

# Beachy Media keep their finger on the pulse of social with MakeMeReach



**Beachy Media** is a 360 degree **communications, marketing, and design agency** based in New York. They've established a reputation for bringing expertise and innovation to the table with every project, and have a roster of industry-leading clients to prove it.

## SOCIAL MEDIA: A CONSTANTLY CHANGING SPHERE

Traditionally a public relations pure player, **Beachy Media recently diversified their offering to clients by stepping into the world of social advertising.**

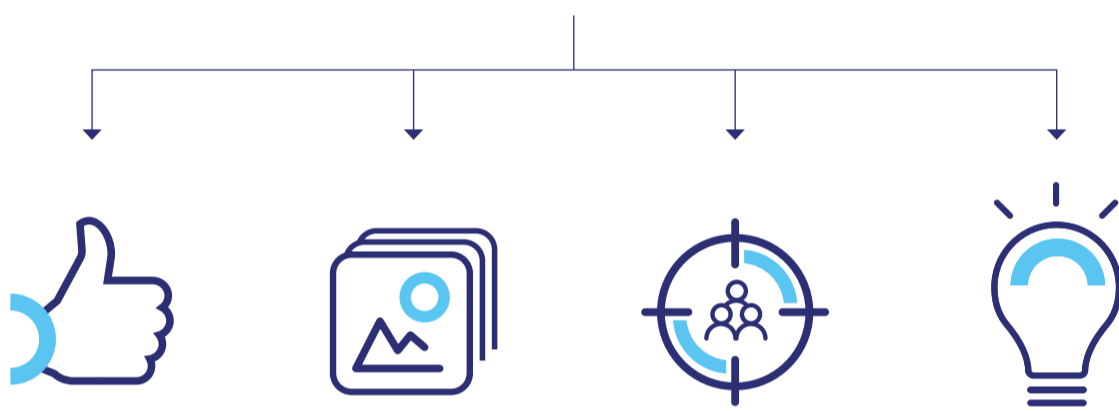
## MAKEMEREACH SOCIAL ADVERTISING TRAINING

While **MakeMeReach is a leading ad tech solution provider**, Beachy Media also saw that MakeMeReach is made up of a **dedicated team of experts**. That fact, together with the close relationship MakeMeReach holds with **partner networks like Facebook, Twitter and Snapchat**, made the decision straight forward for Beachy Media - and they approached MakeMeReach for bespoke social ads training.



Based on conversations and an analysis of Beachy Media's needs, the team at MakeMeReach put together a **3-day customized training plan**. This featured an overview of topics including:

### 3-DAY CUSTOMIZED TRAINING PLAN



**ADVERTISING BEST PRACTICES**

**AD FORMATS**

**TARGETING OPTIONS**

**TIPS FOR CREATIVE ACROSS NETWORKS LIKE**

The training also focused on the value and best practices for social ads in the **strategic verticals** of focus for Beachy Media.

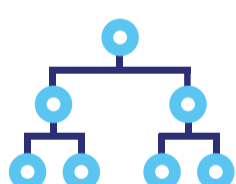


## AUDIT OF HISTORICAL CAMPAIGNS AND ACCOUNTS

Following the training, the MakeMeReach team also presented an in-depth audit of Beachy Media's Facebook ad accounts and the client accounts they manage. This was particularly useful for Beachy Media, since it not only enabled them to practically solidify knowledge from the training, but also take away specific actions to improve their accounts right away. From **technical implementations, to account organization, audiences, campaign structure, bidding strategy, optimization and automation**, no stone was left unturned!



**TECHNICAL IMPLEMENTATIONS**



**ACCOUNT ORGANIZATION**



**AUDIENCES**



**CAMPAIGN STRUCTURE**



**BIDDING STRATEGY**



**OPTIMIZATION**



**AUTOMATION**

## STRATEGY SUPPORT AND ACCESS TO THE MAKEMEREACH PLATFORM

The truth is the training and audit provided were only half the story! Through continued support and consulting around their advertising strategy, as well as access to the MakeMeReach platform, **Beachy Media has been able to continue 'learning by doing'.**

**Rachel Cochran, Co-Founder, Design.**

"Navigating the waters of social advertising have been rough, to say the least. Not only did MakeMeReach audit our current ad accounts, they provided us with a clear pathway to becoming digital media experts. In just three training sessions, we learned more about our clients' audiences than we had in months. We're thrilled to continue to grow our client's digital presence with the helpful guidance of MakeMeReach."

