



Social Syntax

Generating Business Opportunities Through Social Media

As millions of people generate new content and tools for social media networks each day, businesses face a familiar challenge: ***How do you successfully engage customers amid the competing noise and overwhelming number of social media channels, sites and technologies?***

Social Syntax provides businesses with tools, knowledge and support to build business and brand opportunities through social media. Our high-yield, high-impact social media campaigns and consulting solutions are tailored to meet your business goals and deliver measurable, worthwhile results, including:

- Increased sales
- Greater lead generation
- Improved customer loyalty and communications
- Increased brand awareness

Our Services

A Proven Path to Valuable, Sustainable Engagement

Social Syntax will take your business far in the social media space. Our expert social media strategy and consulting teams can develop, implement and manage all of the following services or supplement your business with resources who will keep your social media campaigns and programs thriving.



Social Fundamentals: Recruitment, Training & Measurement

Our Social Fundamentals services ensure businesses have the resources, skills and tools needed to manage and measure their social media programs. We train staff members to make certain they have the skills needed to drive social media strategies, and we recruit skilled contract and full-time professionals to help organizations develop capable social media teams. We also help businesses implement strategic social media “listening tools” in order to track programs, measure success and turn the resulting data into actionable intelligence that boosts company performance.



Social Roadmapping: Assessment, Strategy & Launch

Social Syntax helps businesses build a bold, enduring social media presence that strengthens networks, enhances customer communications and satisfaction, expands sales channels and improves brand recognition. We assess, build and launch strategic, targeted social media campaigns that will not only get noticed, but also deliver results.

“Through Social Syntax’s diligent review of our Web site and social media presence, IAA was able to get a much clearer understanding about the space and how we might create a meaningful, engaging program that can be measured for its impact on buyer participation. Their approach was of great value for IAA.”

- CFO, Insurance Auto Auctions

Why Social Syntax?

Expertise. Social Syntax is made up of social media strategy, technology, design, communication and analytics experts who deliver business results.

Focus. As a company 100% focused on social networking channels, we offer the knowledgeable, strategic insight businesses need to successfully leverage social media, increase business opportunities and better engage clients, prospects and partners.

Resources. As a part of the SPR Companies family of technology businesses, our industry reach and social media knowledge is expansive and constantly growing.

Measurement. Social Syntax is dedicated to measuring, reporting and analyzing the results of the strategies and campaigns we build.



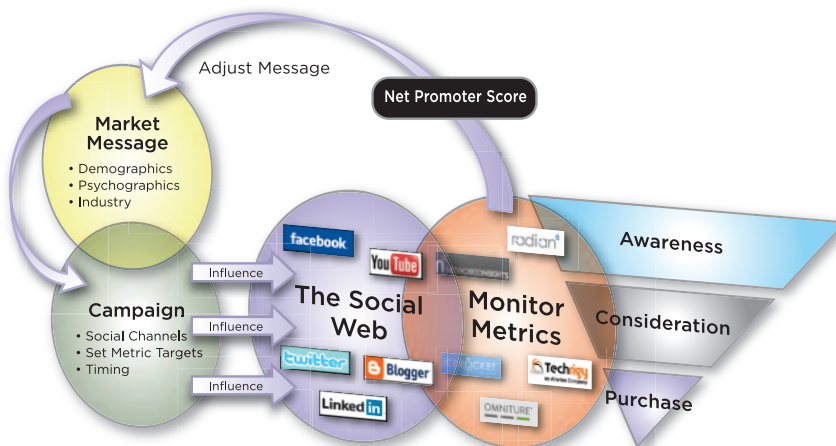
Social Spark: Creative Campaign Development & Design

To capture the attention of the audiences you seek, Social Syntax provides a full range of creative solutions. Our social media professionals and top-notch creative media teams develop written, graphical, audio and video content that will get noticed, get responses and gain traction across your social media networks.

Our Approach

Your Business, Your Strategy, Your Goals Achieved

Social Syntax applies a proven, project-oriented approach and rigorous business requirements gathering to develop social media strategies and solutions that fit your business and produce meaningful results. We start with your business—its goals for prospecting, sales, growth, differentiation, customer and employee loyalty, branding and marketing research. Based on those objectives and requirements as well as our industry research and analysis processes, our expert social media teams identify the tools and opportunities that will deliver the results you seek.



About Us

Bringing Meaning, Measurement and Results to Social Media

Social Syntax is part of SPR Companies, a family of IT professional services firms long dedicated to providing IT resources and solutions to Fortune 1000 companies nationwide. Our social media story began from a very practical need. We started leveraging social media as a means of finding, engaging and hiring IT professionals. What we discovered is that the high touch, highly communicative social media recruitment approach we built also applies to the wide range of social media pursuits of businesses today. As a result, we now leverage our rich technology resources, experience and passion for staying miles ahead of new trends to help businesses radically strengthen their sales, their brand awareness, their employee retention and customer satisfaction through social media channels.

The Story Behind Our Name

The name **Social Syntax** reflects our commitment to helping businesses make meaningful connections that generate opportunities from the complex, and often confusing, system of social media tools and destinations. “Syntax” means an orderly arrangement of elements. It speaks to congruity, connections and logical relationships.

At Social Syntax, we simplify vast digital networks of people, businesses, causes and institutions into logical paths to create opportunities for informing and engaging prospects and customers. We architect rational strategies to ensure businesses can leverage rapidly growing online resources to their marketing and sales advantage.