

The use of web-based and mobile technologies to turn communication into an interactive dialogue that brings your user closer to your intended goal. In this day and age, the most important aspects is relating to your consumer.

Social media can take on many different forms, including Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.

By analyzing identity, conversations, sharing, presence, relationships, reputation, and groups, AGENCY312 can monitor and understand how social media activities vary in terms of their function and impact, so as to develop a congruent social media strategy based on the appropriate balance of building blocks for their community.