

BRANDVERGE PROVIDES SOCIAL MEDIA AGENCY, SOCIALFLY, WITH A ONE STOP SHOP FOR POTENTIAL MEDIA PARTNERS

Challenge

Socialfly is a women-owned and led, social-first advertising agency specializing in helping brands reach women audiences across social and digital platforms. Socialfly services their clients by providing audience-driven social strategies, effective social-first creative content, paid media buying and planning, and full scale influencer activation programs.

Socialfly's client, National Wildlife Federation, was looking for media partnerships that they could trust. They wanted transparency in pricing, and confidence in brand safety. Additionally, they wanted partners who strongly align with the brand's values and mission while also standing out in a competitive digital landscape through custom branded content that they could own and repurpose on their own channels.

Previously, to obtain premium media buys and partnerships on behalf of brands, Socialfly would go through a lengthy process of identifying a potential publisher, learning more about and trying to get in touch with the sales team through their main website.

Socialfly found the process of reaching out to individual advertising partners to be very manual and time consuming. This method required coordination with multiple points of contact at various publications and submitting unique RFPs to each prospective partner, then required multiple follow-ups before reaching a final campaign.

BRIT+CO



Rather than going through a company website contact form and potentially getting lost in a random corporate inbox, SocialFly was able to connect directly with the provider via the BrandVerge platform and had a thoughtful response within the same day.



- Maria Spaling, VP, Strategy & Client Services at Socialfly

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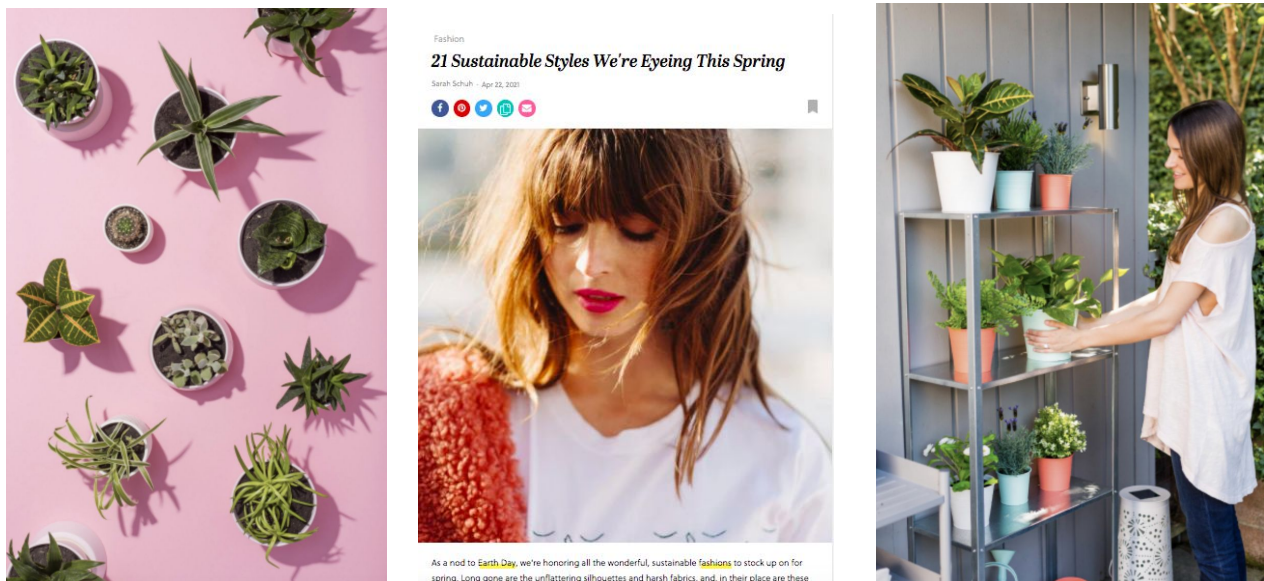
CASE STUDY | 2022

Solution

BrandVerge provided Socialfly a one stop shop to research and connect with potential media partners, allowing them to “window shop” multiple proposals easily in advance of starting conversations to help narrow down potential partners the client's goals and objectives. BrandVerge made it incredibly easy to search and filter partner opportunities based on specific criteria, like audience, vertical, investment, channel, etc.

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Socialfly was able to connect directly with their newest partner, Brit + Co, through BrandVerge - discover a partner that aligned with their target audience and could develop efficient and high-quality custom branded content



Results

BrandVerge provided Socialfly with a seamless and easy way to connect with media partners. Through the incredibly simple user interface, SocialFly researched multiple advertising partners in minutes, and reviewed new proposal opportunities on demand and in one place. This saved the SocialFly team a total of 80 hours compared to the alternative of doing offline research and sending individual RFPs to each prospective media vendor - a huge win for the agency!