



SOCIAL MEDIA FOR BUSINESS

We spark growth by strengthening your social capabilities.

The Social Lights® (TSL) offers social media services in training, strategy development, and community management, helping clients accomplish business objectives. We've helped over 90 brands craft their social presence in a way that ensures delivery of the right message, at the right time, leaving a lasting brand impression on loyal fans and followers.

SERVICES

SOCIAL MEDIA STRATEGY

Successful social media management starts with solid strategy. Our strategists craft custom frameworks, specifically designed to help achieve your business goals.

COMMUNITY MANAGEMENT

Our Community Managers provide dedicated management of your business' social platforms through brand moderation, content creation, real-time engagement, campaign analysis, and reporting.

CONTENT PRODUCTION

Whether you need campaign graphics, an Instagram video series, or flatlay photography, our creative team develops custom content to suit your social brand, voice, and style.

SOCIAL ADVERTISING

We put your business goals at the forefront of our campaign development—be it building awareness, boosting web traffic, generating leads, or driving eCommerce sales.

SOCIAL MEDIA TRAINING

Developed for in-house teams, we offer customized training content, focused around your specific industry and fiscal goals.

FACTS

FOUNDED

January 2011

FOUNDERS + OWNERS

Emily Pritchard and Martha McCarthy Krueger

EMPLOYEES

23

CERTIFICATIONS

WBENC-Certified Women Business Enterprise and Small Business Enterprise

PARTIAL CLIENT LIST

Aveda	Goodwill MN
Chex Mix	Immaculate Baking
Christopher and Banks	Jostens
eyebobs	LARABAR
Fiber One	Mall of America
Food Should Taste Good	Nature Valley
Foss Swim School	Progresso
General Mills	Zombie Pub Crawl

CONTACT INFORMATION

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