**MEDIA KIT 2017**

**What Is Social Theorem**

Based in Toronto with virtual offices across the globe, Social Theorem is a niche Digital Media Agency with a focus on restaurants and nightlife. We are experts in customizing your operative social theorem to increase direct sales, traffic and brand awareness.

Social Theorem creates real world connections by merging the good old school handshake with a little modern day tool called The Internet. Our clients choose us because we listen to them and implement strategies that will turn their objectives into creative and measurable realties.



​What we can guarantee you is; Brand awareness, consistent message, increase in sales and repeat customers, enhanced customer service, competitive edge, cost effective strategies, exposure and connections to new client bases.

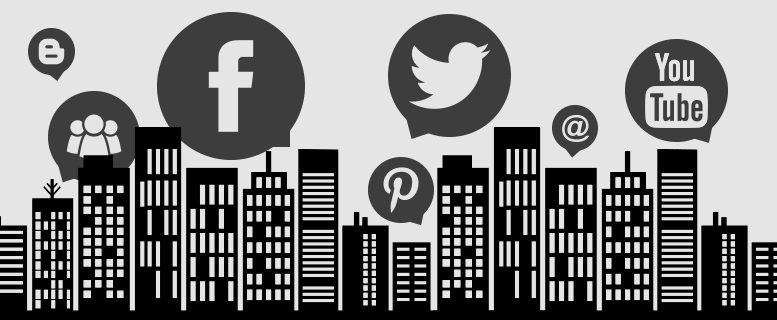
Digital Media has taken a dominant role in our day to day activities, let us take advantage and expose you to your direct consumer base and expand your brand. We’ll show you how to creatively turn your business into a booming one, how to takeover untapped markets and confidently become an innovative leader in the hospitality industry.

**Why Use Social Theorem**

Having an extensive background in hospitality and marketing, we understand the needs of individuals and brands from the hospitality industry. We can deliver better results at lower costs.  Whether it be branding, consulting, social media, strategy development or content creation that is required, we will not only generate greater leads for you but connect you with your customers, some of which, you didn’t know existed.  
  
Would you sell your house without a broker?  
Would you represent yourself in court?  
Would you do your own corporate taxes and filings?  
Would you plan your own wedding?

Digital Media, like these other examples is a specialty. It is meant for everyone to use and to enjoy but only a few have mastered the intricacies and algorithms that allow for a brand to develop in what seems like an organic way, with subtle hints to buy a product while generating income, leads, data, new costumers, brand recognition and interaction.

Work with professionals that understand not only the technology that is currently available but the ones that are coming and being released each week.  Work with professionals that understand your demographic, their patterns, their wants and needs and most importantly, how to translate that in more business for your company.  Work with professionals that do not use third party software, that care about your image & brand, that creates custom content relevant to the times and demographic you are seeking.  Work with professionals that not only understand Digital & Social Media but your industry as well, that understands what owners, managers, staff, customers go through while also understanding the cost/profit ratio of your business, knowing that every dollars is important.



Become a leader of your industry, become a household name in your market, be the new standard, increase your business and revenues, expand your business, work with Social Theorem and accomplish new markers for your business.

Our missions is to spread your word. What are you waiting for?

**Social Theorem Statistics**

Digital Media is not about quantity, it is about quality. We are often asked how can one of our accounts (which has 6000 followers) be better than another account (which has 20,000 followers), our answer is simple, our 6000 followers are engaged, interested in the product or service sold and the right demographic for the company/brand. Same applies with website visits, people boast about tens of thousands of views a month but never analyse their data to notice that they have an 80% bounce rate.

Quality is key and our stats not only speak for themselves, they generate income.

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| *Number 1 position in growth, reach and engagement within direct local competitors* | |
| * 400% average increase in online reservations for restaurants * 250% average increase in online guest list for nightclubs * 600% average increase in online VIP reservations for nightclubs * A $2.72 customer acquisition average rate for restaurants | * Average ROI of 8.3:1 between all current customers * Over 2M in corporate bookings for clients on 3 continents in 2016 * Average increase of revenue of 23% between all current customers * A $3.21 customer acquisition average rate for nightclubs |

**Why Social Theorem Is The New Standard**

* We are a 360 degree service company, you are not patching parts together and everything is fluid, concise and precise.
* We do not use 3rd party software, automated algorithms or generic content. Content and strategy is adjustable in real time, reactive, current and effective.
* Each venue/brand, including different locations of the same brand, have different needs, why would a cookie cutter solution work equally well for each? STC offers custom and tailored solutions based on the needs and goals of each location.
* We use existing platforms and tools and adapt them to an industry, creating creative new ways to broadcast a message, brand or product to the target demographic.
* Our data collection, reporting and implementation is at the forefront of the industry.
* We only work with specific industries, industries we understand, have experience with and know consumer trends and standards.
* Anything and everything is custom and tailor-made for the costumer, their brands and company.
* We are a negative marketing expense. Meaning that we not only create, manage and make a brand a household name, we generate direct measurable sales, income and profit on the said expense. We cut down other marketing costs and have a direct correlation between results and investment.
* You get a team of experts, not just a person without the overhead, responsibilities and burdens that come with hiring internal staff.
* We get new plugins, apps and tools first.
* We operate in English, French and Spanish.
* We are global.
* We guarantee a 6:1 ROI

