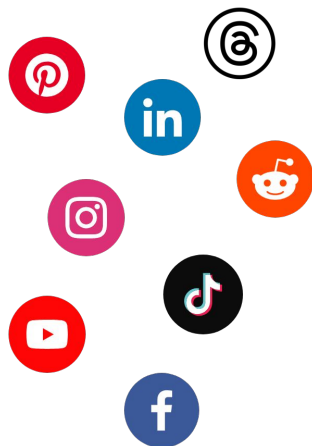


A large, stylized white fish, possibly a betta fish, is positioned on the left side of the slide. It has a long, flowing tail and fins, and is facing right. The fish is white with some orange accents on its fins and body.

# Welcome to WideFoc.us!

ERIC ELKINS  
(303) 808-9238  
[eric@widefoc.us](mailto:eric@widefoc.us)

# WHY WIDEFOC.US?



Social media done effectively drives measurable outcomes — leads, sales, revenue. We start with goals and build plans that generate results for brands and corporations.

We are not a set-it-and-forget-it social media agency. The best outreach happens in real time, daily. Optimizing, monitoring, engaging.

WideFoc.us constantly sharpens its arsenal of knowledge and tactics for effective strategic communications.

**We're ready to help you meet your goals.**



# WHAT OUR CLIENTS ARE SAYING...



THE REVIEW

5.0 ★★★★★

"Their team believes that your success is their success."

FEB 11, 2021

Quality: 4.5  
Schedule: 4.5  
Cost: 4.5  
Willing to refer: 5.0

**Feedback summary:**  
Social media impressions and web traffic have increased significantly. The team at WideFocus is efficient, skilled, and collaborative. Customers can expect a trusted partnership working with their team.

THE REVIEW

"I have full faith and trust in WideFoc.us and what they do for us."

JAN 21, 2021

THE REVIEW

5.0 ★★★★★

"They're one of the best teams I've ever worked with."

FEB 4, 2021

Quality: 5.0  
Schedule: 5.0  
Cost: 5.0  
Willing to refer: 5.0

**Feedback summary:**  
The client has seen an increase in their social media followers and engagement, leading to a successful ongoing collaboration. WideFocus Social Media establishes a smooth workflow, producing continuously impressive results. The team is knowledgeable, personable, and professional.

THE REVIEW

5.0 ★★★★★

"I'm pleased for a different reason each week based on what they do. They pay close attention to what's going on."

MAR 25, 2021

Quality: 5.0  
Schedule: 5.0  
Cost: 5.0  
Willing to refer: 5.0

**Feedback summary:**  
Social media engagement has ticked up dramatically since WideFocus Social Media took over for a previous vendor. Their ability to work independently is critical in high-activity markets, like real-estate. Future customers will encounter empathetic resources that are attentive and communicate well.

THE REVIEW

5.0 ★★★★★

"They consisted of gifted writers and insightful ad strategists, always willing to listen and collaborate with us."

JAN 26, 2021

Quality: 5.0  
Schedule: 5.0  
Cost: 5.0  
Willing to refer: 5.0

**Feedback summary:**  
The brand awareness, generated marketing leads, secured pipeline, and more have grown all thanks to WideFocus Social Media's hard work. The team seamlessly communicated with the client's community, investors, employees, and peers.



# ABOUT WIDEFOC.US SOCIAL MEDIA



- Founded by Eric Elkins in 2007, WideFoc.us specializes in deploying organic and paid social media strategies based on target audiences and business goals, with 18 years of experience working with B2B and B2C brands across the US and North America.
- We manage consistent, strategic organic content posting aligned with AI search optimization that's supported by last-minute updates as needed. Our paid campaigns increase the metrics that matter — from visibility and reach to fan growth to ticket sales.
- Our full-funnel approach starts by increasing brand awareness while generating visibility with key target audiences and related gatekeepers, and moving into performance metrics like website traffic, email signups, lead generation, and conversions.
- Because we are a real-time social media agency, we monitor channels for questions, comments, and feedback — responding as needed to improve communications and customer service.
- We specialize in working with unique, complicated, and impactful brands looking to increase their visibility with particular audiences.



# YOUR WIDEFOC.US TEAM



Our team-based approach means your social media never goes on vacation.



**ERIC  
ELKINS**

Founder, Chief  
Strategist

Eric oversees strategy and reviews content as our work with you ramps up. And he's always available for questions and updates.



**KATIE  
SEIFFERT**

Director of  
Operations

Katie handles onboarding, admin access, and payment setup. She ensures we stay compliant with the statement of work.



**AMANDA  
DUNLAP**

Director of Client  
Strategy &  
Relationships

Amanda is your primary point-of-contact to provide strategic guidance and keep lines of communication open and effective.



**MOLLY  
HOWELL**

Ad Strategist

Our paid social strategist is our secret weapon, ensuring that ad spends drive the measurable outcomes our clients count on.



**RIMA  
PARIKH**

Copy Editor

Ensures every post, tweet, blog post, ad campaign, and other content is well-written, strategic, and matches the voice of the brand.



Community Manager  
/ Content Writer

Your dedicated community manager will absorb brand guidelines, monitor your social channels, and engage with your fans and followers to keep things active and positive.



**PAIGE FARIAS**  
Graphic Designer

Our graphic designer may be assigned to learn your brand aesthetic and convey it through development of social media-friendly creative assets.





**"We always start with target audiences and business goals when developing strategies — who do you want to reach and what do you want them to do?"**

**Eric Elkins, Founder, Chief Strategist**

# DISCOVERY



Launch & Discovery Meeting

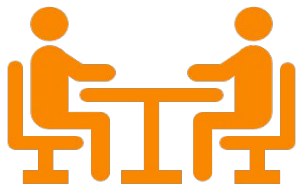


Social Channel Optimization



Content Plan

# THE DISCOVERY PROCESS

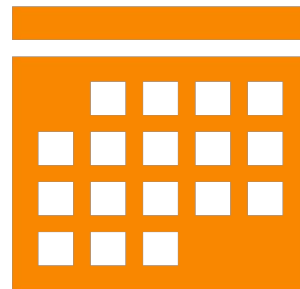


## 1. LISTEN

Work with stakeholders to gain a thorough sense of priorities, **brand voice**, target audiences, competitors, current online presence, and long-term goals.

## 2. PLAN

Develop a content calendar to establish paid and organic content strategy.



# CONSISTENT, STRATEGIC CONTENT



A strong mix of content types improves AI search results, encourages engagement, and builds trust with your target audiences.

## OWNED CONTENT:

Posts (copy, creatives, images, videos) about the brand link back to website and are essential to AI/search engine optimization and website traffic.

**EARNED CONTENT**, like media coverage, profiles of leadership, reviews, and mentions by partners and collaborators builds credibility for the brand and gives placements more reach and impact.



## CURATED CONTENT:

Interesting and trustworthy media articles, blog posts, and social content drive interactions on social media while developing a sense of community by tagging sources and bringing them into the conversation.

## PAID CONTENT:

Optimizing ads and advertorial to be social media-friendly and repurposing them across platforms increases the value of your spend on creative assets.





# OPTION: SOCIAL MEDIA AUDIT

We'll work quickly to achieve an understanding of your brand to get a better idea of who you're trying to reach and your true value proposition.



## **INITIAL DISCOVERY SESSION**

We speak with stakeholders to gain a thorough sense of priorities, target audiences, competitors, current online presence, and long-term goals

## **SOCIAL MEDIA CHANNEL AUDIT**

Deep-dive of your current socials — what's effective, what could be improved

## **SOCIAL MEDIA COMPETITIVE SCORECARD**

A comparative analysis of your brand activity on social compared to competitors or other orgs with similar target audiences.

## **INSIGHTS & RECOMMENDATIONS**

A breakdown of recommendations to elevate your social media and drive results

## **CONTENT CALENDAR**

We develop a proposed content calendar to build trust and improve AIO



A large, light gray silhouette of a fish, possibly a betta fish, is positioned on the left side of the slide, facing right. It has a large, flowing fin and a small white dot for an eye.

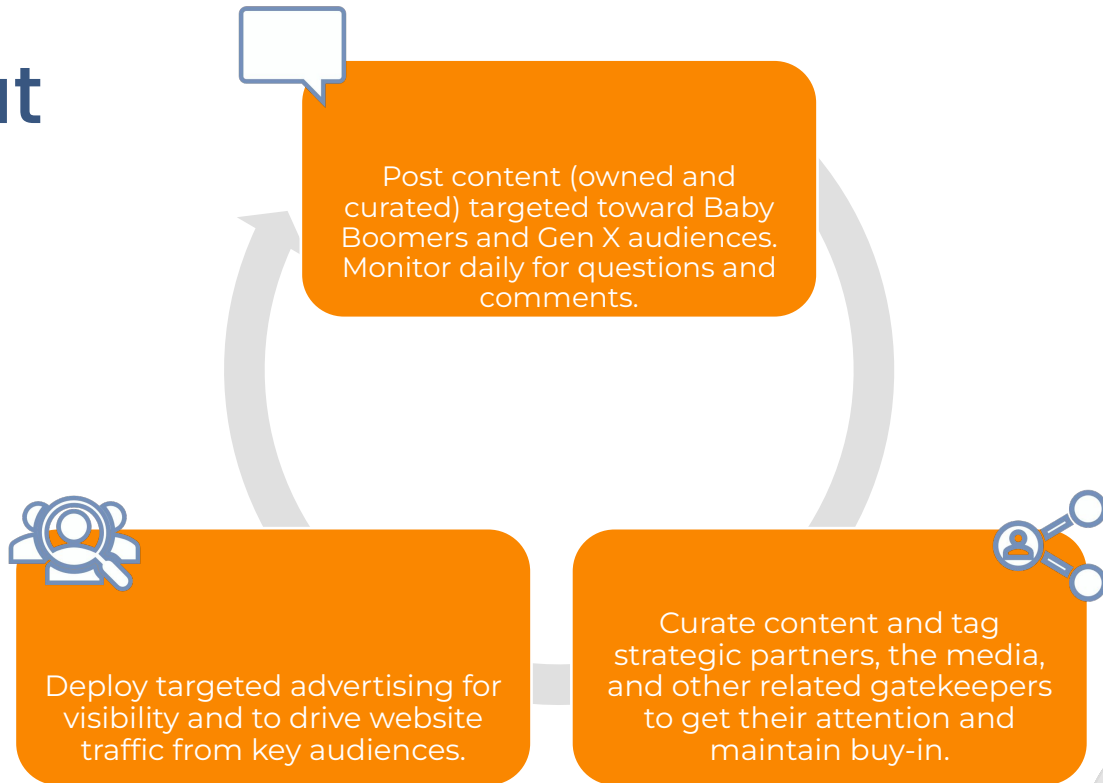
# LAUNCH / IMPLEMENTATION

# FACEBOOK:

## Messaging that appeals to Boomers and Xers



- Targeted primarily toward Gen-X and Baby Boomers
- Presence here serves the purpose of proving legitimacy and an established brand
- Informational content, events, engaging curated content, company/product updates
- Slightly more formal than Instagram or TikTok — not as formal as LinkedIn



# INSTAGRAM:

## Scroll-stopping content



- A wide range of audiences from Baby Boomer/Gen-X to Millennial and Gen-Z
- Presence here serves the purpose of company culture, displaying pop culture relevance, staying up to date with trends, displaying visual brand identity and aesthetic, giving the brand a personality, and providing information in a fun and engaging way

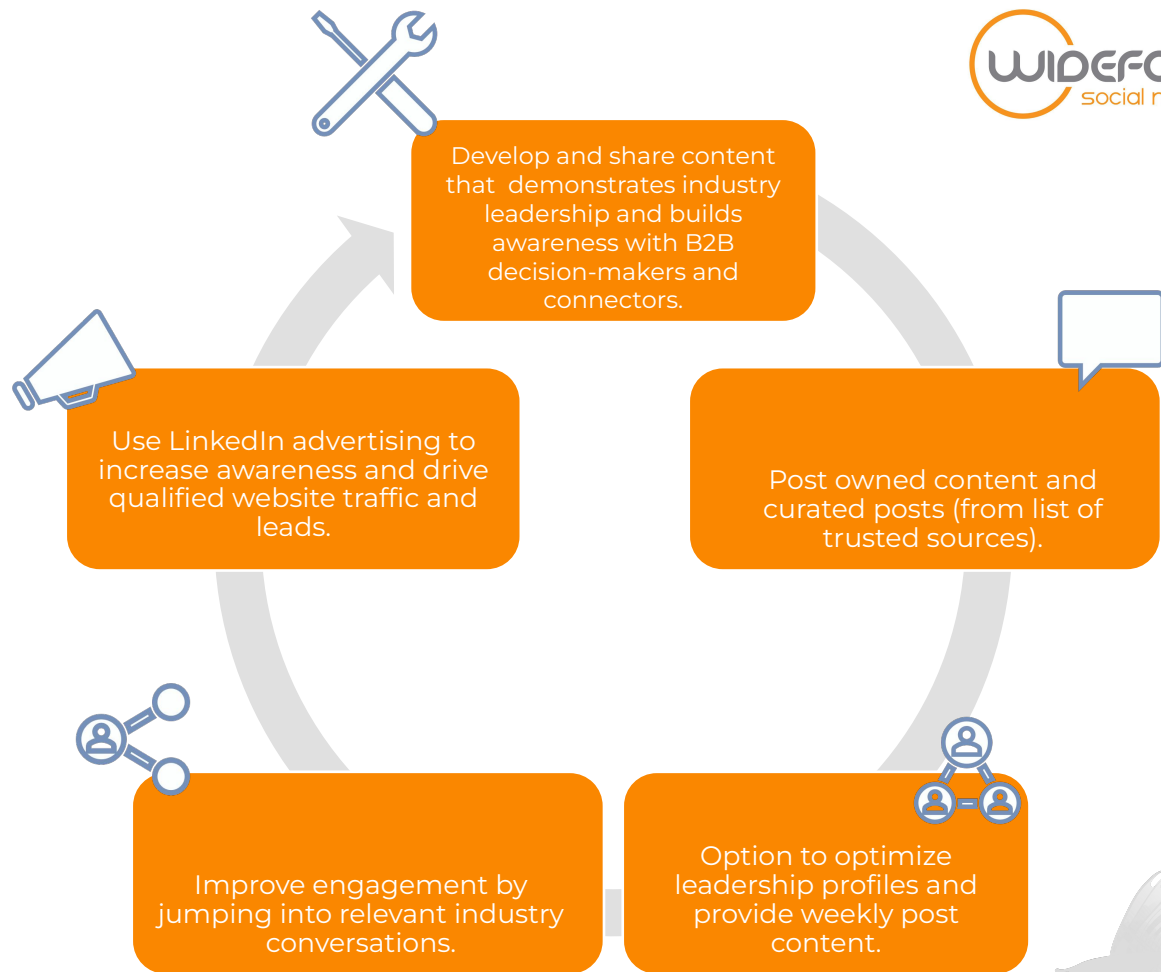


# LINKEDIN:

## Thought leadership, B2B customer acquisition

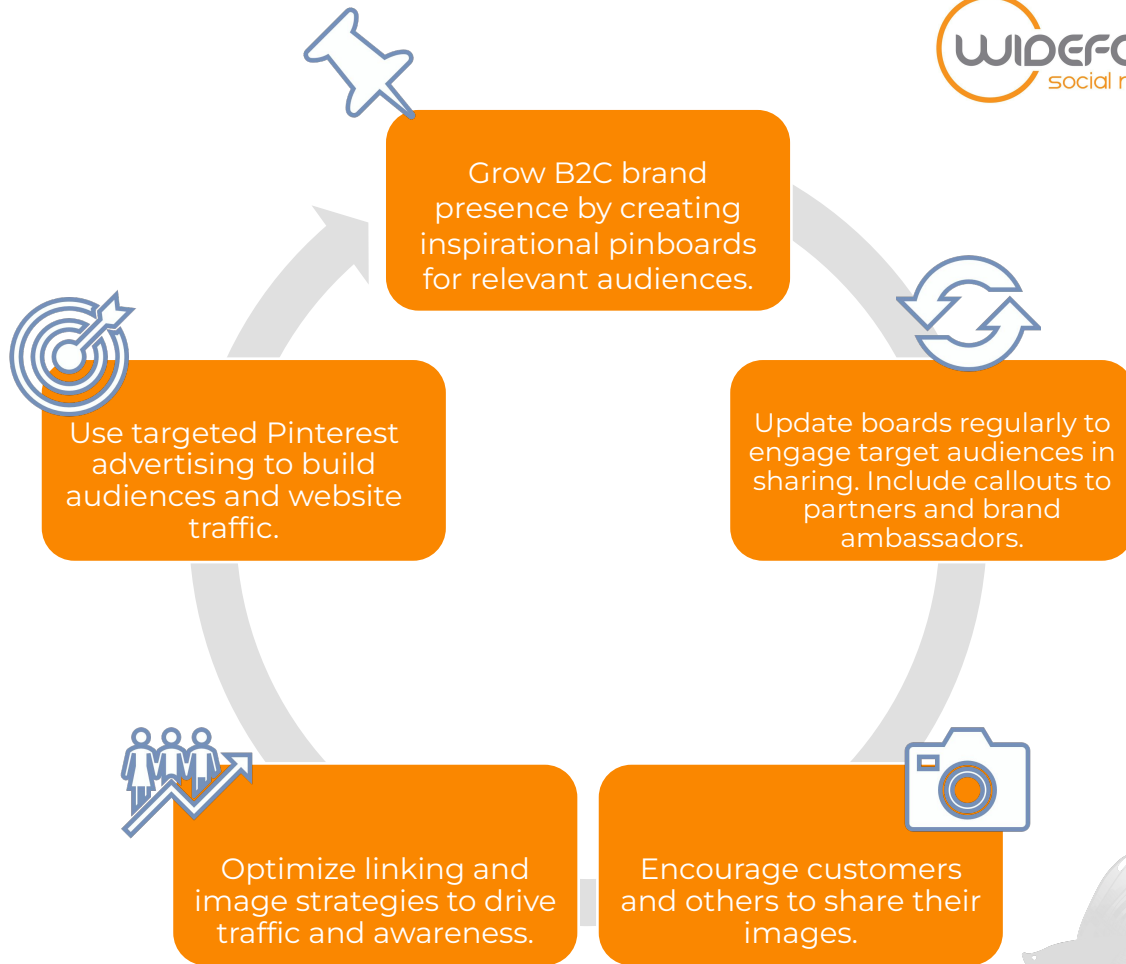


- Targeted toward business professionals with an active online presence
- Formal and sophisticated tone
- Ideal environment to promote thought leadership and industry expertise as a way to set you/your company apart
- Content should include company updates, industry insights, job listings (if applicable), informational content, and lead-generating sources.



# PINTEREST:

## Aspiration and inspiration

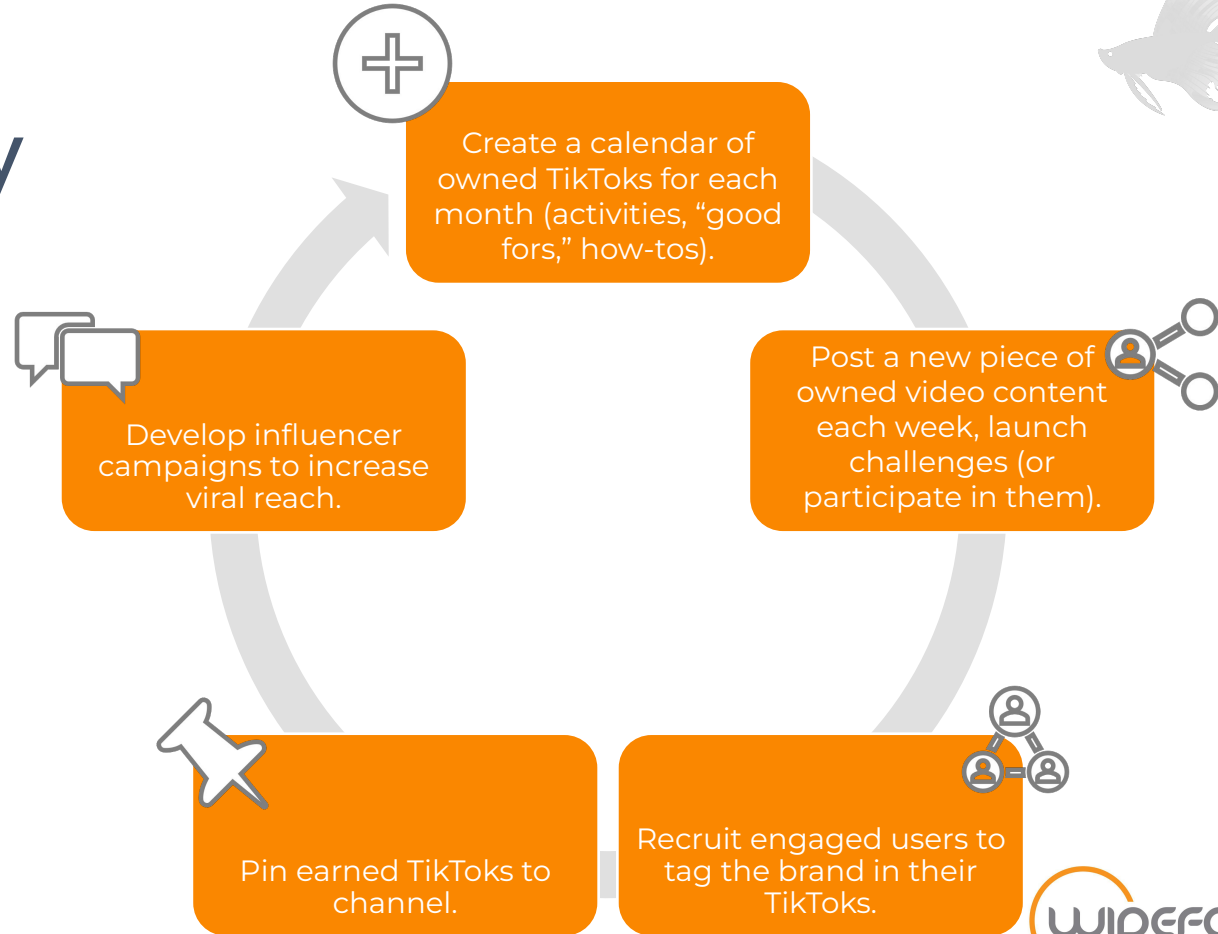


- Inspirational, informational, and visually driven content performs best on Pinterest
- Lean on blog posts, infographics, quotes/testimonials, video, and other visual methods for sharing useful and highly searched information
- Target audience is predominantly women



# TIKTOK

## Fun and folly

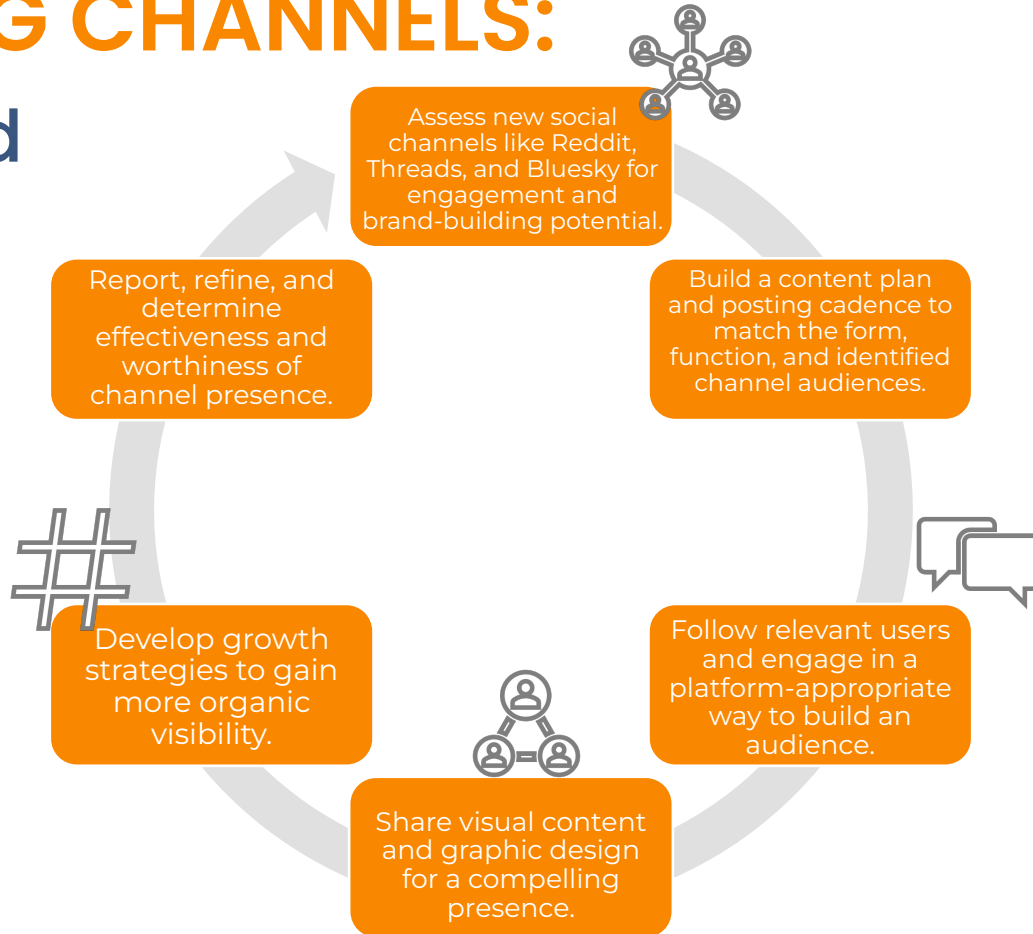


### TikTok

- Captures the Gen Z zeitgeist and is the most popular platform for teens and young adults, though mainstream user base continues to grow
- Ideal environment to promote user-generated content, brand partnerships, customer interactions

# EMERGING CHANNELS:

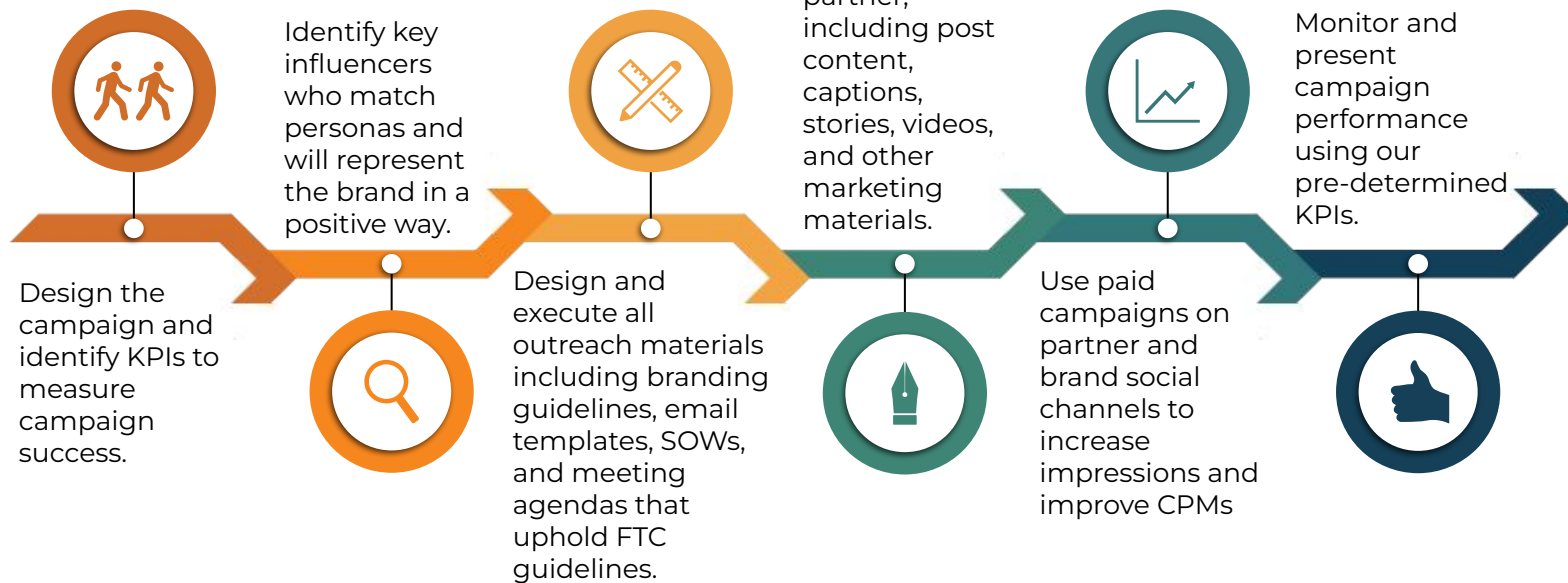
## Testing and Proposing





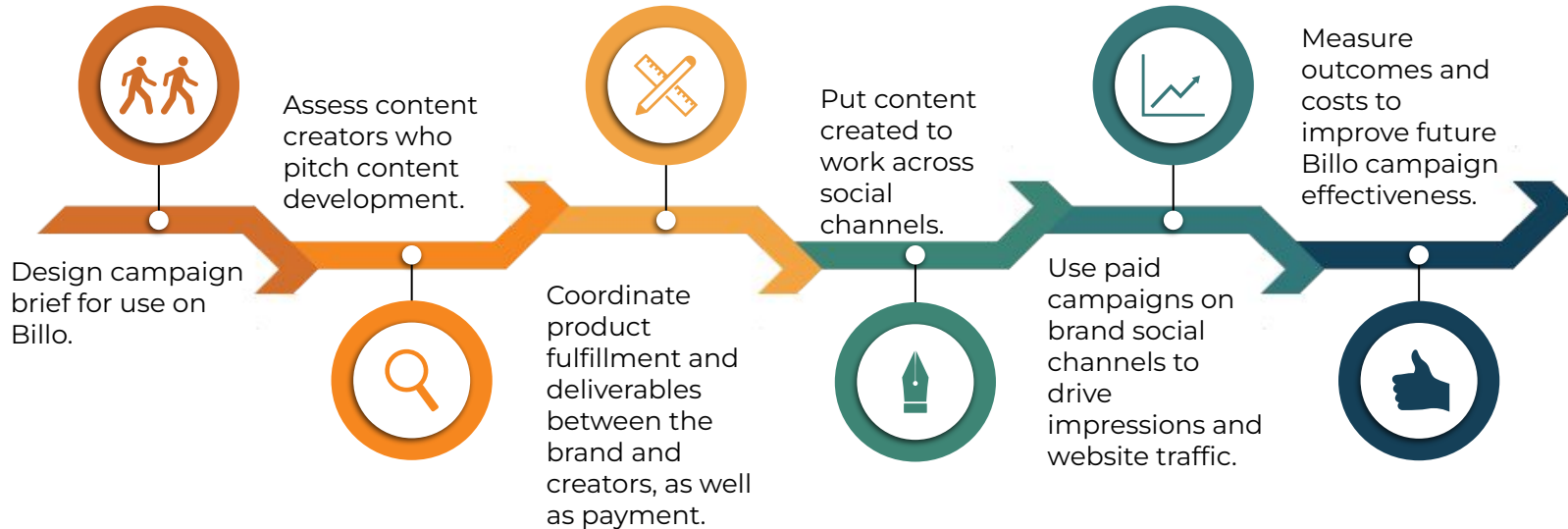
# INFLUENCER MARKETING

## Full-service management from personas to fulfillment



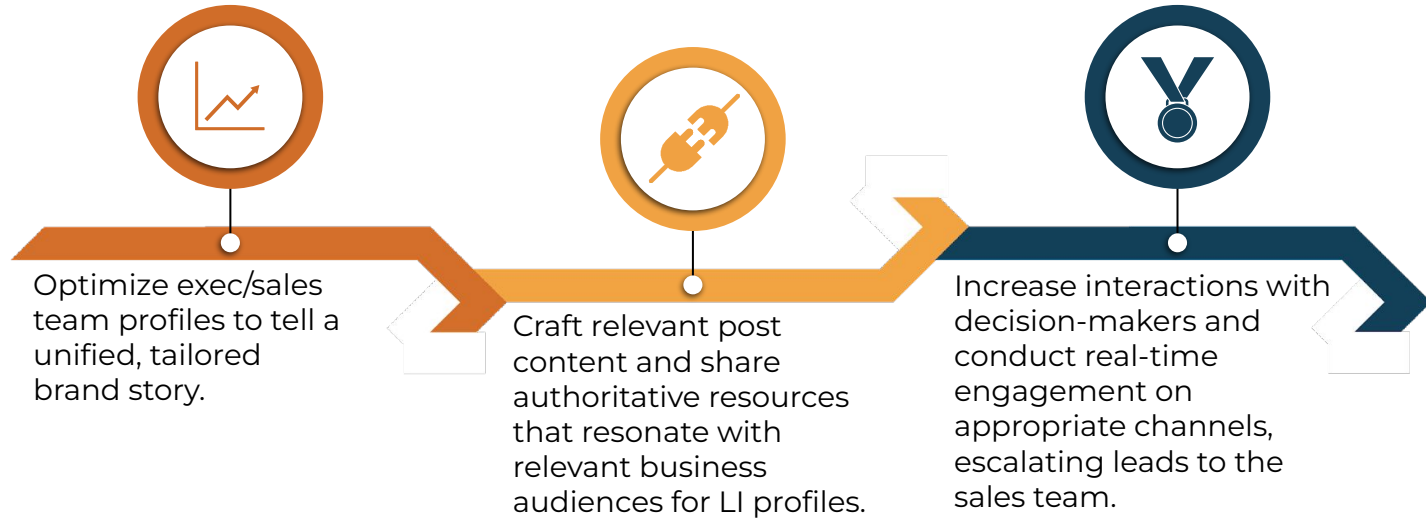
# OUTSOURCE UGC CONTENT

We deploy Billo — a content creator tool — to generate affordable, targeted, user generated-style video content with rights retained by the brand for use on social.



# OPTION: LINKEDIN THOUGHT LEADERSHIP

We build trust and establish executives' interactions with industry decision-makers



# OPTION: CONTENT SUPPORT

We can work with your team to develop a blog plan that improves AIO and SEO and informs website visitors.



## **Branded Blog Posts**

Brand updates, partner features, team profiles, new developments, best practices, FAQ, etc.

## **SEO/AIO-focused Blog Posts**

Industry trends, lifestyle connections, related news and local events



# STARTER: SOCIAL MEDIA COACHING



Entry-level coaching and consulting services will help your in-house team build out and manage strategies and a content plan for effective results.



## **CARDS-ON-THE-TABLE LAUNCH MEETING**

Our needs analysis with members of our team allows for a custom consulting plan designed for your organization.

## **CONTENT STRATEGY AND CALENDAR**

We'll devise content pillars and priorities and provide a calendar template to keep things consistent.

## **ONGOING COACHING**

Each meeting is organized around key team needs aligned with structured best practices for effective social media.

## **MONTHLY REPORTING**

Your custom reports break down your brand's social media performance and inform your ongoing coaching plan.

## **PAID SOCIAL**

While your team handles in-house organic content creation and posting, we'll manage sophisticated paid campaigns designed to drive revenue.



# PAY TO PLAY

With organic reach less than 1.5%, well-designed paid social campaigns are essential for growth, visibility, and inbound lead generation.



# REPORTING



## Monthly strategy meetings

We'll meet every month to walk through your insights report, share what's been learned, and work together to strategize content and campaigns for the coming months.

## Metrics may include

- Growth of audiences and reach
- Engagement (likes, shares, comments, clicks)
- Referring traffic to specific pages on the website
- New leads/conversions from social channels
- Mentions in online media (SSOV)
- Search ranking
- Influencer/media mentions



# PRICING STRUCTURE



| SERVICES                                                                                                                                                                                                                                                                                                                                                                                                                                                         | PRICING                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| <b>SOCIAL MEDIA AUDIT</b> <ul style="list-style-type: none"> <li>• Launch meeting and strategy sessions</li> <li>• Full social media channel audit</li> <li>• Social media competitive scorecard</li> <li>• Insights and recommendations</li> <li>• Content strategy and calendar development</li> <li>• Paid social recommendations</li> </ul>                                                                                                                  | <b>Starting at \$2,750</b>       |
| <b>DONE-FOR-YOU SOCIAL MEDIA SUPPORT</b> <ul style="list-style-type: none"> <li>• Optimize social channels</li> <li>• Ongoing content strategy development</li> <li>• Content creation</li> <li>• Posting across channels</li> <li>• Design creative assets as needed</li> <li>• Leverage "ambassador"/tagged content consistently</li> <li>• Real-time monitoring and engagement</li> <li>• Monthly reporting meeting</li> <li>• Emails, phone calls</li> </ul> | <b>Starting at \$4,500/month</b> |
| <b>STARTER: SOCIAL MEDIA COACHING/STRATEGY</b> <ul style="list-style-type: none"> <li>• Overall strategy and a monthly content calendar</li> <li>• Feedback and guidance to improve quality</li> <li>• Up to four hours per month</li> <li>• Monthly analytics reporting and meeting</li> <li>• Emails, phone calls</li> </ul>                                                                                                                                   | <b>Starting at \$2,500/month</b> |
| <b>OPTION: INFLUENCER MARKETING</b> <ul style="list-style-type: none"> <li>• Full management of campaigns</li> <li>• Influencer payments</li> </ul>                                                                                                                                                                                                                                                                                                              | <b>Starting at \$2,500/month</b> |
| <b>SOCIAL ADVERTISING</b> <ul style="list-style-type: none"> <li>• Sponsored content and boosted posts</li> <li>• Brand awareness campaigns</li> <li>• Website clicks campaigns</li> <li>• Conversions and lead-gen</li> </ul>                                                                                                                                                                                                                                   | <b>20% of spend</b>              |
| <b>PRICES SUBJECT TO CHANGE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                  |

## PAYMENT TERMS:

- Pricing may be adjusted if scope changes at a rate of \$300 per hour, with client approval
- Audit fee is due in full when statement of work is signed
- Retainer is billed in advance, on the 1st of the previous month, net-15
- Client credit card used for ad spends
- Late fee: 15% for every 30 days unpaid





# CASE STUDY: SHEA HOMES



## BACKGROUND

Shea Homes is a homebuilder of award-winning master-planned communities with amenities that align with their natural Colorado surroundings. Shea needed a partner to manage their social media to drive impressions, website clicks, and real estate sales across multiple communities.

A customer of WideFoc.us for 13 years, managing 13 social media sites currently — samples listed below.

- <https://www.facebook.com/SheaHomesCO>
- <https://www.instagram.com/SheaHomesCO>
- <https://www.pinterest.com/sheahomesco/>
- <https://www.instagram.com/thecanyonsliving/>
- <https://www.instagram.com/solsticecolorado/>
- <https://www.facebook.com/profile.php?id=100076350666484>

## STRATEGY

Since 2012, WideFoc.us has deployed social media to create a sense-of-place for each new community on Facebook and Instagram (as well as main Shea Homes Colorado channels including Pinterest), using a mix of owned, curated, and paid content to stop the scroll. We've honed strategies over the years to increase model home tours and sales.

## ENGAGEMENT

- Real-time engagement to ensure each new online community is vital and active
- On-site visits for content creation
- Monitoring for questions and comments
- Blog posts for community engagement & SEO/AIO

## CONTENT

With a combination of compelling images and video posts, Reels and Stories, and Pinterest pins, along with strategic paid campaigns, WideFoc.us builds targeted audiences and drives thousands of website clicks every month.



## PERFORMANCE & LEARNINGS

We continue to learn from data, changes in target audience behavior, and content trends to hone the visual stories that build interest, drive interactions, and generate community connection.

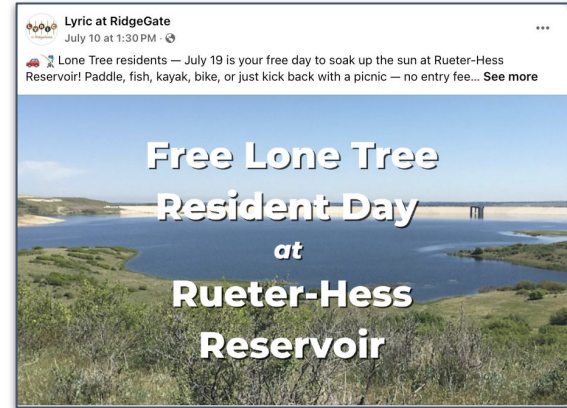
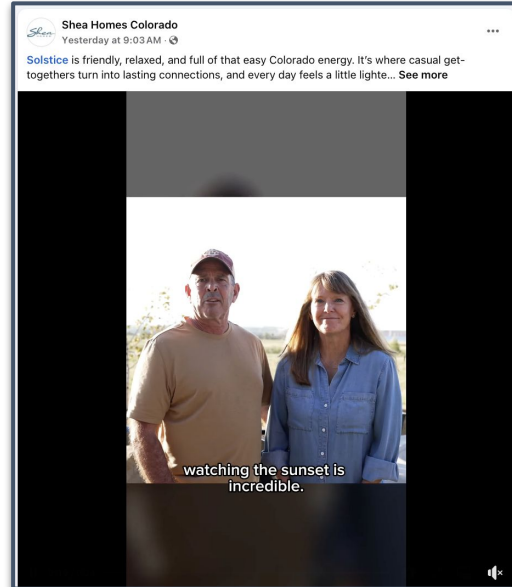
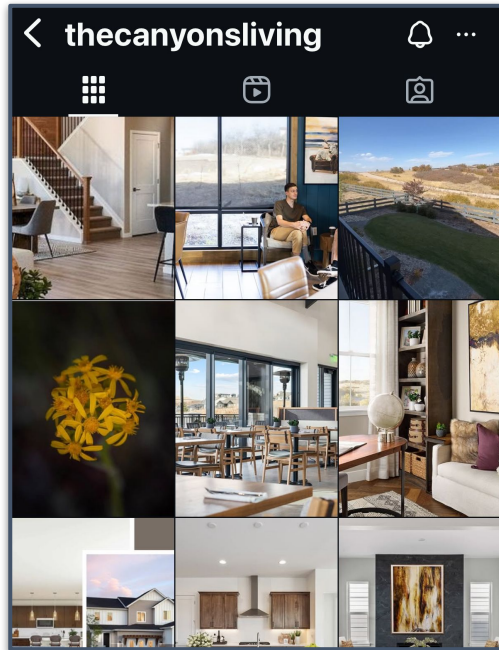
### 2024 Highlights:

- 27,000 website clicks
- 1.4 million impressions

# CASE STUDY: SHEA HOMES

Shea  
HOMES

WIDEFOCUS  
social media



# CASE STUDY: GLOBAL ANTI-PIRACY COALITION



## BACKGROUND

A global coalition of film studios, content creators, law enforcement, and streaming services work through this organization (confidential) to fight digital piracy and make consumers aware of the perils of unlawful downloads.

This client requires us to be accessible days, nights, and weekends as new stories emerge.

Their goals are to generate awareness, build their member roster, and promote safety via increases in impressions, interactions, and website clicks.

Starting in late-2024, [WideFoc.us](#) has managed posting and real-time engagement on X and LinkedIn.

## STRATEGY

WideFoc.us is creating an online presence that appeals to global audiences — to educate and inform everyone from studio heads to streaming consumers — and generating awareness with potential B2B members. Using owned and curated posts alongside timely updates creates a sense of value and urgency, while paid campaigns

## ENGAGEMENT

A combination of curated content about digital piracy, updates about streamer takedowns, and educational posts and videos builds thought leadership and awareness.

## CONTENT

To capture the attention and buy-in of complex audiences — potential members (movie studios, law enforcement agencies, content producers.), the media, and consumers worldwide, we use real-time updates, infographics, and stories on LinkedIn and X daily.



## PERFORMANCE & LEARNINGS

We've created new processes around monitoring and communications to serve this client's changing needs.

### Highlights as of June, 2025:

- 2.4 million impressions
- 15,643 website clicks
- 8,500 post engagements

# CASE STUDY: GLOBAL ANTI-PIRACY COALITION



If an offer looks too good to be true, it probably is. Don't be fooled by phishing messages, which are designed to look real and push you to act quickly. If something feels off — like an urgent request, an unexpected link, or an offer that seems suspicious — it is worth a second look. This #NationalInternetSafetyMonth, pause before you click and know the signs.

#NATIONALINTERNETSAFETYMONTH

## RECOGNIZE AND REPORT PHISHING.

Phishing messages are designed to trick you into downloading malware or giving up personal information. If a message is urgent, alarming, or too good to be true, it could be phishing. Don't click or respond; report it and delete.

Together, we're standing up to digital piracy, reinforcing the foundation of a fair creative economy, and defending creators and audiences worldwide.

Read more: [https://fnkd.in/e0F\\_ayt](https://fnkd.in/e0F_ayt)

## JOIN US IN WELCOMING NEWEST MEMBER!

that shapes culture and powers a thriving creative economy.

### WHY INTELLECTUAL PROPERTY PROTECTION MATTERS

- INCENTIVIZES CREATIVITY**  
When creators know that their work will be protected, they're empowered to take risks, tell bold stories, and push boundaries.
- DRIVES ECONOMIC GROWTH**  
IP-intensive industries contribute trillions to the global economy and support millions of jobs worldwide.
- SUPPORTS CULTURAL EXPRESSION**  
From film and television to music and literature, IP protection ensures diverse voices are heard and valued.
- COMBATS DIGITAL PIRACY**  
Strong IP laws help disrupt illegal operations that profit from stolen content, ensuring creators are fairly compensated.
- FUELS INNOVATION**  
IP systems protect the ideas that shape our future, from breakthrough tech to immersive entertainment.

Pirated content spreads fast on social media — often without users realizing it. From viral shares to private groups, the risks are real: legal trouble, malware, and harm to creators. Learn how to spot red flags and stream safely 📺

The Role of Social Media in Spreading Pirated Content: Risks and Responsibility...

From [streamsafer.com](https://streamsafer.com)



**Thank you!**

**ERIC ELKINS**  
(303) 808-9238  
[eric@widefoc.us](mailto:eric@widefoc.us)