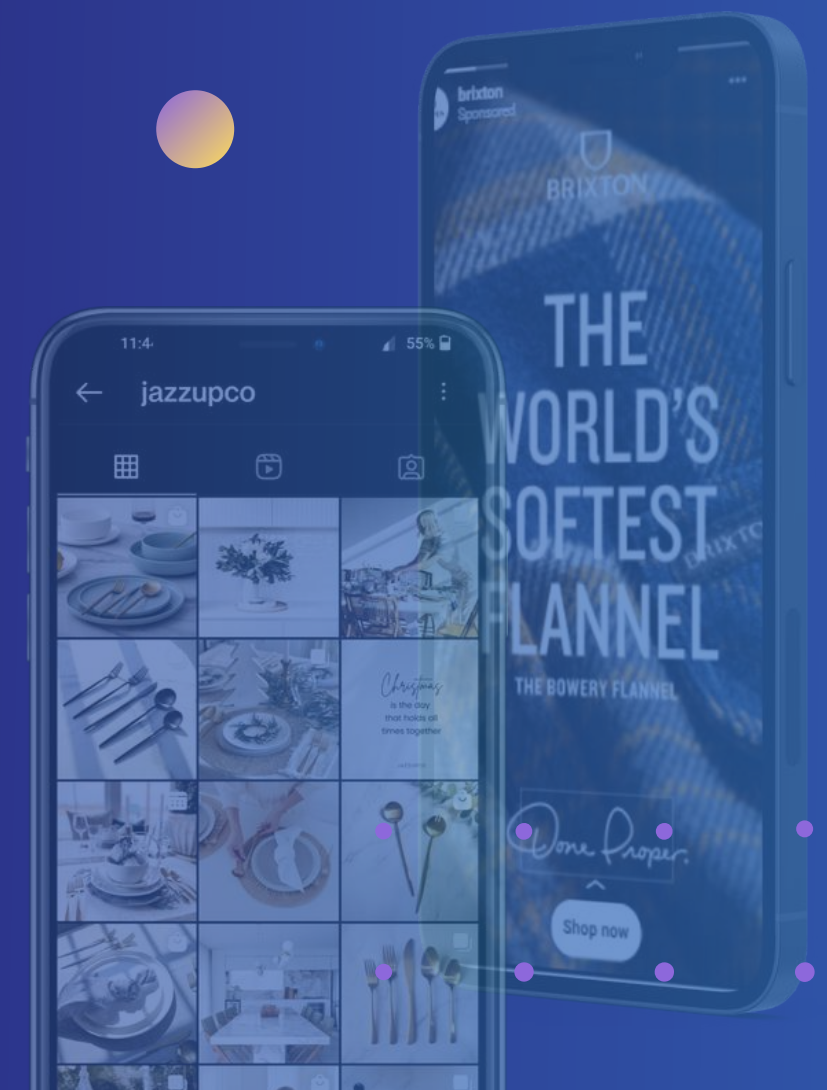
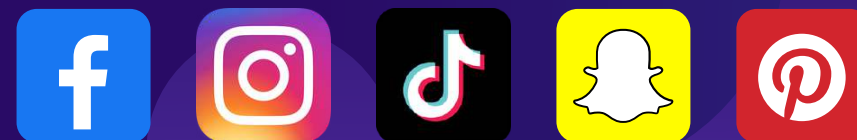


SOCIAL MEDIA IMPACT

STRATEGY, CASE STUDIES, RESULTS!



Powerful Social Media Results



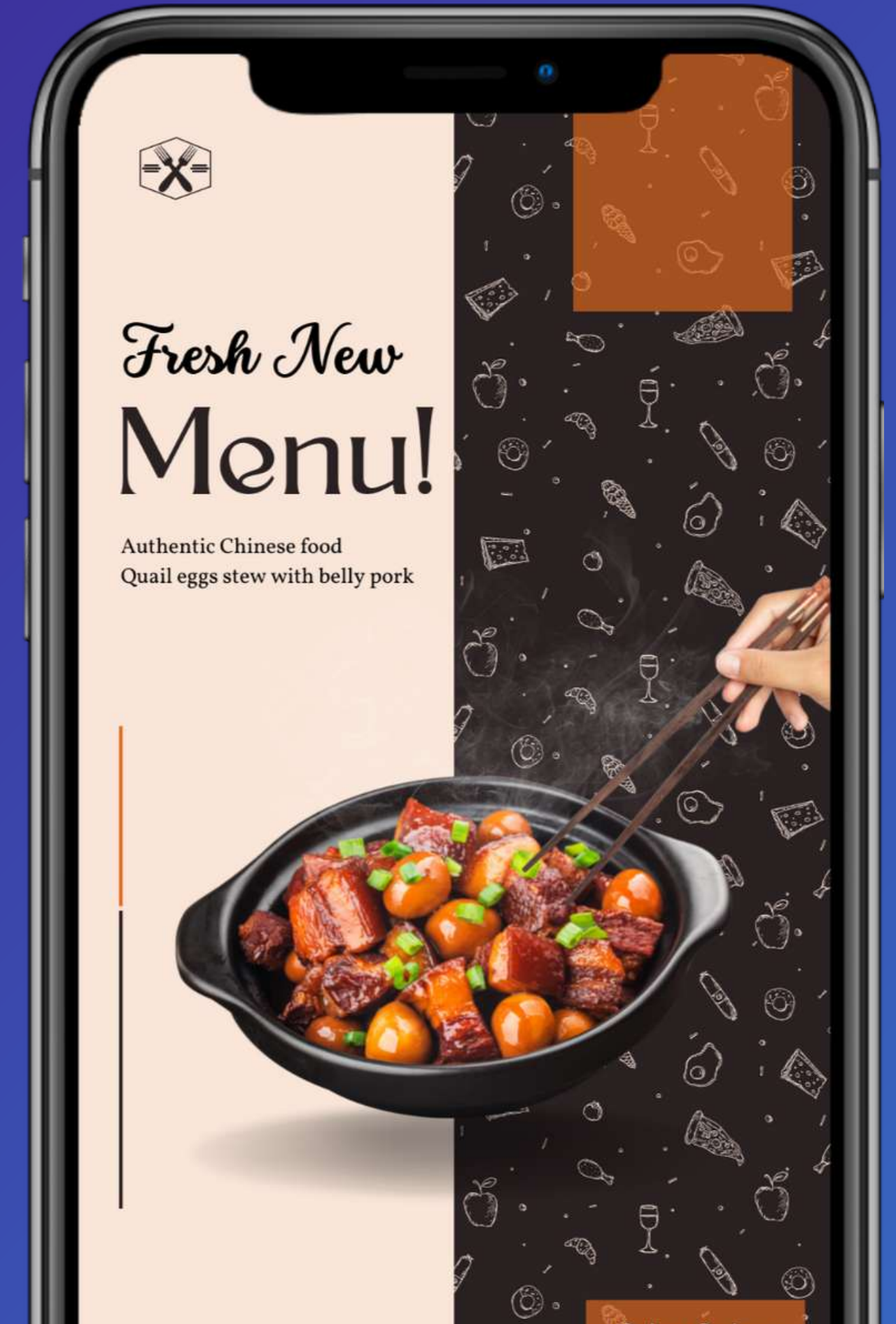
ORGANIC STRATEGIES

We build from the ground up! Creating content that speaks to your core client base and building your audience. Fostering a solid audience is not about gaining likes it is about nurturing brand fanatics!



PAID STRATEGIES

Our paid media strategies have landed us on the pages of Forbes and on event stages around the world from Nashville to Dubai. We have changed the game and have the data to back it up.



JAZZUPCO

Paid Social Strategy



About JAZZUPCO

JazzUpCo has been a long lasting client of National Positions working across several paid media channels.



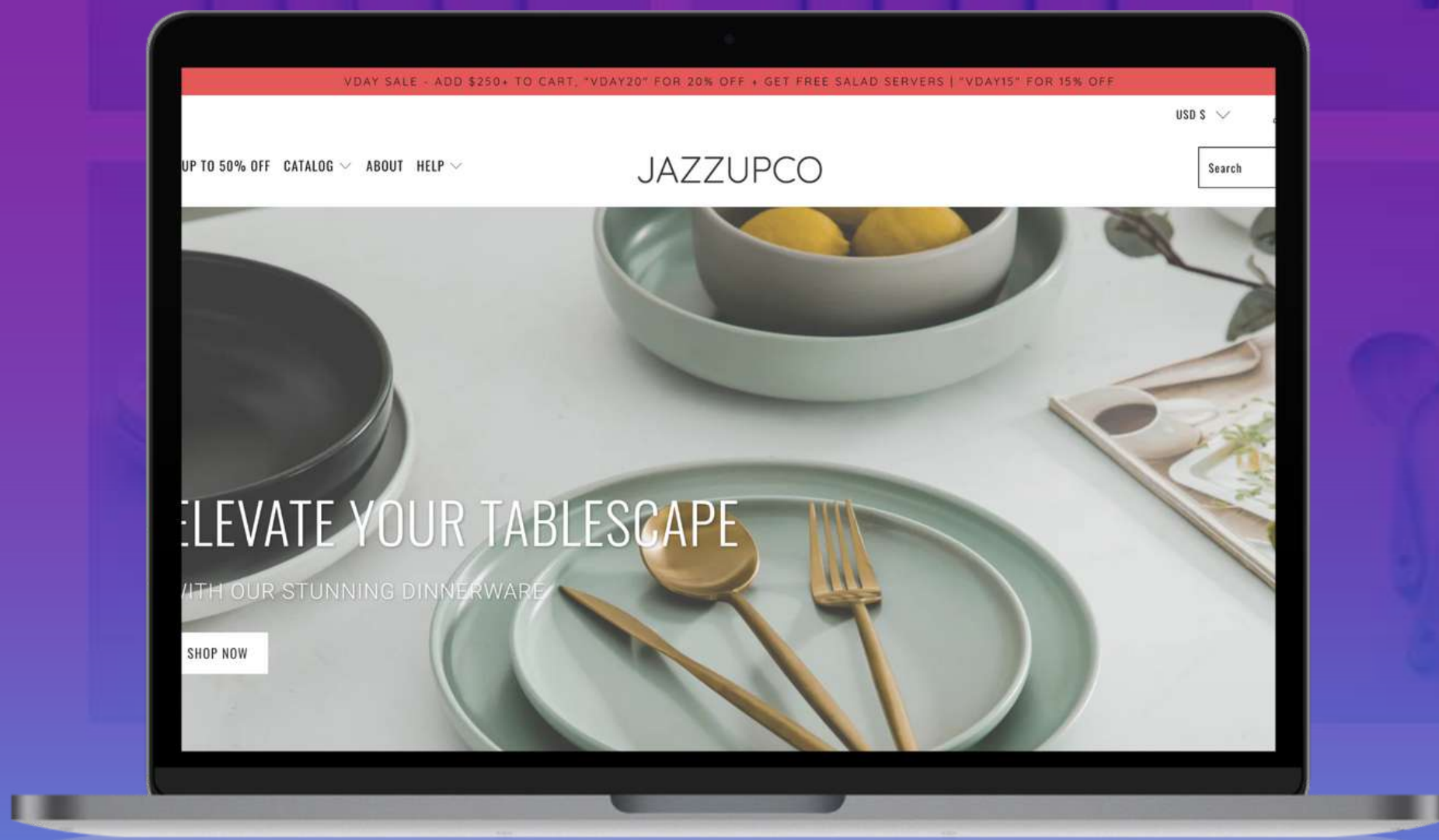
Strategy Progress

In 2022, our team has increased their overall revenue by 54% and expecting even larger growth in 2023.



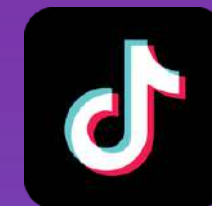
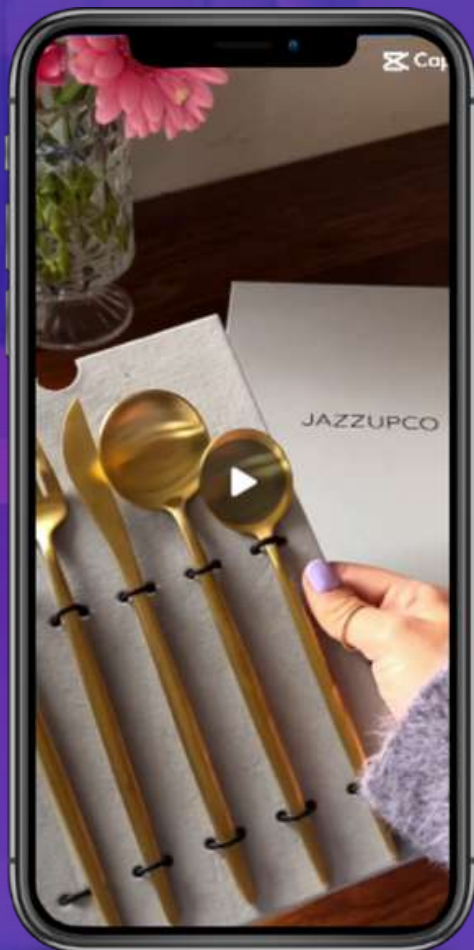
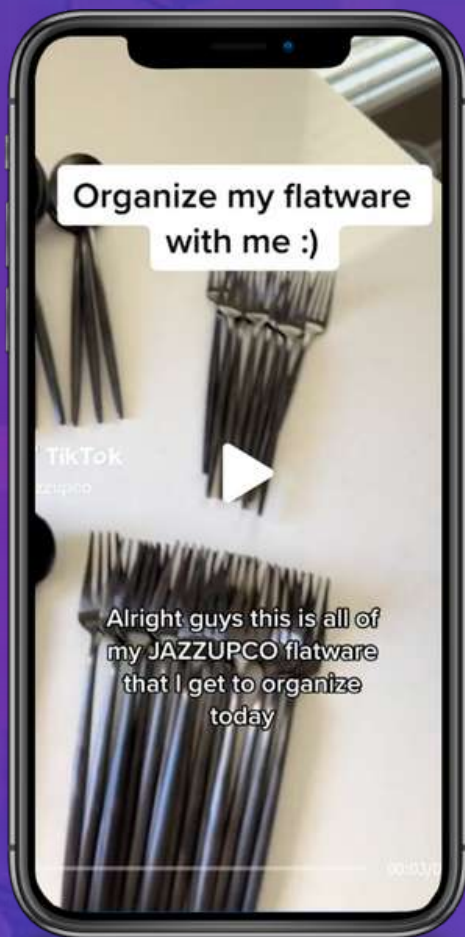
AdBeacon Tracking & Optimization

Implementing AdBeacon tracking has been a key winner for this growth. In the first 4 week period of implementing, our team was able to increase ROAS 191%.



Campaign Snapshot

JAZZUPCO



ROAS
+ 191%

Revenue
+ 54%



BRIXTON

Paid Social Strategy



About Brixton

Brixton has been a long lasting client of National Positions working across marketing channels ie SEO, email, social media and beyond.



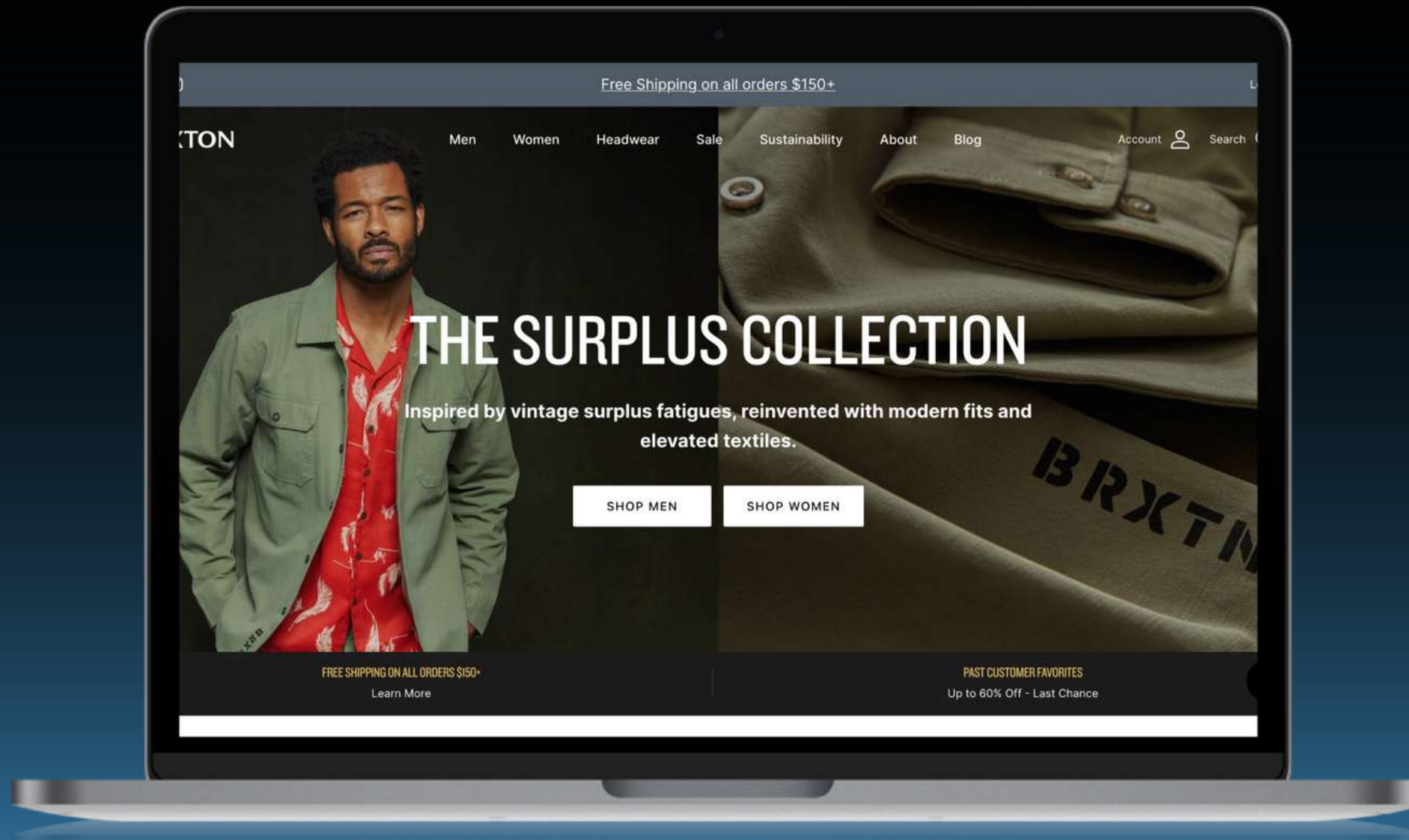
Strategy Progress

Brixton works with National Positions on a full omnichannel approach as we optimize based on return on ad spend, cost of revenue, and overall profitability.



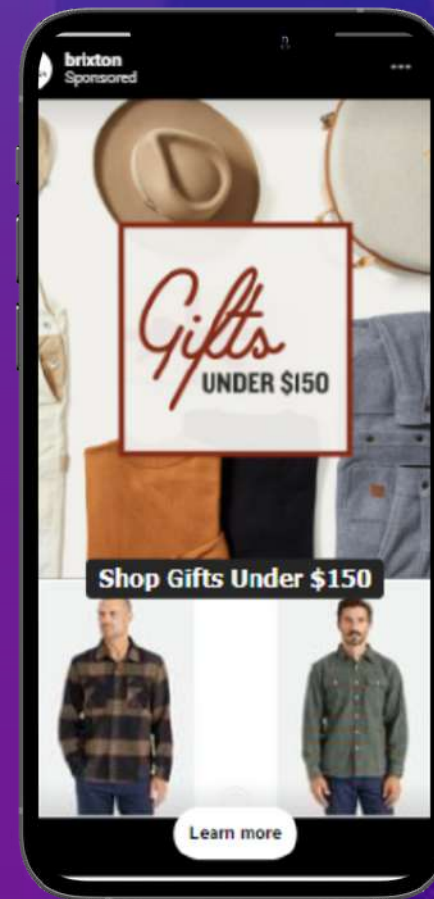
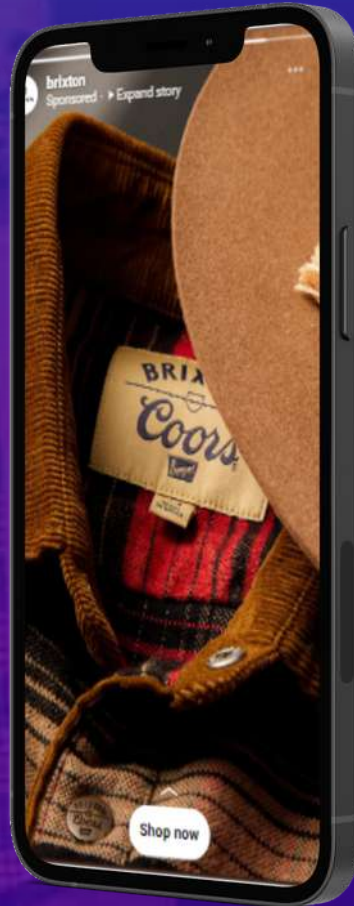
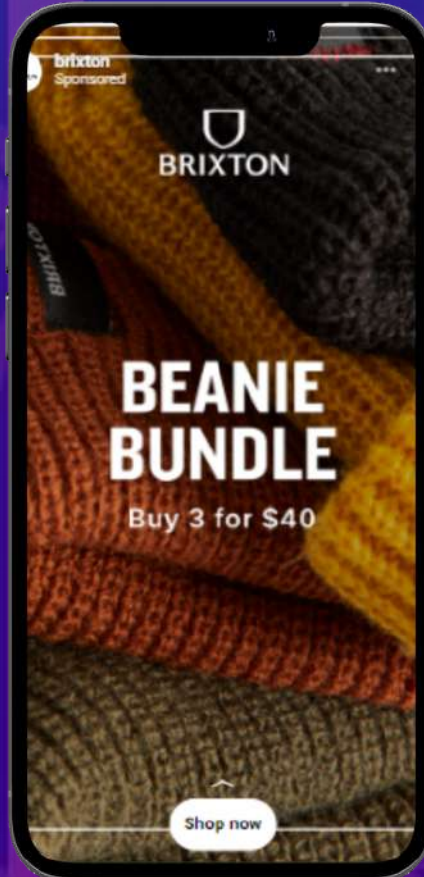
Progress and Highlights

In 2022 our team grew Brixton's women's sales (a previous pain point) via strategic ecommerce campaigns and now outpaces men's sales. During last year's BFCM period, we beat our projected forecast by almost 300%.



Campaign Snapshot

BRIXTON



ROAS

+12%

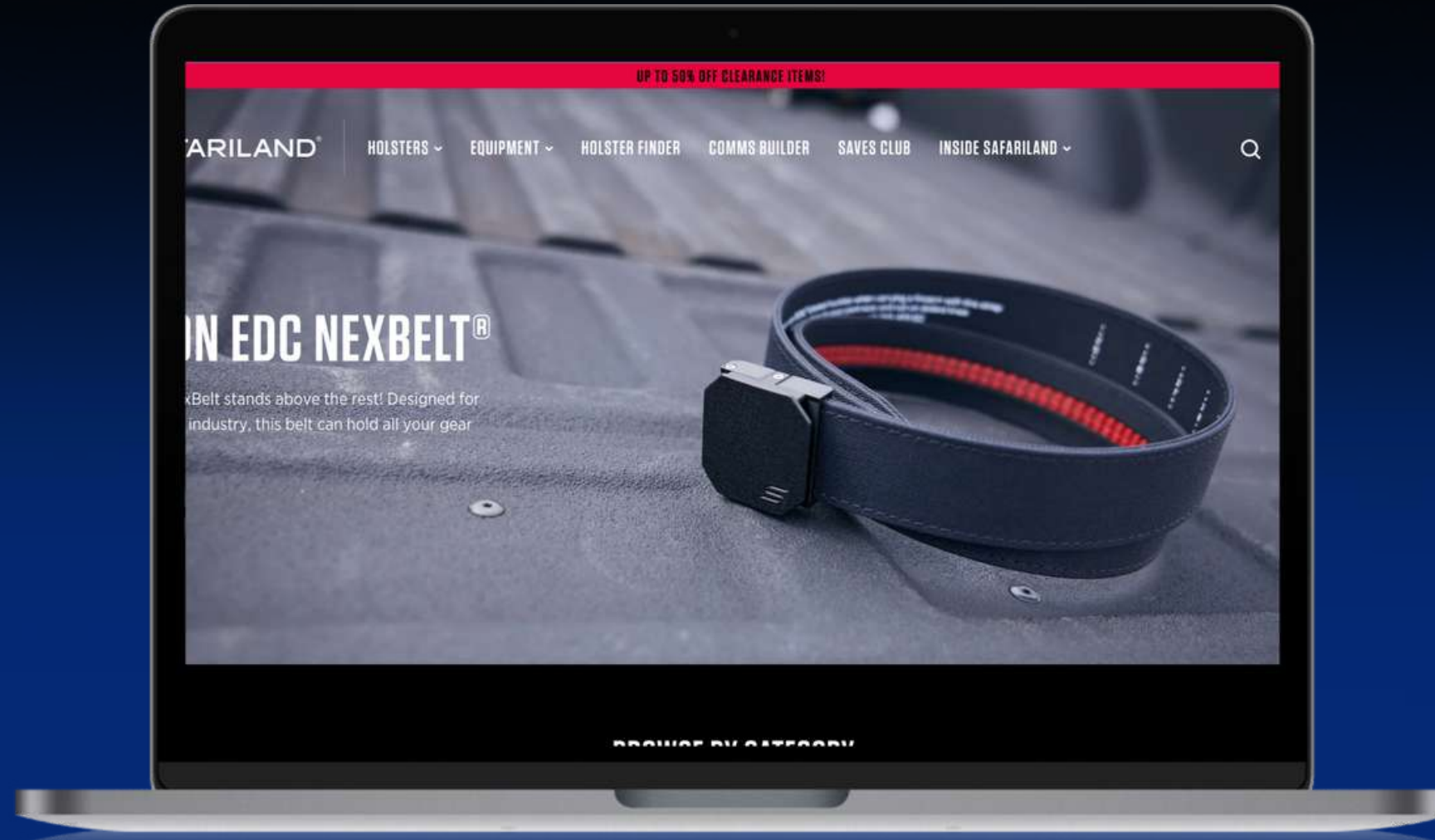
Revenue

+36%

**Exceeded BFCM
2022 forecast !**

300%





Paid Social Strategy



About Safariland

Safariland is the world's leading provider of personal protective equipment and supplies such as body armor, weapon holsters, duty gear, and tactical headwear.



Strategy Progress

Our award-winning social media team created a fresh strategic approach to Safariland's social media including new creatives, robust testing and optimizations, audience building, and beyond!



Success Highlights

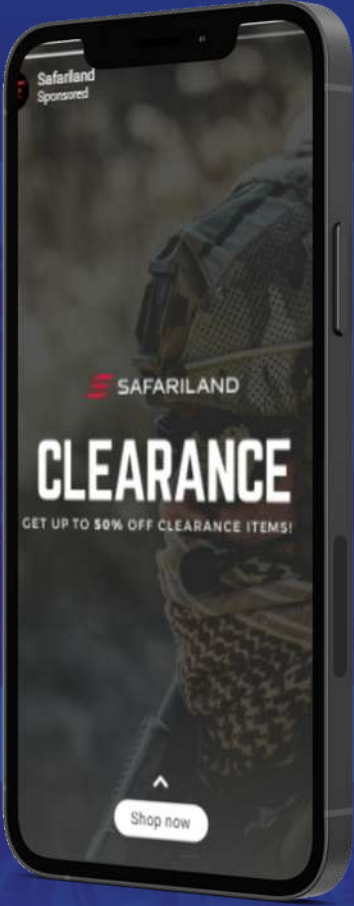
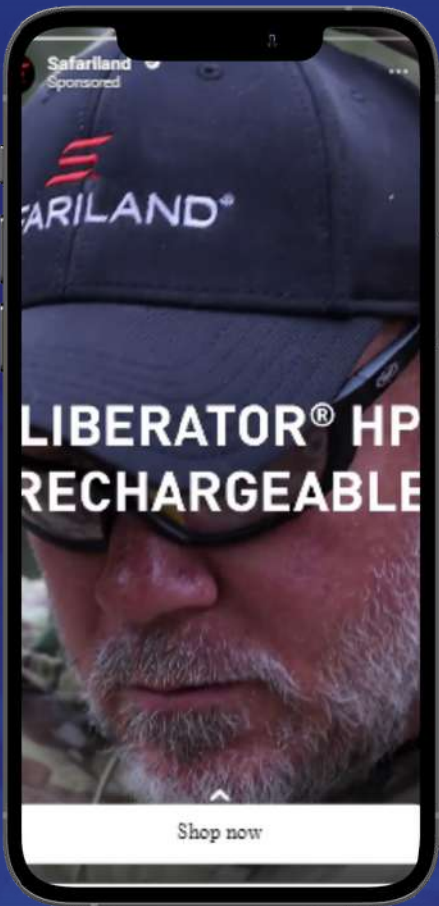
This campaign's success came down to the data. Through vetting product revenues, preferences, and sentiment to refocus interest into Safariland's products with hidden potential.



Campaign Snapshot



CADRE | A selected group of people; specially trained for a particular purpose or profession, for a special mission.



ROAS
19X

Revenue
+15%

Spend
-13%

VIEW PROFILE





Organic Social Strategy



About ITAMCAP

Italian American Citizenship Assistance Program (ITAMCAP) provides a comprehensive range of services to Italian Americans, with a primary focus on dual citizenship assistance.



Strategy Progress

A social content strategy was implemented, providing site visitors with the contextual content needed for a greater understanding of the dual citizenship process.



Success Highlights

Since early 2022, ITAMCAP has grown its audience by over 450x, skyrocketed engagements by over 4000%, and content reach by over 7,000%! And we are just getting started.



Campaign Snapshot

ITAMCAP

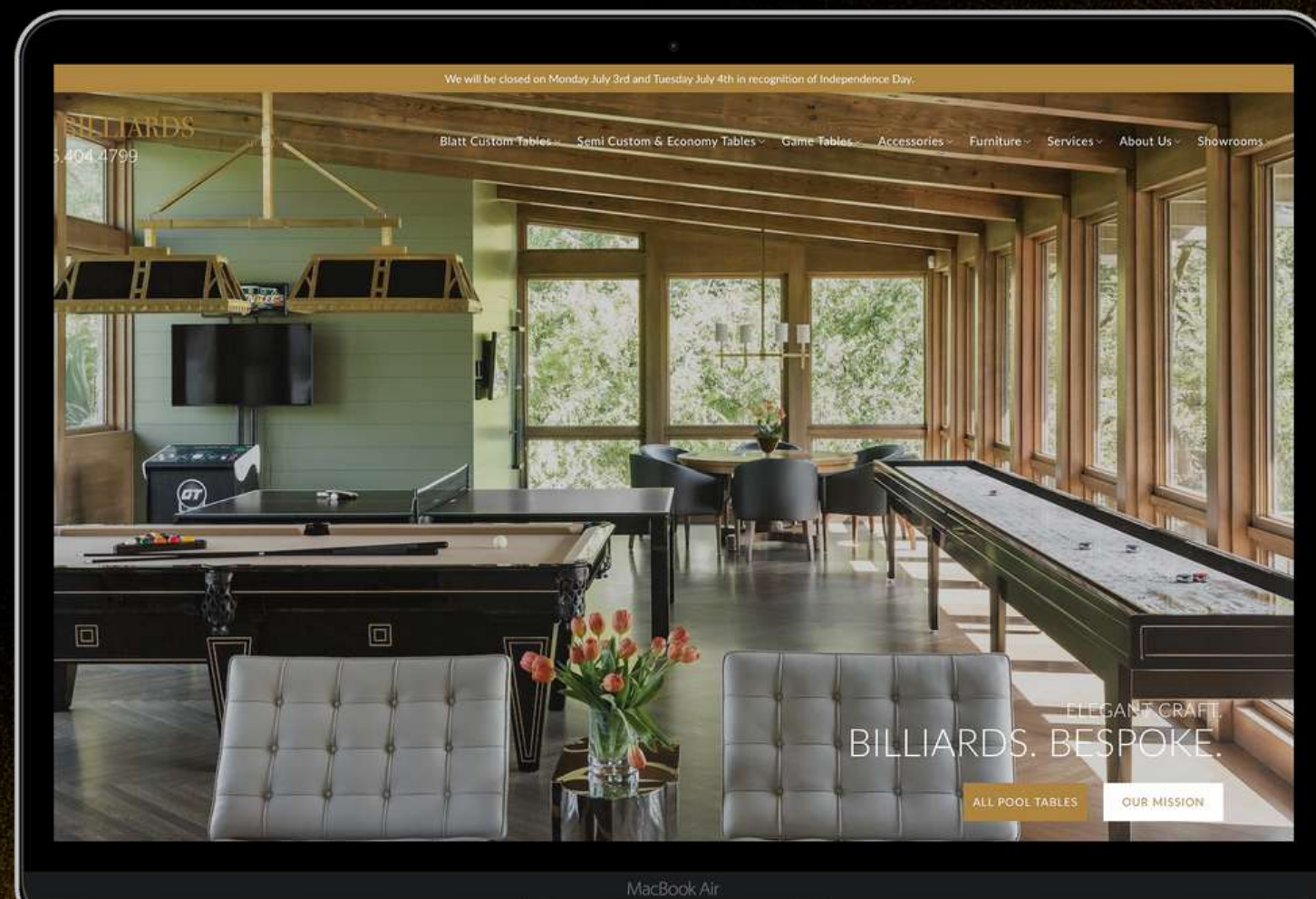


- Impressions: +7,129%
- Engagements: +4,165.9%

- Impressions: +704%
- Engagement Rate: +353%
- FB Audience: +125.9%



BLATT BILLIARDS



Organic Social Strategy



About Blatt Billards

Blatt Billiards is the ultimate destination for billiard enthusiasts, leading the way in Contemporary, Traditional, and Antique table designs.



Organic Strategy

To position Blatt Billiards as the industry authority that they - National Positions new highlighting Blatt's craftsmanship, people, and quality, need to be the core of every piece of content.



Success Highlights

In 2023, Blatt Billiards has garnered over 11,000% more followers, attracted millions of content views, and hundreds of thousands of content engagements including from new celebrity fans like Joe Rogan.

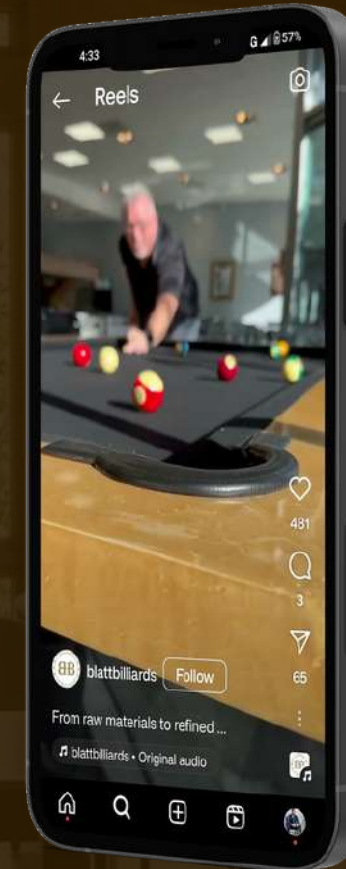
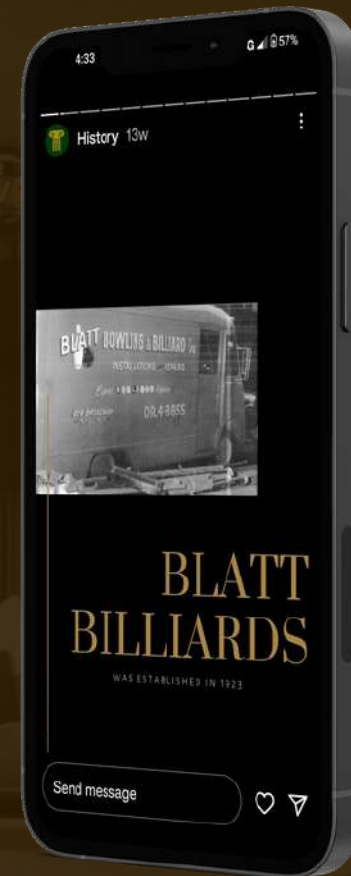


BLATT BILLIARDS
866.404.4799



BLATT BILLIARDS

1,000's of
New Fans &
Followers!



- IG Impressions: 5,030%
- Engagement Rate: 78%
- IG Audience: 11,696%



- FB Impressions: +1,545%
- Engagement Rate: +665%
- FB Audience Growth: +2,400%



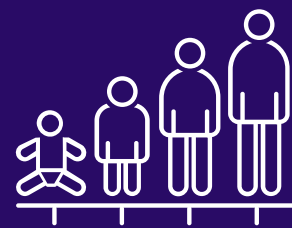
- IG Views +12.6M
- IG Views +226K
- IG Reel Saves +5K

ALL POOL TABLES

OUR MISSION

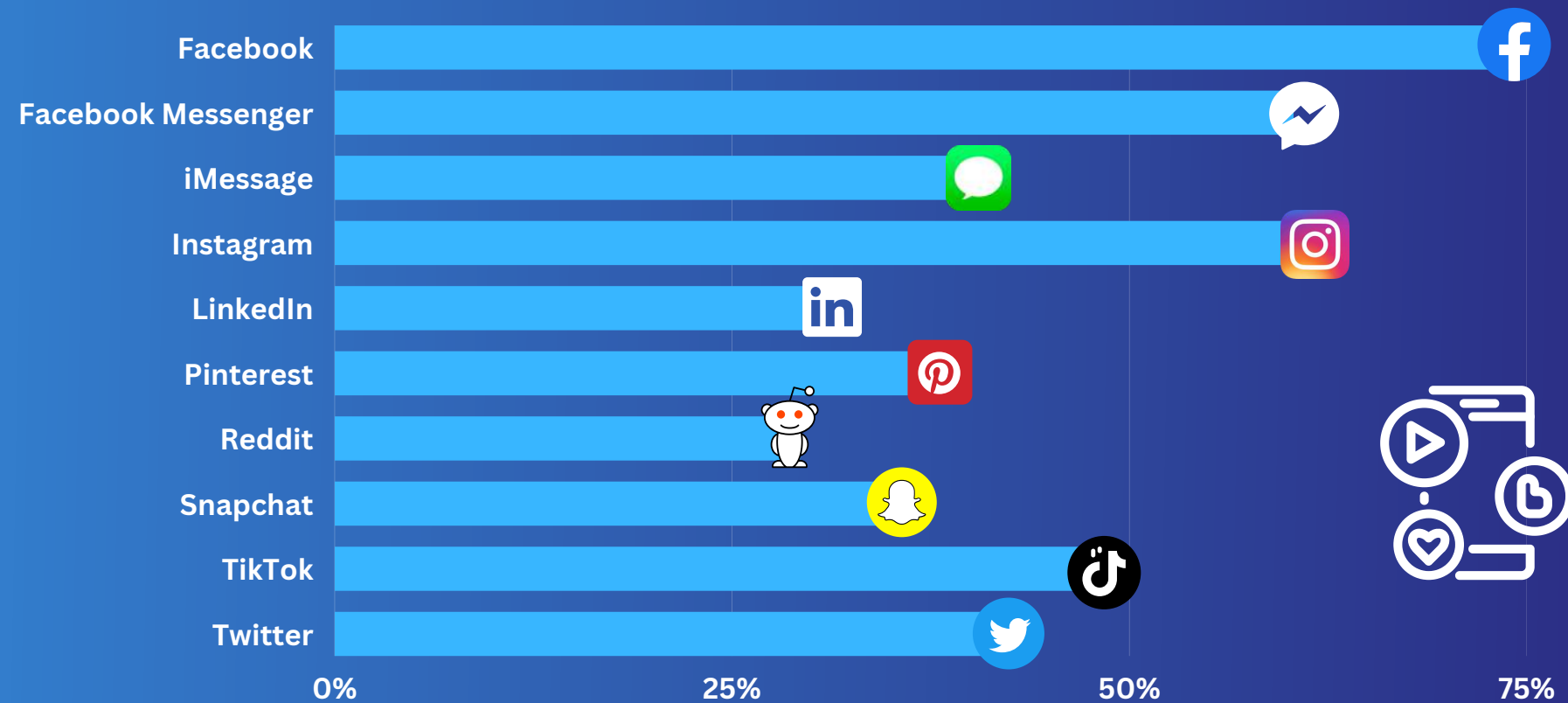
SOCIAL MEDIA

WHAT DO THE **NUMBERS** TELL US?

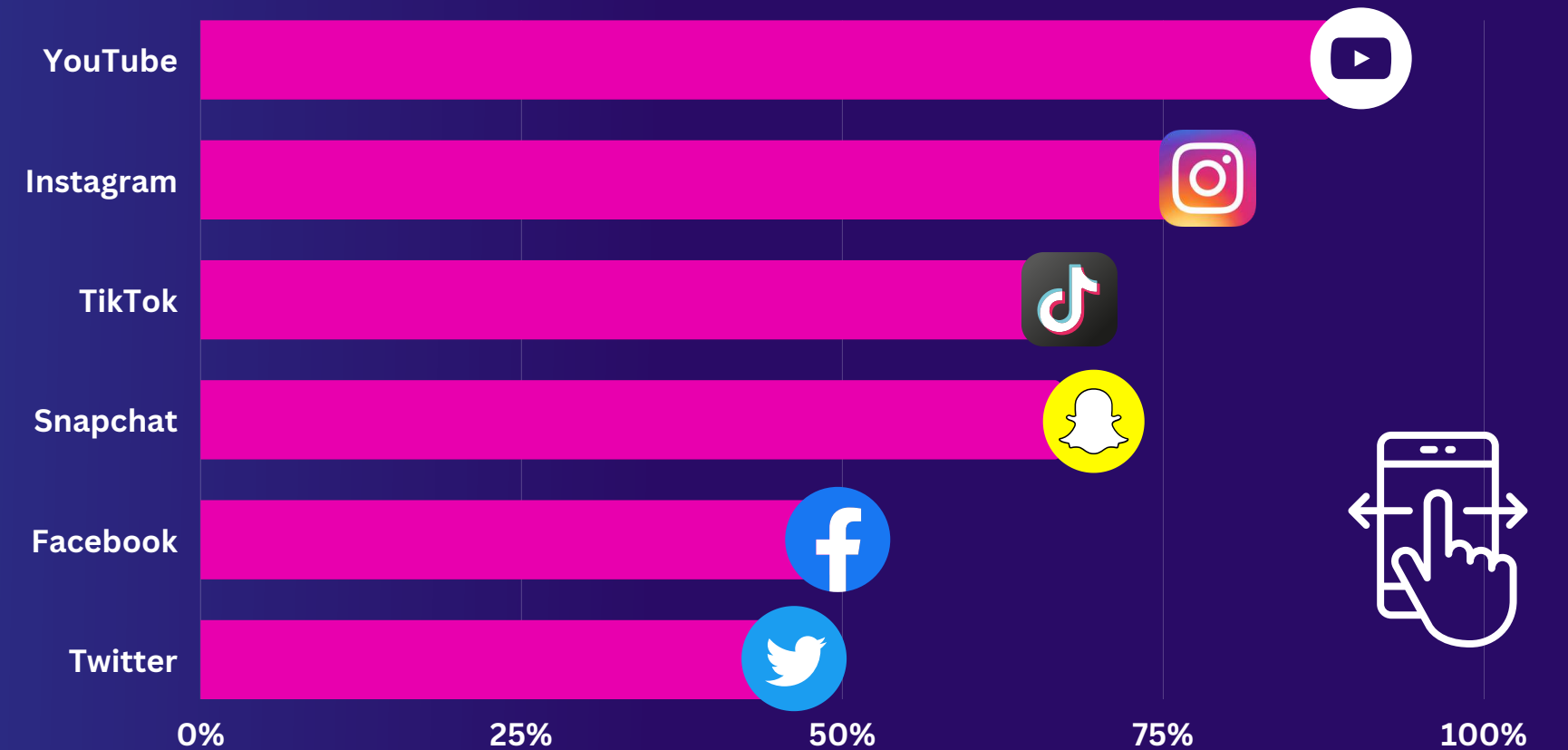


Social Commands Attention

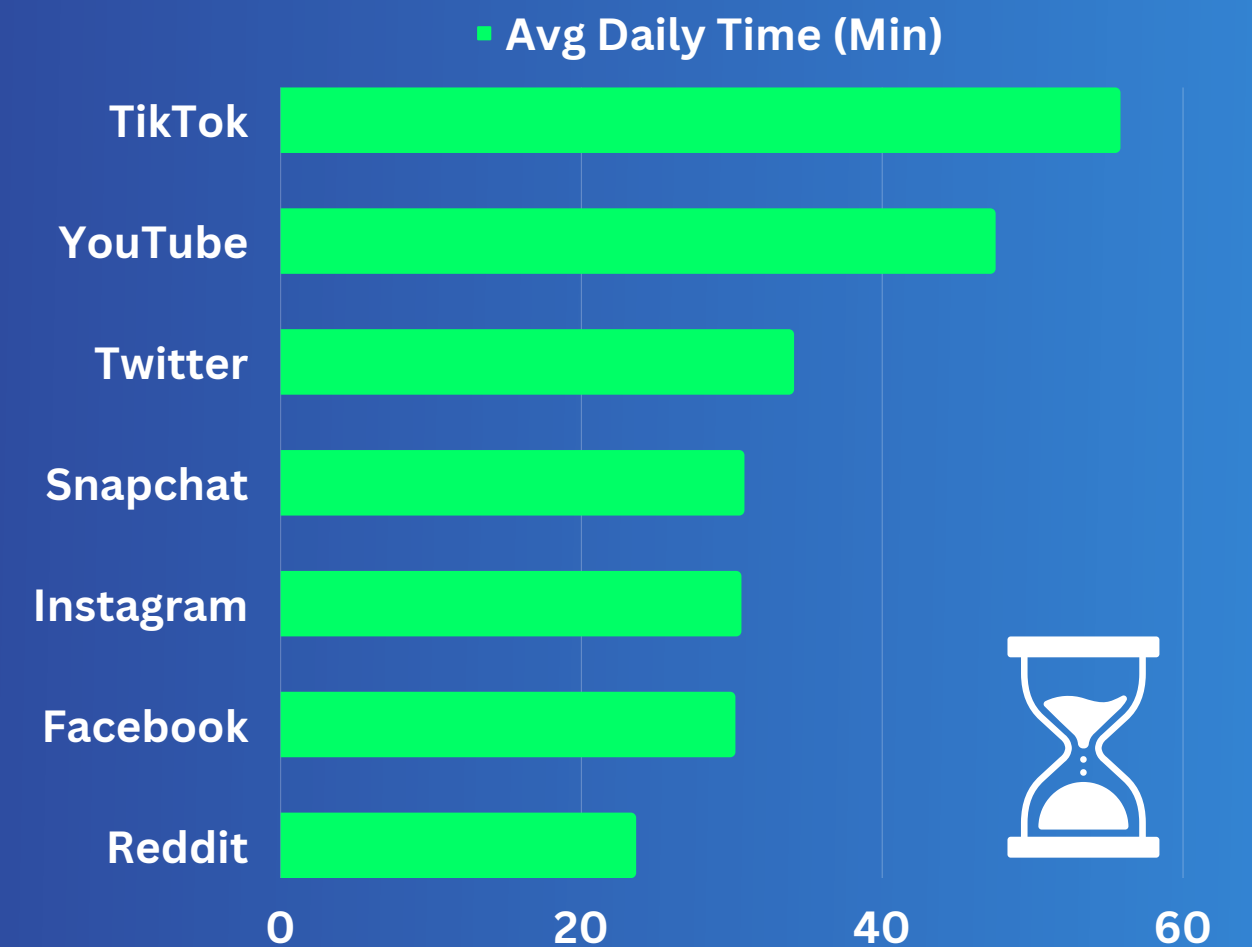
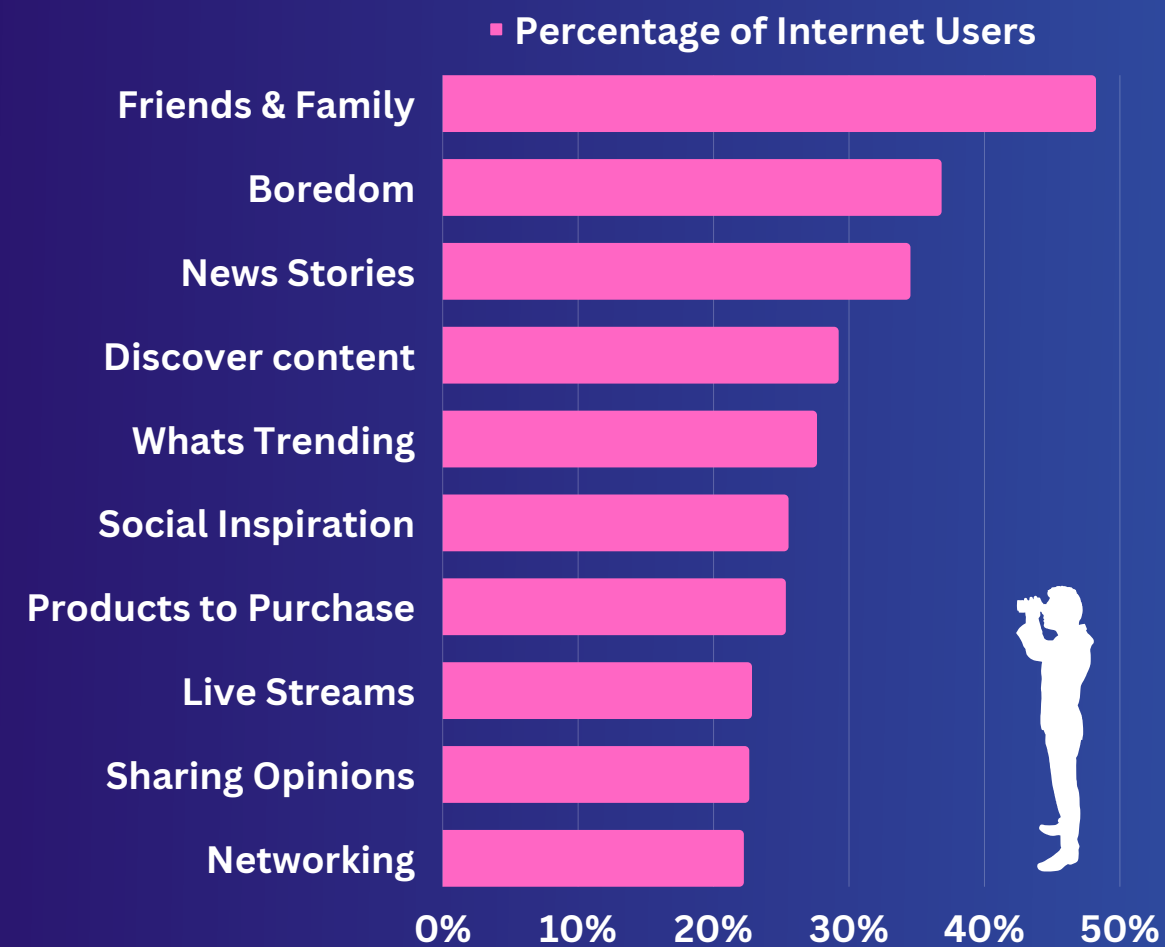
% of US Adults on Social Media



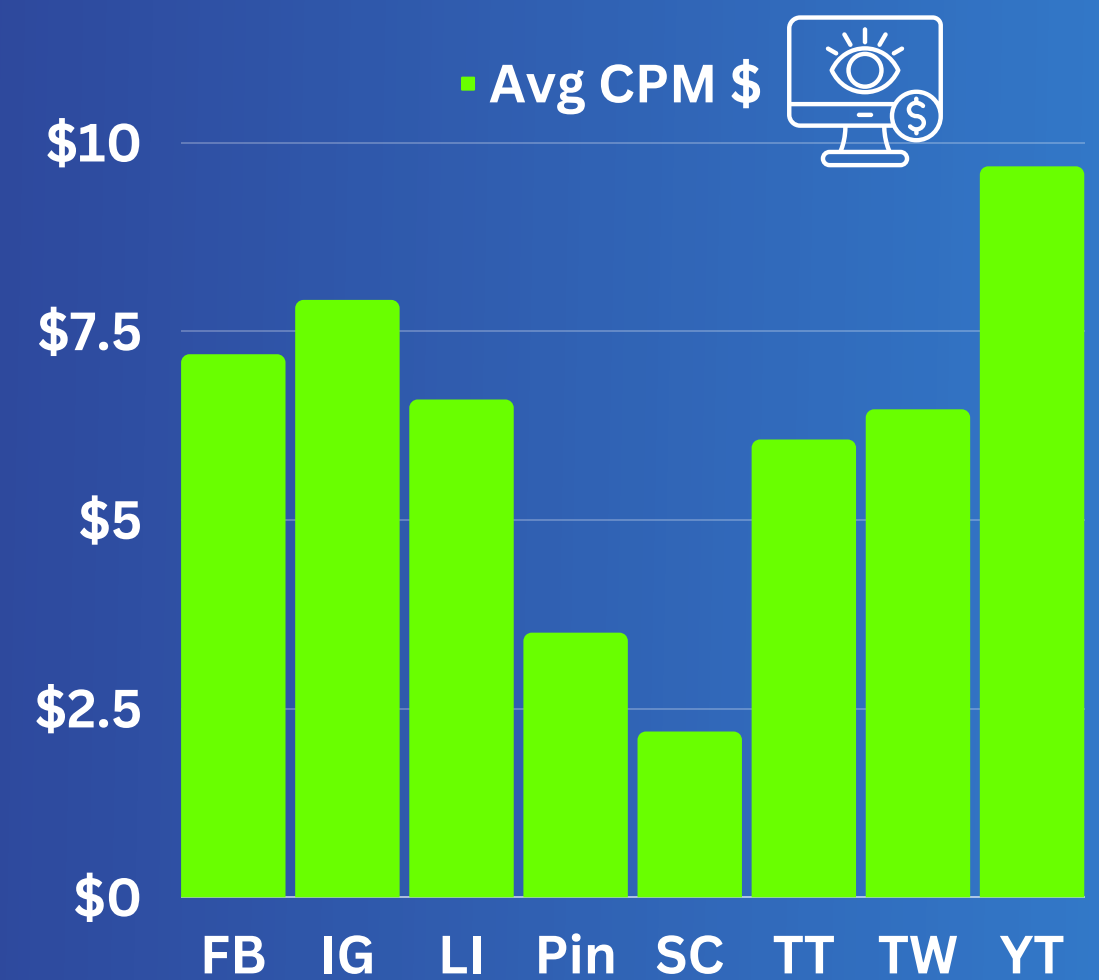
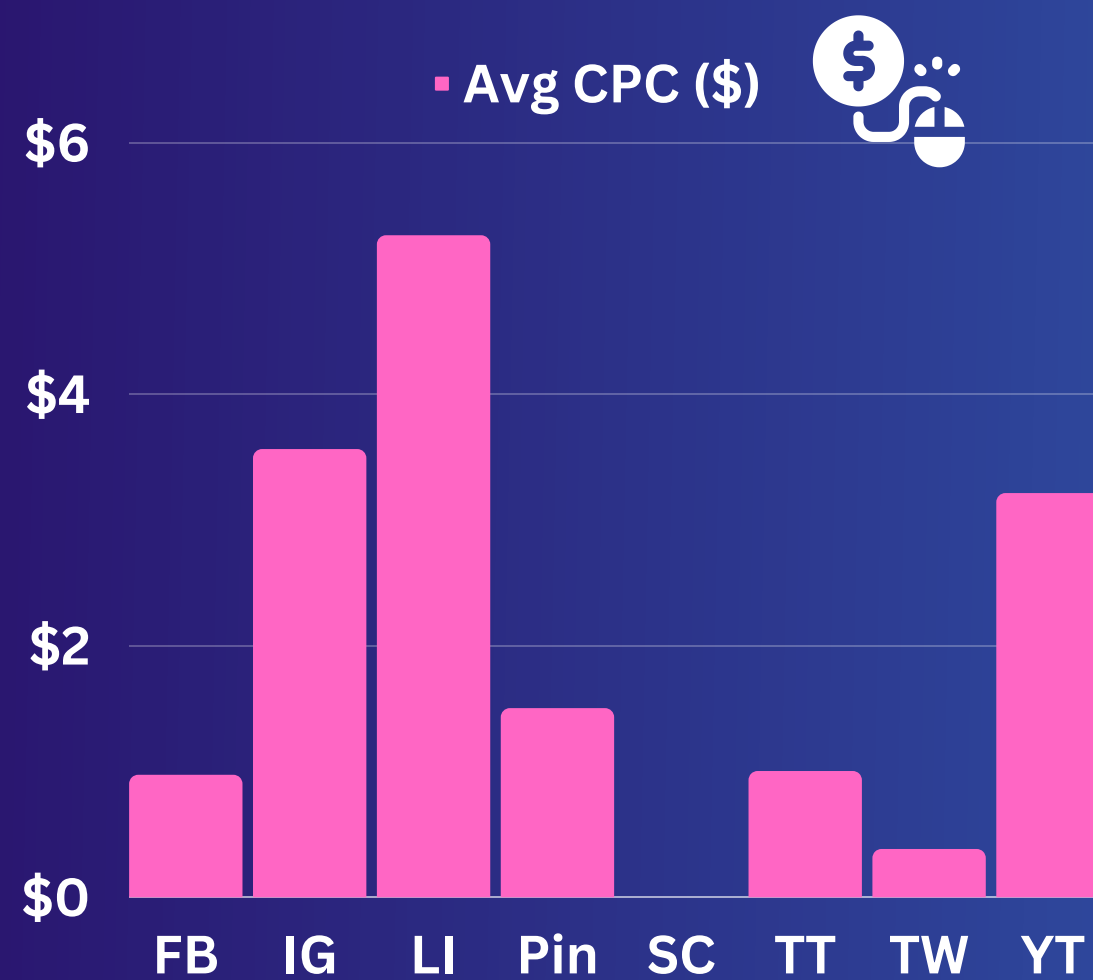
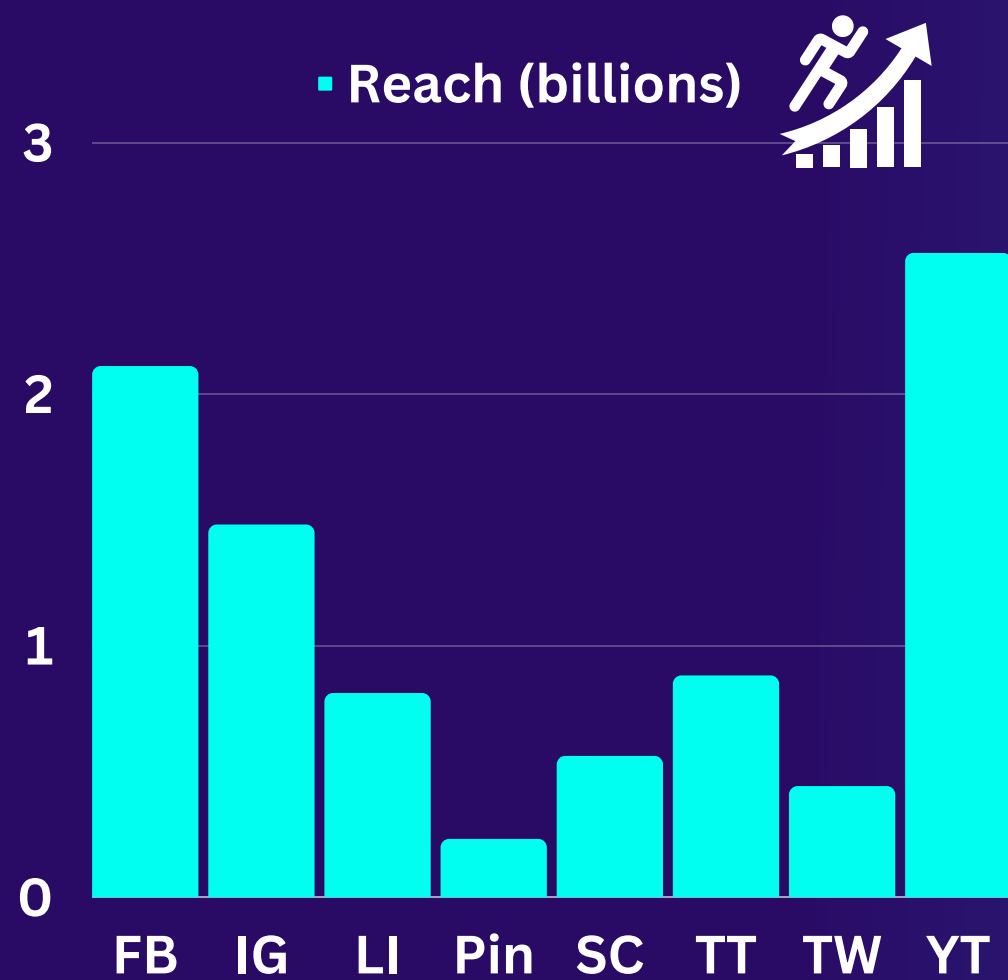
The Gen - Z Breakdown!



Generations & Engagement



Social Media Reach & \$\$\$





Social Impact KPIs

Industry CTR (FB)



Average CPC (FB)

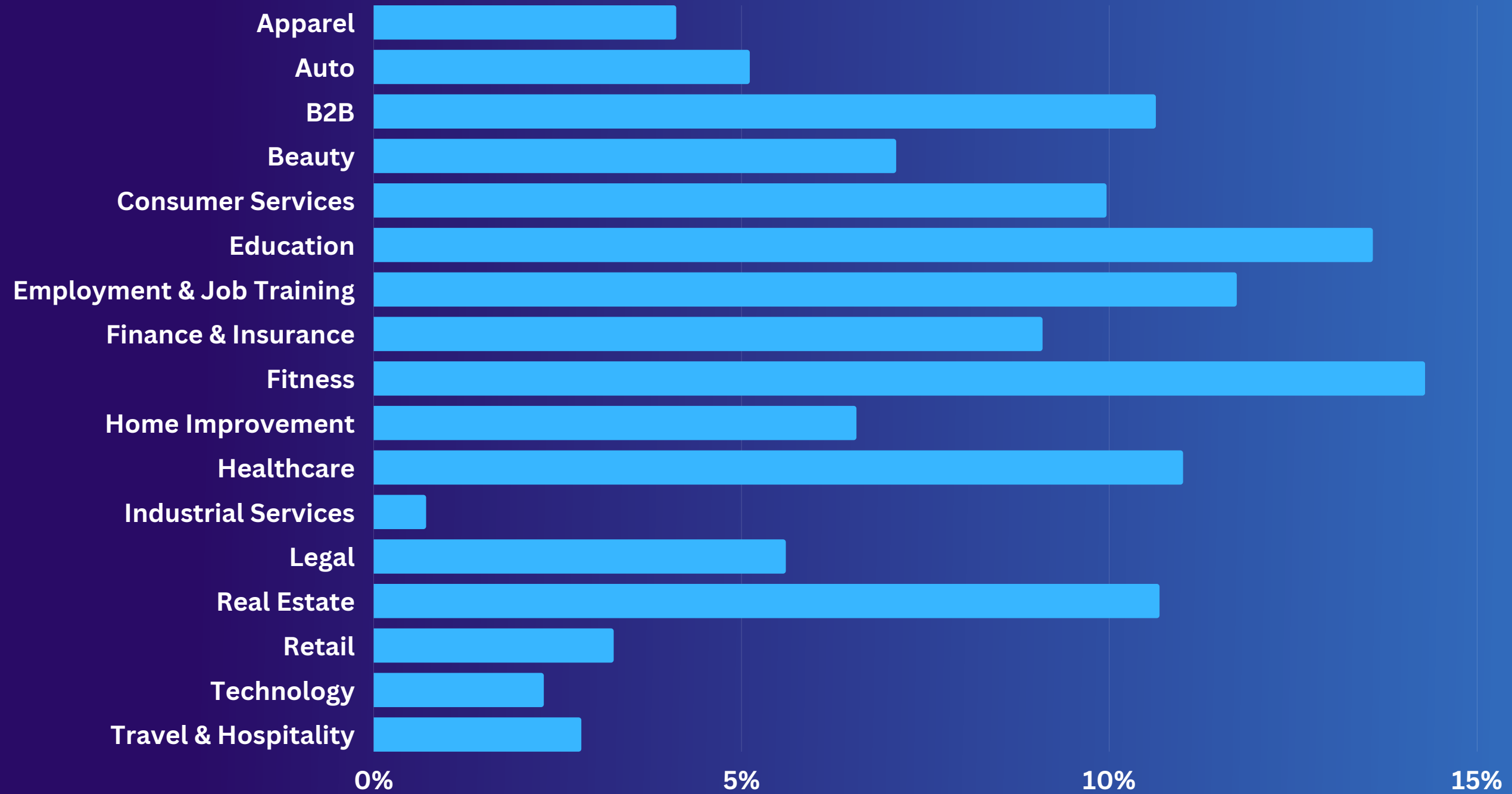


Industry CRV (FB)





Industry Conversion Rates (FB)





**IT'S TIME TO MAXIMIZE YOUR
SOCIAL MEDIA IMPACT.**

CONTACT OUR AWARD-WINNING TEAM



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