

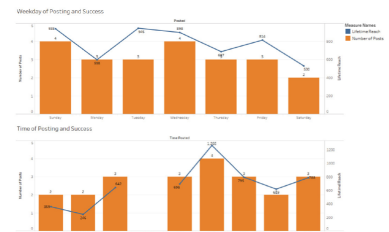


### WHO WE ARE

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 startups to the nation's largest retailers, TR Data Strategy offers a range of services, connections, and industry experience. No matter the industry, the goal remains the same: **to efficiently bring growth and measured value.**

### 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