



DONE!

VIRAL & SOCIAL MEDIA COMPANY



**DONE! 3.0
IS THE
BRAND NEW
VIRAL
MARKETING
BUSINESS
UNIT
BY
DONE!
GROUP**

Its aim is to create **web strategies** and **engagement capital** using the most advanced **viral marketing** tools and platforms (viral or social videos, contests, polls, applications, social media, blogs etc.) to influence and capture fans for any brand.

Our approach is based on **advertaining** and on engaging the audience with viral contents on social networks.

*“The
medium
is the
message”*

- M. McLuhan -



DON3!0 TOOLS

OUR TEAM IS A GREAT
MIX OF EXPERIENCED
CREATIVE PEOPLE, WEB
MARKETING GURUS
AND A BUNCH OF
INTERNATIONAL YOUNG
INTERNET TALENTS.

SPREADING

Through a Social Media Strategy we use several tools to spread the message across the web. In order to help the digital **word-of-mouth**, we use web tips to spread our content in a non-massive way.

Social Media profiles, bloggers, twitter followers from our network, help us in this important part of a Social Media Strategy.

TRACKING

Is your campaign working? How many users is it reaching? How old are they? These and many other questions could find answers and suggestions using our tracking tools. We **constantly analyze** our sites, videos, SM profiles in order to verify if everything is following the strategy.

This tools let us show the client how his money is spent in real time.

At the end of the campaign, using our analytics tools, we are able to verify if the goals that we were supposed to reach are, in fact, reached.

SEEDING

(Organic seeding & quantitative seeding, integrated by a constant adjustment)

In order to spread our content we analyze and choose the right place to “seed” our links (organic seeding). We analyze the most compatible and strategic sites, blogs, forums and social pages where let grow our campaigns.

This tools allow us to create “**buzz-word**” around our content. The many seeds you seed, the many users view your message.



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SEO, V-SEO & YOUTUBE-SEO

Search Engine Optimization is a important tool if you want get your message in the first positions of Google and others search engines web sites.

We use this technique in order to place our videos in the first position of a search query in Google or Youtube.

SOCIAL & VIRAL VIDEOS

Social Media Strategy must have: social video. A video, with specific parameters in time, content and creativity that create a strong engagement with users who are going to share it in a **spontaneous** way.

Creativity, producing, editing and publishing.

TREND ANALYSIS

Who is the most cool Youtuber of the moment? Which is the most red blog? What is the coolest thing in the web?

We can answer to all this question thanks to our team, witch constantly surf the web in order to create a updated trend archive.

Using this archive, we are able to create, correct or modify a perfect web strategy for our clients.

GEOMARKETING

Facebook places, Foursquare, Gowalla and others GPS application are an useful and funny way to spread our message and create engagement with users.

This allow us to create a users-database that can be used for future strategy or just like an helpful archive for our clients.



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APPS

Our team is able to develop application (even Facebook application) for our companies, compatible with every smartphone and tablet.

CONTENT MANAGEMENT

A specialized team of **social media specialists** constantly manage our social platform posting quality and strategic content, answering directly to users and create buzz around our profiles. This allow us, and our clients, to create a constant dialogue with users, especially consumers.

WEBSITES

Design, develop and uploading branded websites.

MICROBANNERS

Design and sharing strategy for web banners for our clients.

NETNOGRAPHY & KPI

Quality analysis using **anthropological** tools such as thick description or data interpretation in order to give costumers and products insights, witch are a very useful for a strategy plan creation.

This science let us know the Key Performance Indicator of a particular brand or product.

E-COMMERCE

We customize and develop e-commerce sites.



FRESHEST PROJECT

WHO

Nike Spain

WHY

- 1) Re-connecting with feminine online media and blogs (sports / lifestyle / health & wellness);
- 2) Identify key people and digital media influencers: contact / loyalty. Generate coverage and visibility in message and materials FREE online;
- 3) Reconnect, Engage & Communicate, amplifying.

WHERE

Online

Facebook, Youtube, Twitter, Bloggers.

Offline

Nike FREE Truck. Flashmob in Barcelona where people can see and try the new shoes by Nike. Special Guest: Alba Torres, world champion basketball player.

WHAT

- 1) Material selection;
- 2) Upload all the material in a Youtube Channel;
- 3) New formulation/adaptation of two press releases (Lifestyle and Sports);
- 4) Selection of 60 media for shipment, approved by the brand;
- 5) Send the material to all media, recall, follow-up;
- 6) Call for action FreeTruck BCN (12 Media);
- 7) Recording and editing three exclusive videos for MarieClaire, Cosmopolitan and El Mundo Deportivo + one general video action;
- 8) Negotiation FreeTruck material with the means to achieve maximum impact on publications;
- 9) New shipment of material, recall, follow-up;
- 10) Weekly Clipping;
- 11) Selection of other blogs 20 / 2 + Potential magazine action (sent to the brand for approval).

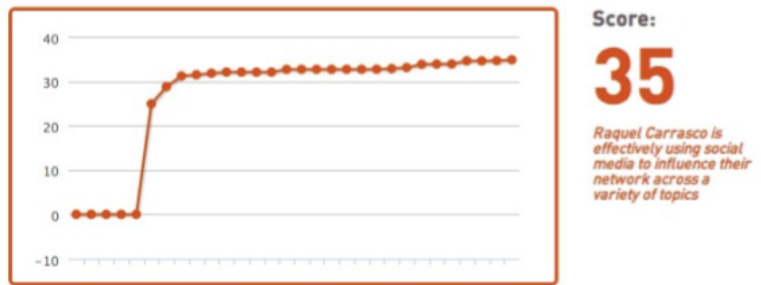


FRESHEST PROJECT RESULTS

Online

With blogs it is necessary to establish an ongoing relationship. Material has been obtained very high quality blogs that have participated in the action of Free Truck.

This result of "clipping pure" must be added to the comments generated, and the spreading Klout obtained.



We can see very clearly the results of the online campaign through another analysts, who detected an increase in clicks and traffic related to the word "Nike Free in Spain" during the campaign period . (Source: Google)



Offline - Nike Free Truck

Nike Free Truck action has had a good impact, highlighting the importance of responding to the request for "something different to tell," that is unique to the online media respect the offline.



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