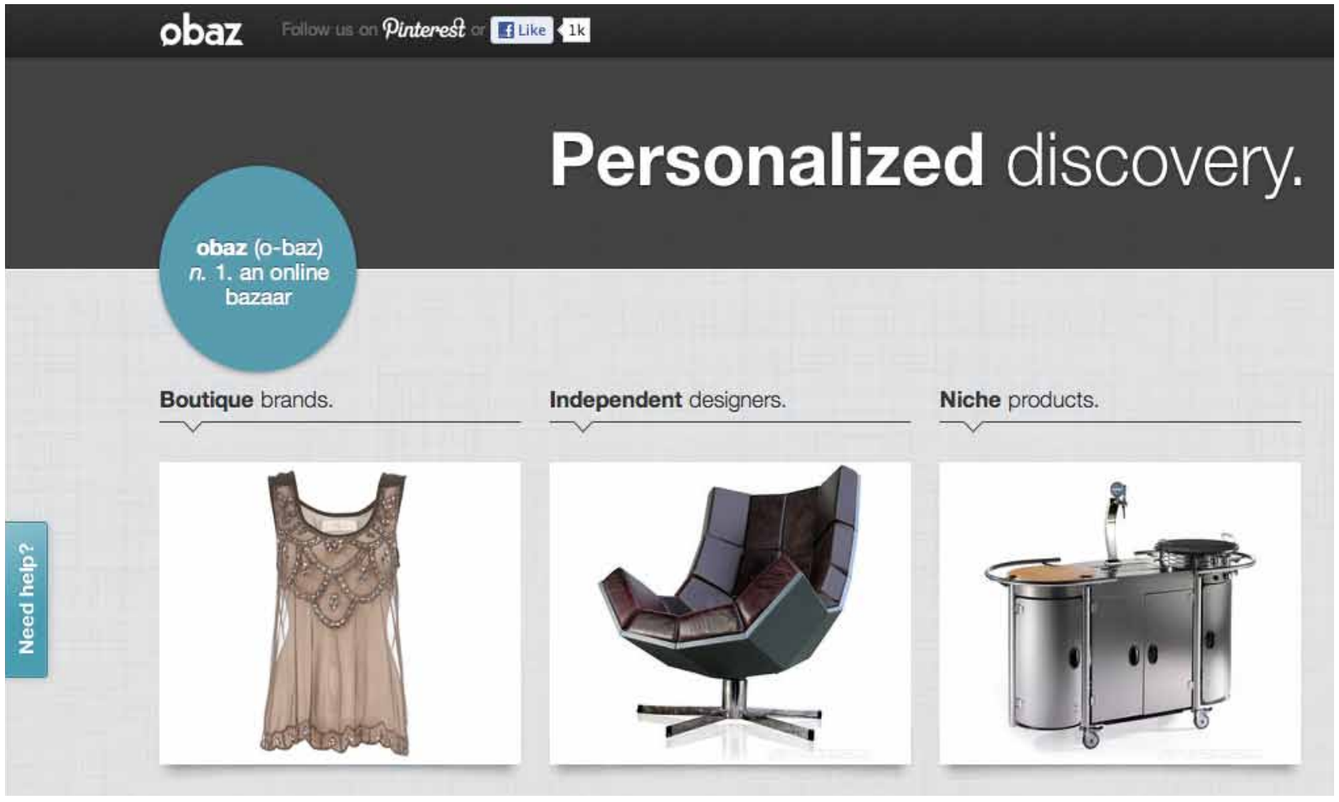

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oBaz

Web Retail Platform

- *User Acquisition*
- *Community Management*
- *Content Creation*
- *Brand Voice*
- *Increase Awareness*

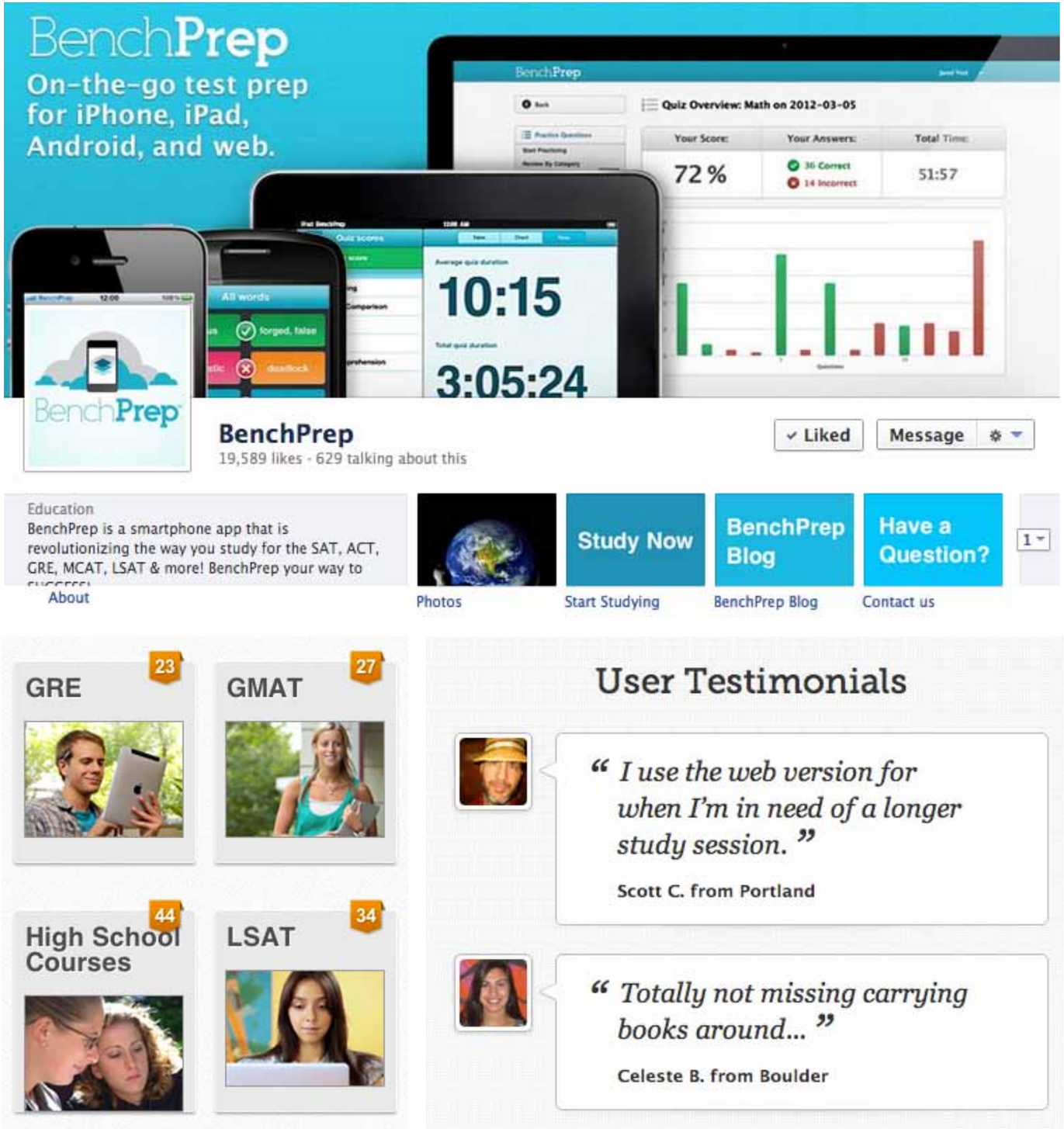
***27th highest reach on all of Pinterest**

oBaz, short for "online bazaar," is the first web-based community to use crowdsourcing and game mechanics to build group buying power around products and services to help members save money on things they really want. oBaz is free for members, and it offers businesses a unique opportunity to reach an audience with intent to buy with zero cost.

As a new e-commerce site, oBaz faced an incredibly saturated market of deal sites, specialty retailers, and independent designers. The amount of online "noise" from competitors makes breaking into this market quite difficult. oBaz required a partner who could create high quality content which would stand out amongst the competition and would generate website traffic.

SocialKaty was able to solve their problem by finding the Social Media channels which best fit oBaz's goals and model. SocialKaty was able to predict the explosion of Pinterest and use it to the benefit of our clients, including oBaz. During our Community Growth project with oBaz, the number of registered users on oBaz.com went from 5,000 to 62,000 in a period of 90 days.

From this case study one can see the power and explosiveness of Social Media. The online community has a tremendous impact on user registration numbers which will benefit any web platform.



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BenchPrep

Website & Application

- *User Acquisition*
- *Campaign Strategy*
- *Community Management*
- *Content Creation*
- *Brand Voice*
- *Increase Awareness*

BenchPrep is an educational smartphone application that is revolutionizing the standardized test prep experience! BenchPrep provides best-in-class test prep content, packed with interactive and engaging features which can be accessed on the web, iPhone, Android, iPad and Kindle. This groundbreaking cross-platform app experience allows users to study using a robust, interactive and social interface.

BenchPrep came to SocialKaty before its initial product launch in March 2011. The executive team at BenchPrep needed a partner with the ability to provide personalized social customer support and build up a vast social media community of engaged users. The SocialKaty team worked to create Facebook campaigns based on a series of promotional codes and invite-only previews of the product that translated to rapid fan growth of over 1,800 new Facebook fans in the span of one week! The SocialKaty team continues to perform personalized outreach as the BenchPrep brand expands and diversifies, while also keeping current fans highly engaged on a daily basis.

Since its launch, BenchPrep as accumulated approximately 200,000 registered users in over 20 countries. BenchPrep’s Facebook community went from zero to an ever expanding community of over 20,000 members and social media is playing a vital role in creating brand awareness and converting fans into BenchPrep customers.

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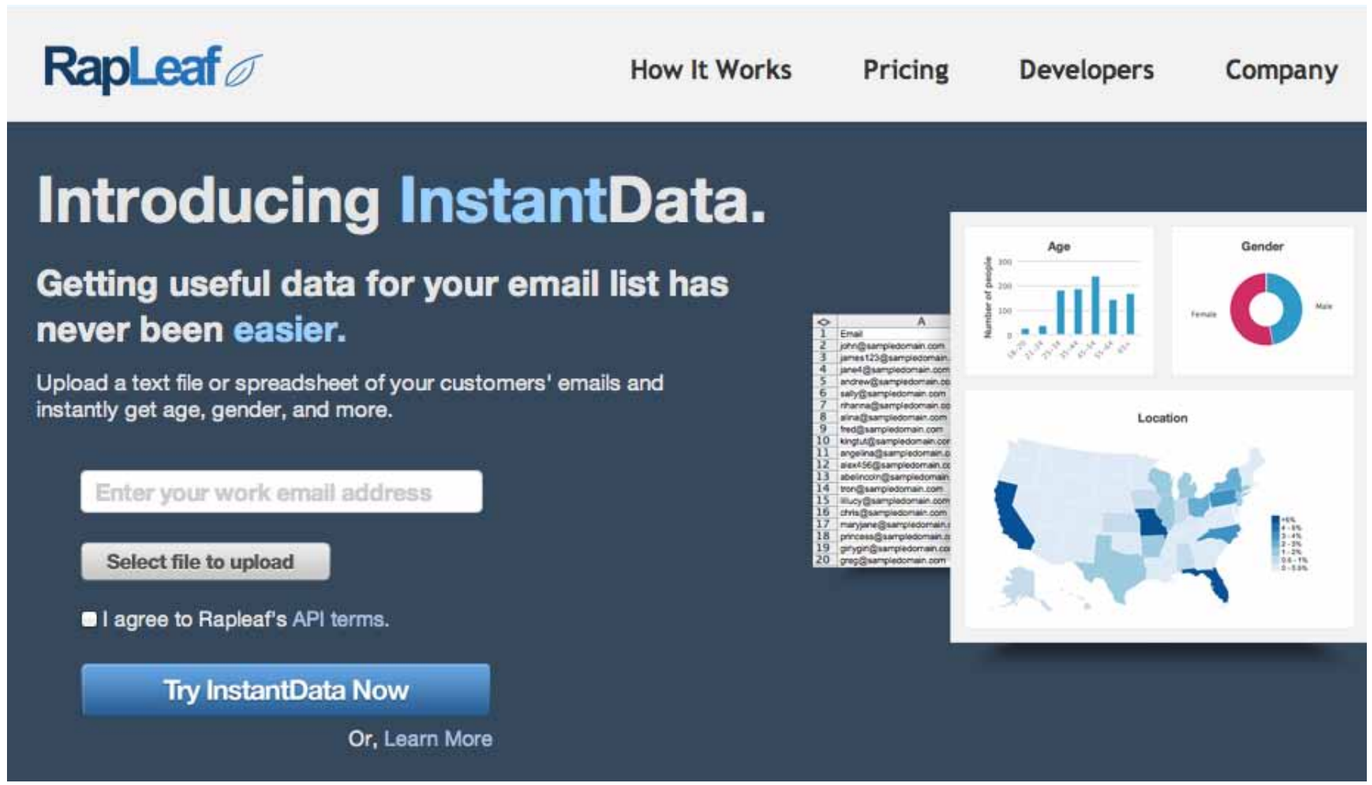

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Rapleaf

Email Marketing & Personalization

- *Social Public Relations*
- *Repositioning*
- *Community Management*
- *New Product Promotion*

Rapleaf helps companies personalize customer interactions with real-time data insight. As a data driven organization, Rapleaf instantly appends demographic information, interests and more to a given email address. Businesses use this instant insight to better understand their customers so they can personalize deals and offers.

Rapleaf received some negative press surrounding a Wall Street Journal article discussing their product's intrusiveness. RapLeaf needed a partner who could engage the community on their behalf and reposition the brand as an industry expert in the customized data field. Rapleaf reached out to SocialKaty to assist in the promotion of both new products and in establishing a new company message surrounding "personalization" for online and offline experiences.

Transparency and honesty is key when approaching a crisis. SocialKaty responded on behalf of Rapleaf, defusing any negativity and providing a positive spin on the story. SocialKaty used Twitter, Blog, and Facebook to deliver positive customized responses during these conversations to showcase the benefits of RapLeaf's products. During the engagement, SocialKaty was able to drive public sentiment away from negative conversations. RapLeaf's new image encapsulated a company that is fun, trust-worthy, fast-growing, and transparent.

Personalized Emails

Customize emails to each member of your audience. Use gender, location, and interests to write emails that are meaningful and relevant.

Audience Analytics

Learn about your audience. Analytics can tell you a rich story about your loyal users, and help you understand who is using your product.

~50ms response times

70% fill rate

1B+ requests / month

Recommendation Systems

Recommend music, movies, articles, and associates that are interesting to your users. Save their time, and make the best first impression.

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Retailigence

B2B Open API

- *Social Public Relations*
- *B2B Marketing Campaigns*
- *Content Creation*
- *Community Management*

Retailigence provides mobile apps with location-based product availability that guides shoppers along the 'path-to-purchase'. The free and open API allows mobile developers to integrate localized retail stock information into shopping applications. The API powers many popular hyperlocal smartphone applications that help connect customers to the products they are looking for in nearby stores.

Retailigence works with some of the largest retailers in the United States. One of the challenges Retailigence faced was the varied audiences to which their marketing efforts were directed (large retailers, small businesses and developers). SocialKaty proposed a social marketing plan which appealed to all groups while simultaneously acquiring new user registrations. Both of these factors were imperative to the success of the Retailigence business model.

When Retailigence came to SocialKaty, they were looking to create business partnerships. Retailigence needed to encourage small and large retailers to sign-up while also increasing awareness within the application development community. Through a series of B2B campaigns, SocialKaty was able to forge important partnerships through consistent social outreach, media write-ups, speaking engagements and increased overall sales though brand awareness.

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