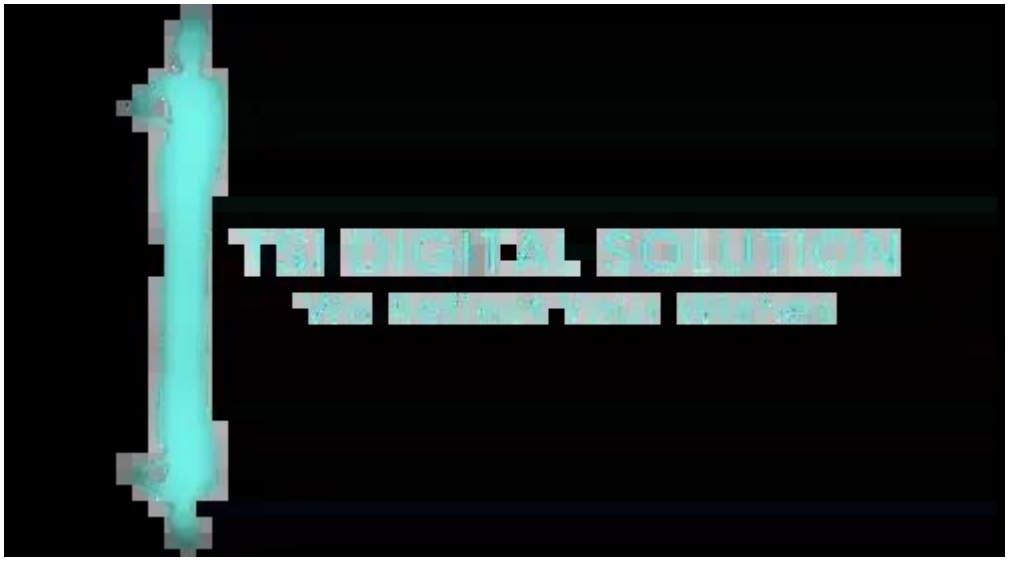
Rethinking Social Media Management

Category: SMM Blog
November 26, 2024





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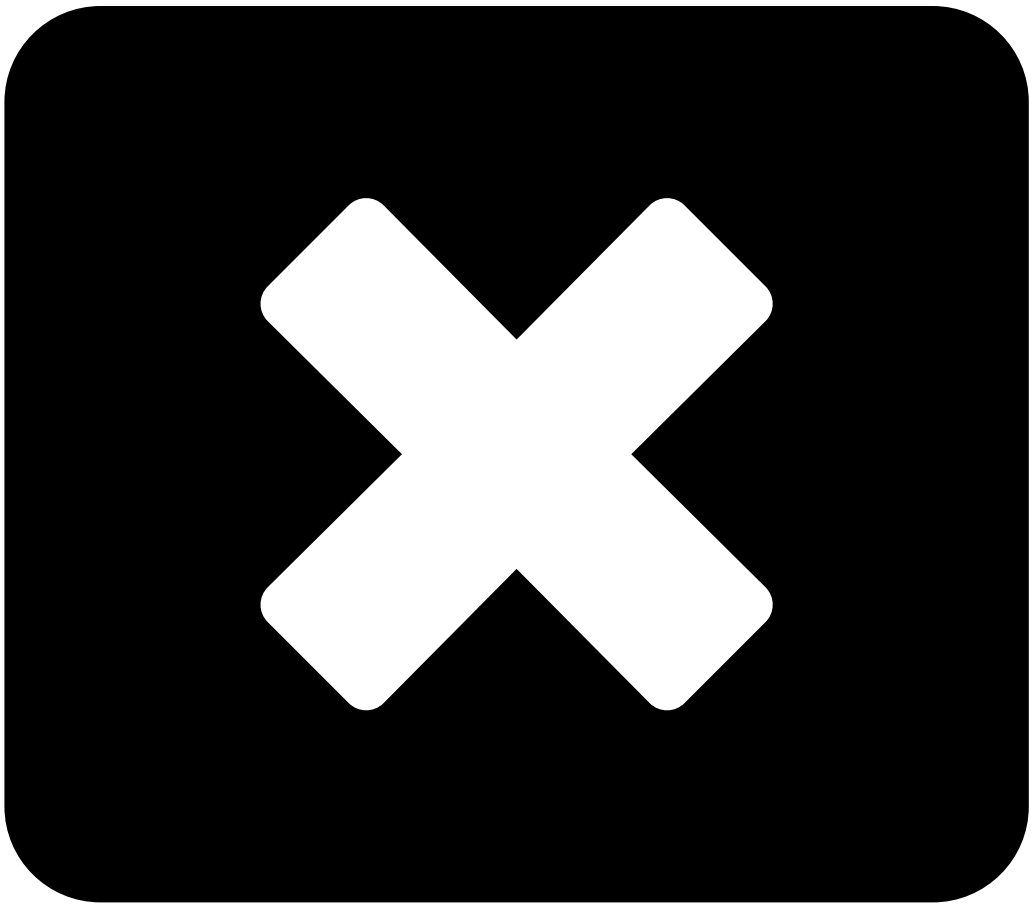

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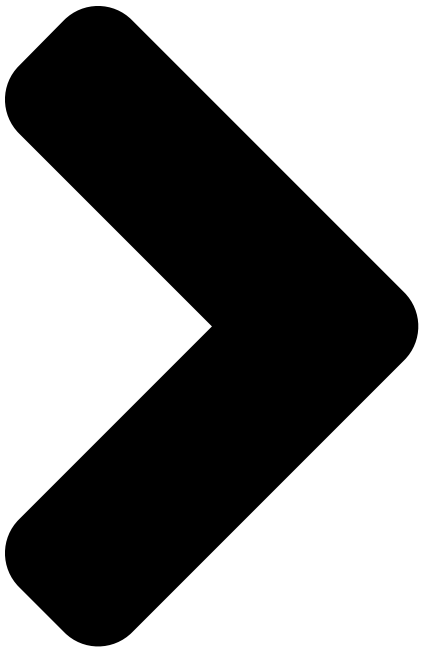

About us

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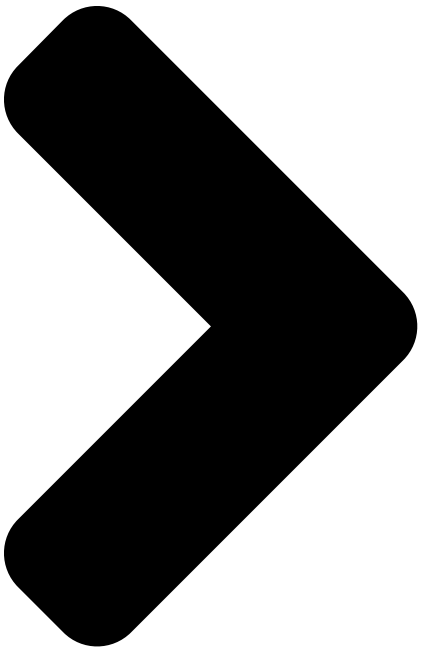

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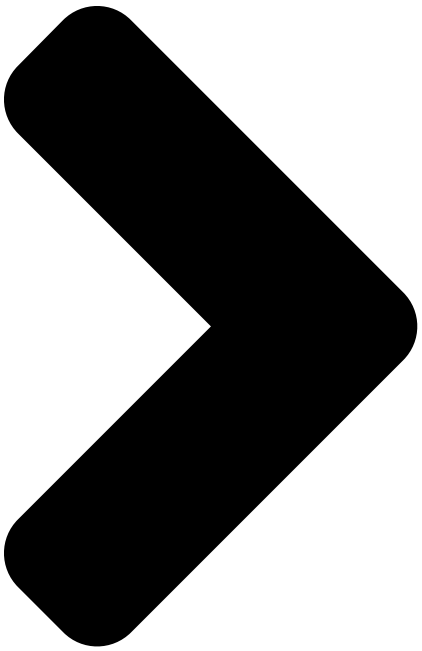

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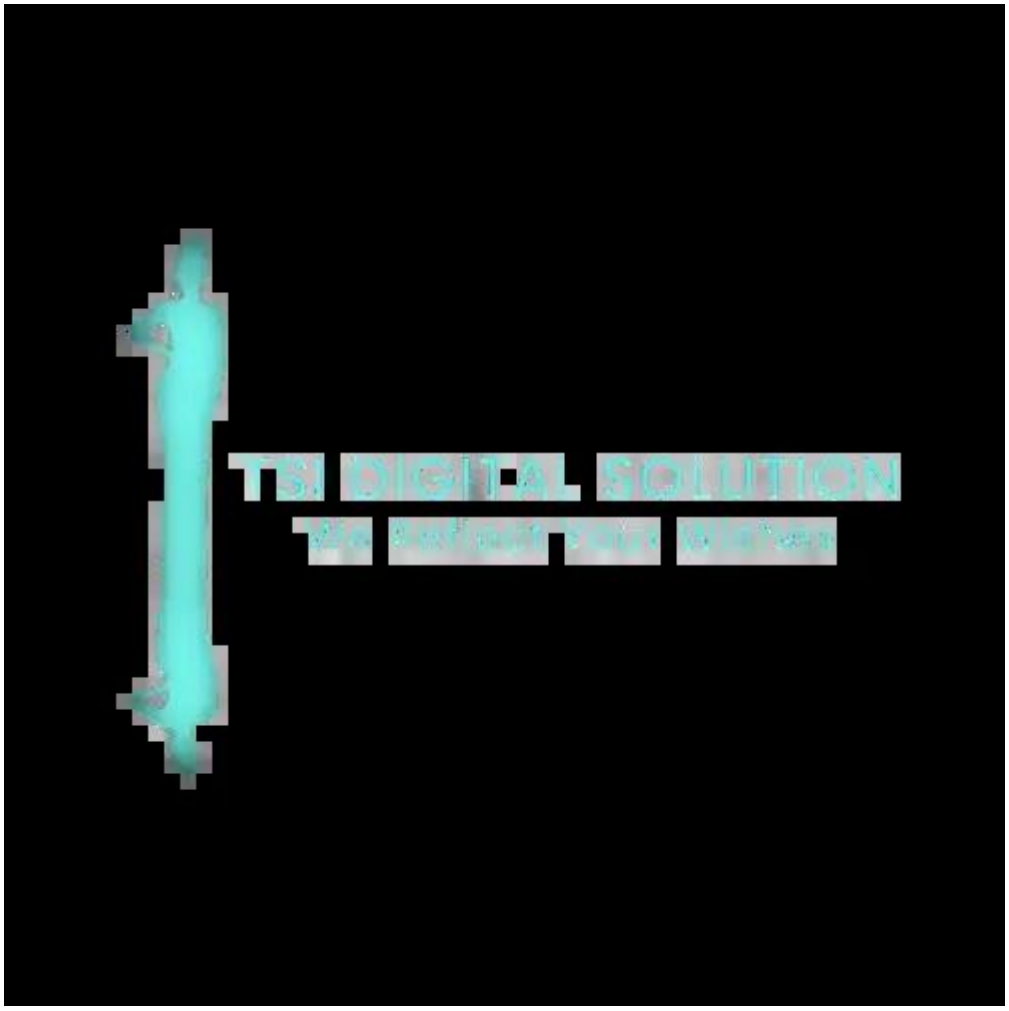
What we have realized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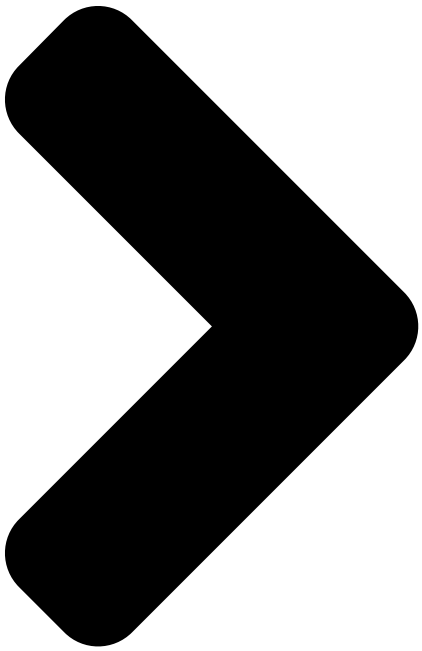

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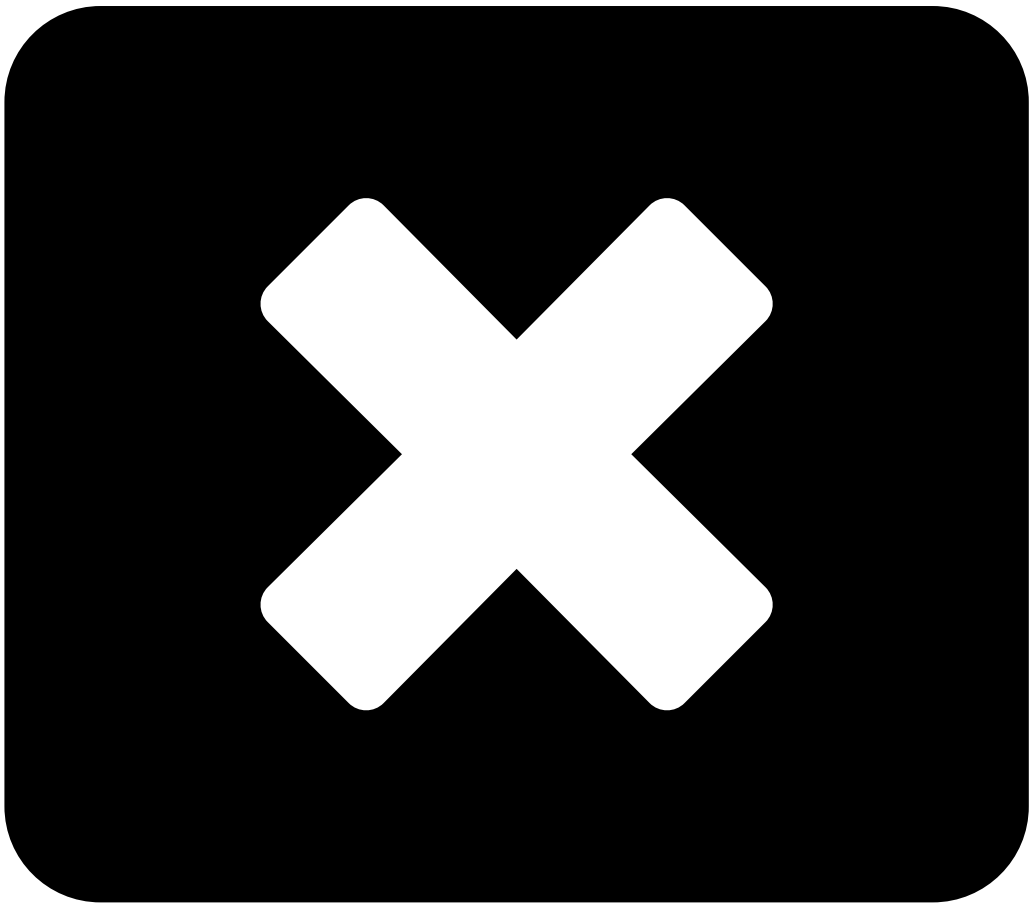

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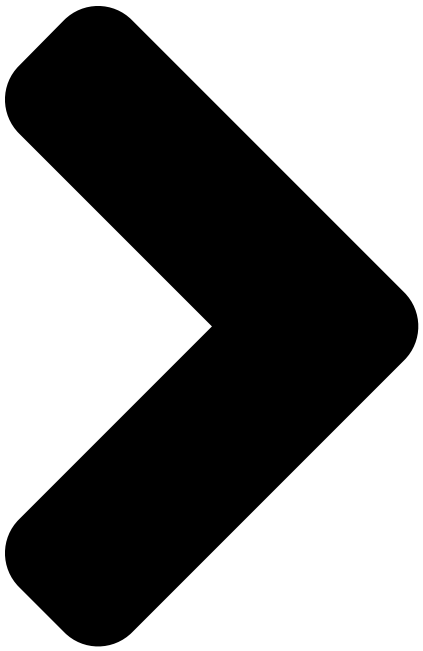

Services

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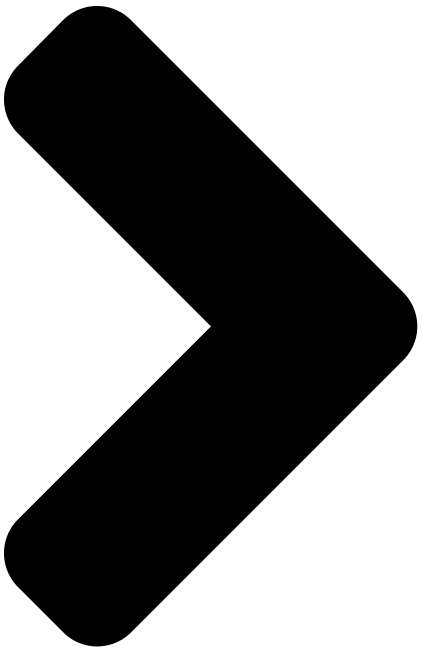
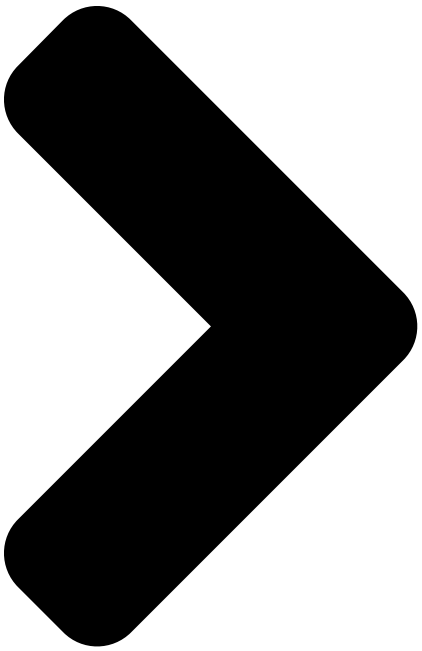
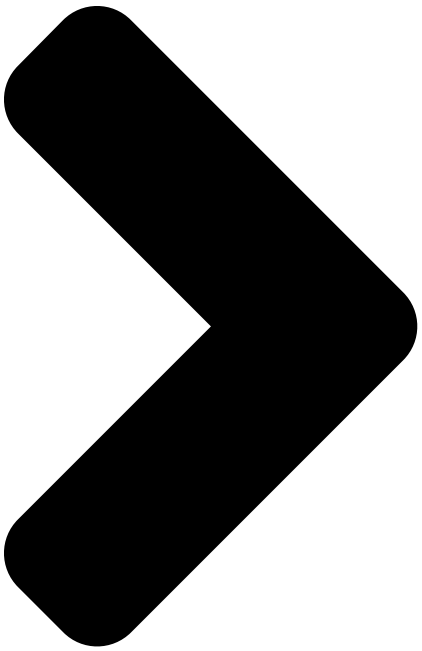


Web Design & Development



- Hosting



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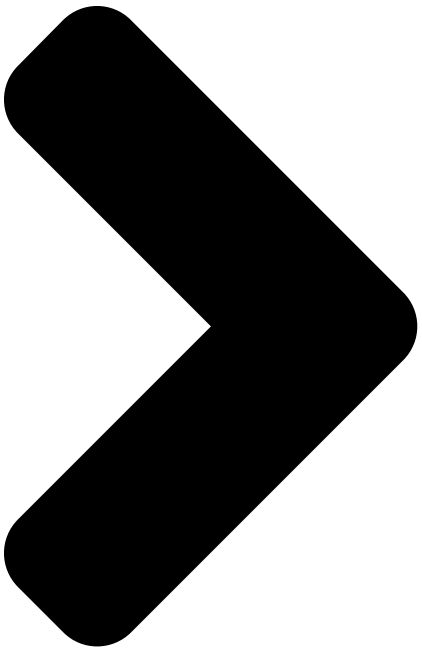
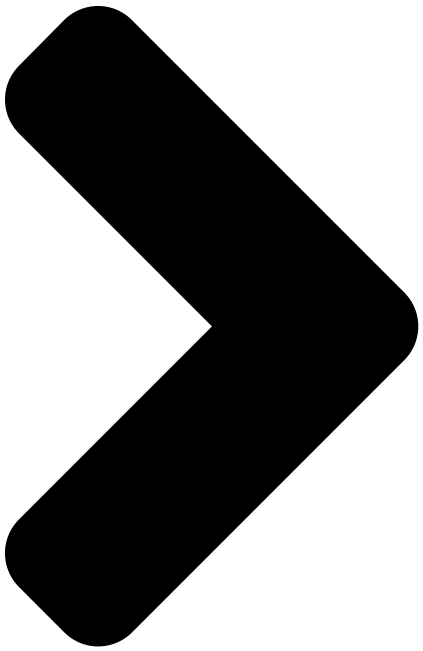
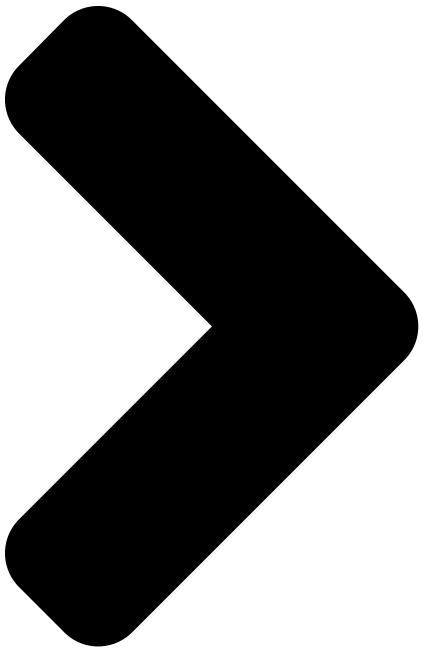


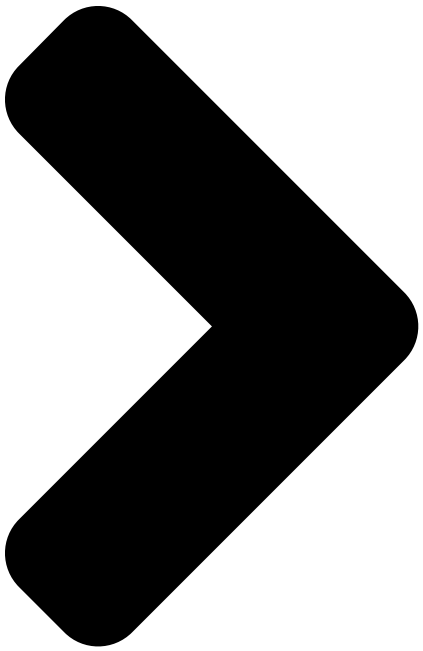
App Design & Development



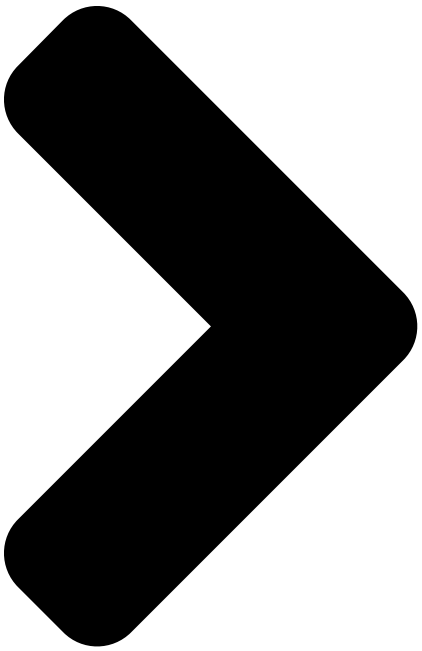
AI Agents



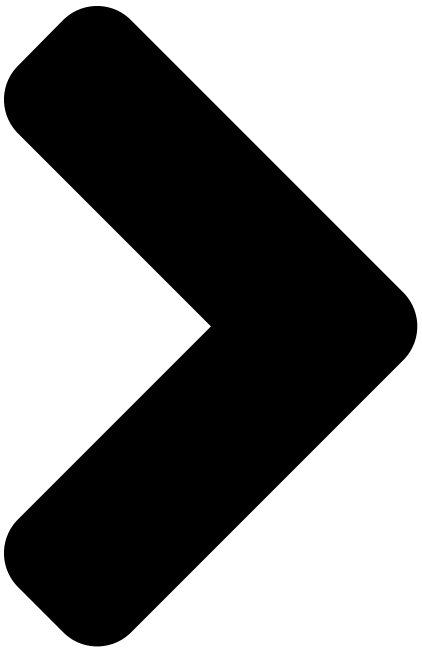
e-Commerce



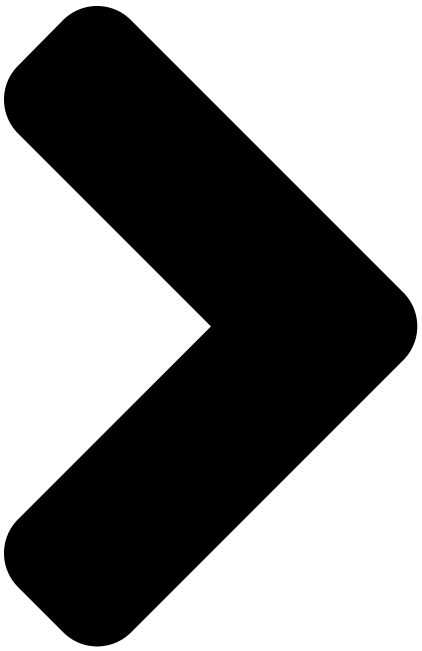
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

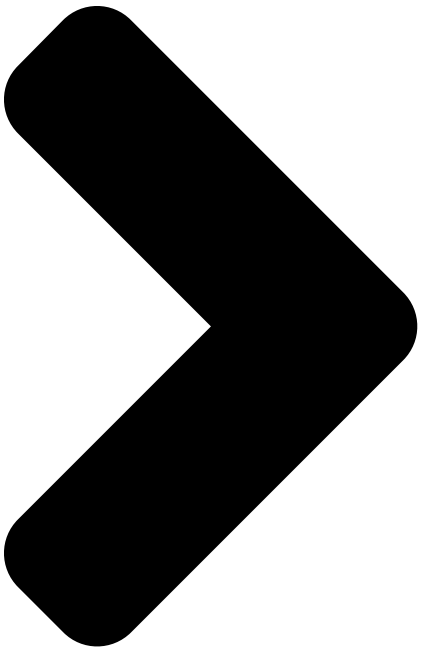
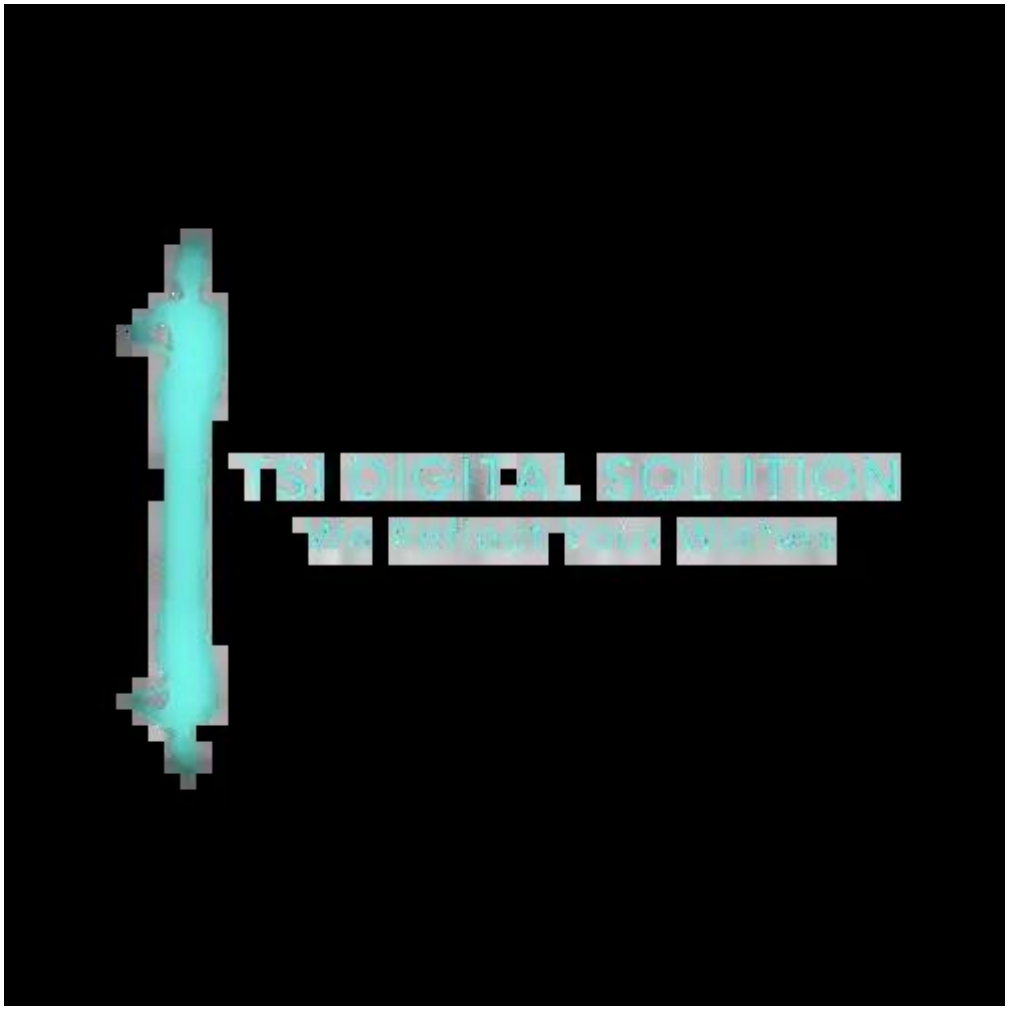


Photo- & Videography

Calculate the price online yourself

The way we work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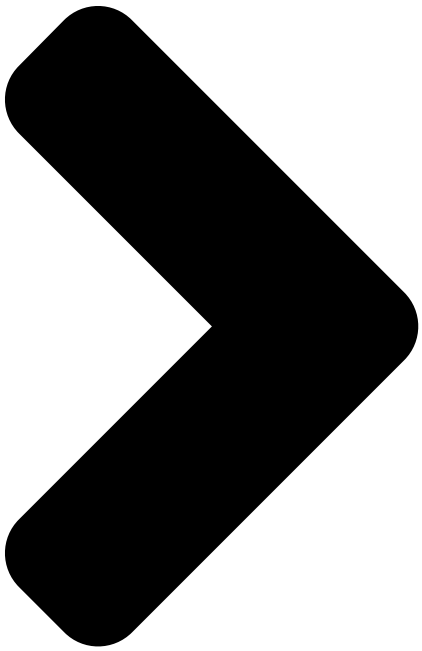

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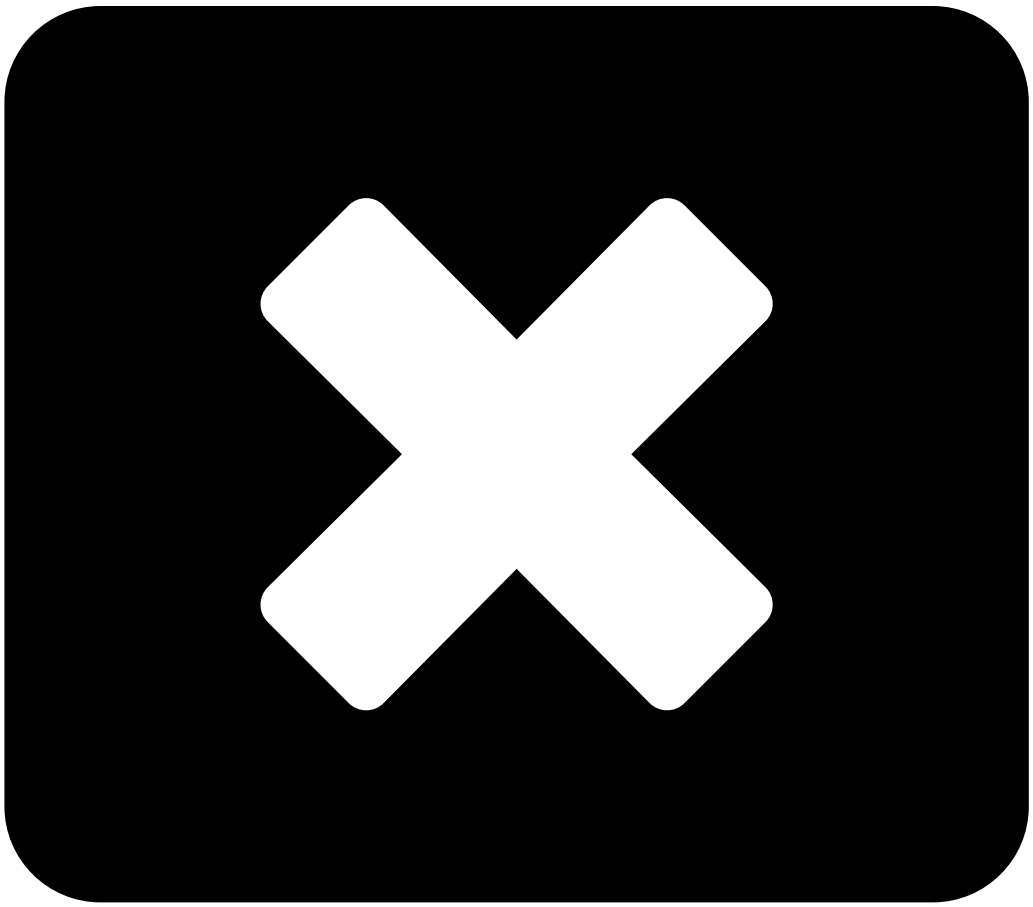

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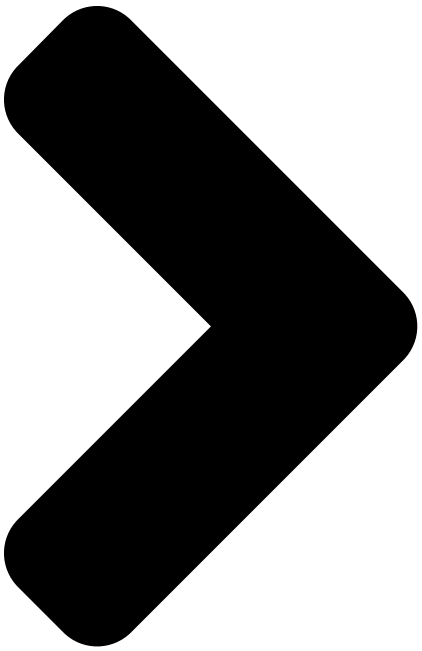

Realized projects

Calculate an estimate of your project costs directly online

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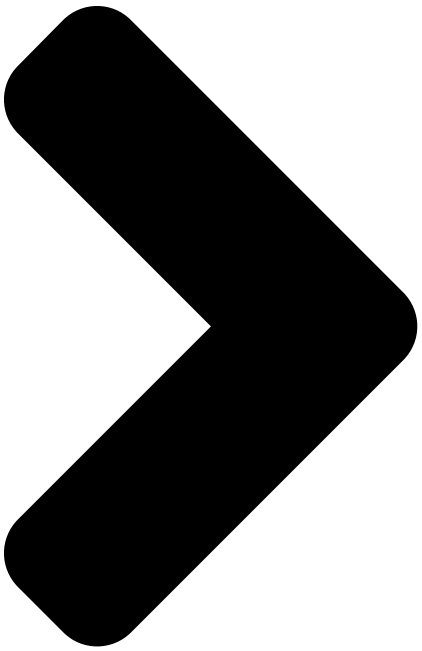
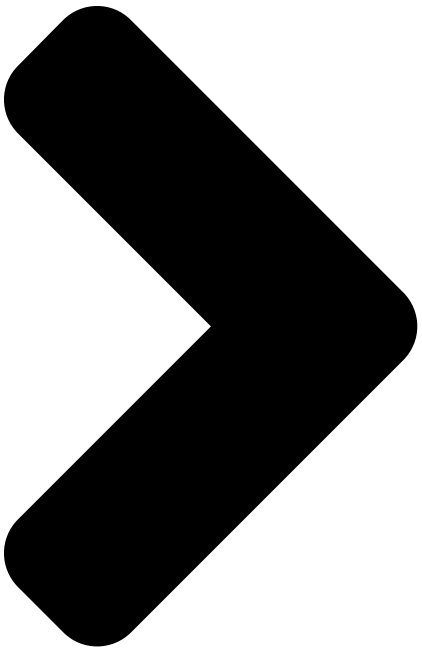
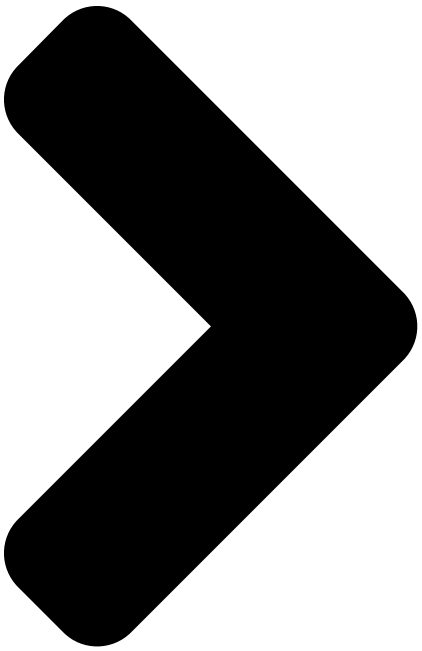


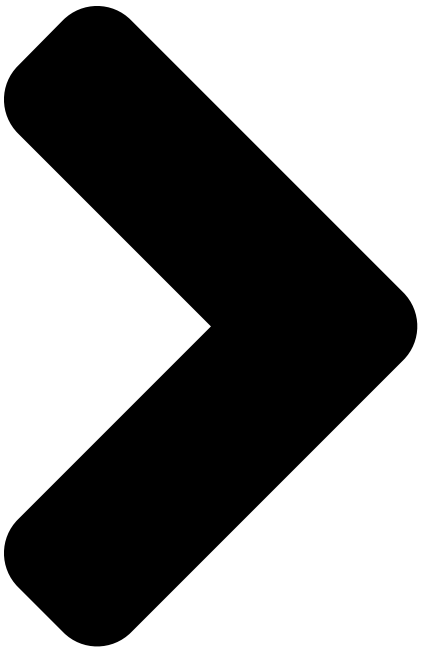
- Cost calculation for my website



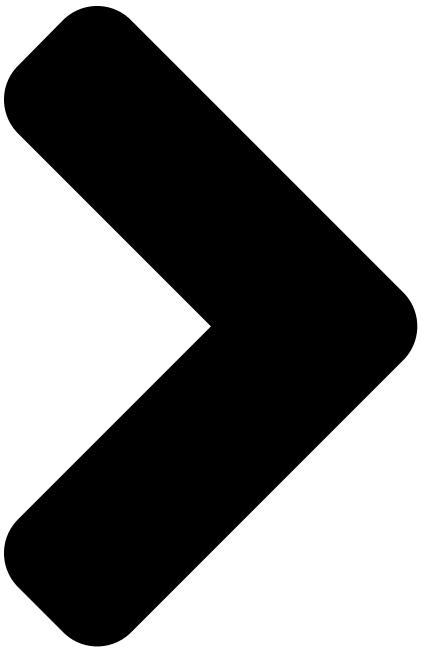
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



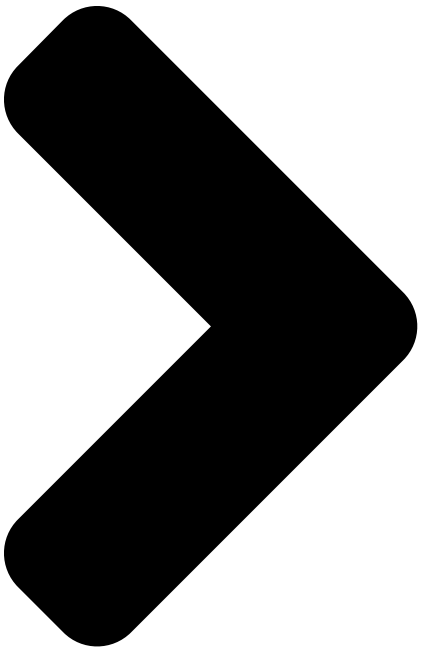
Contact us for a personal App



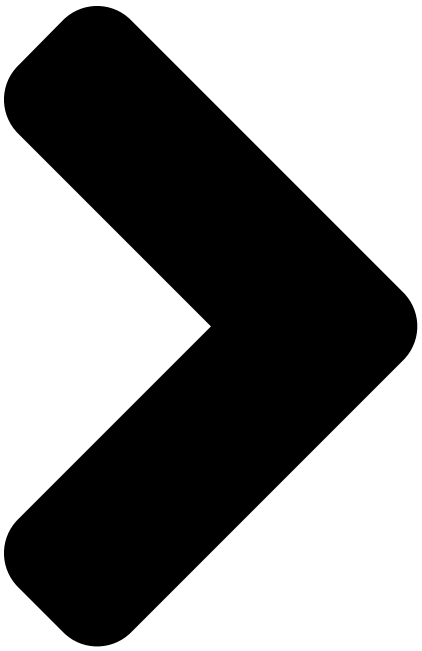
- Contact us for your AI Agent



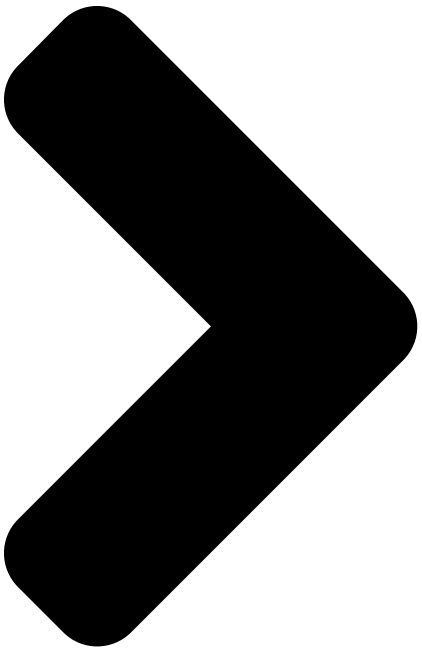
Cost calculation for an e-commerce shop



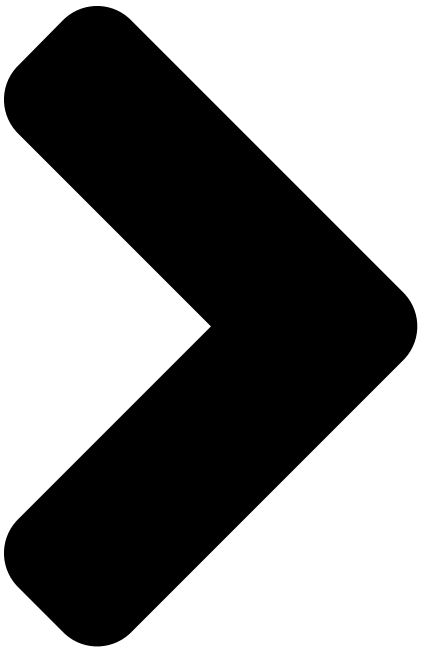
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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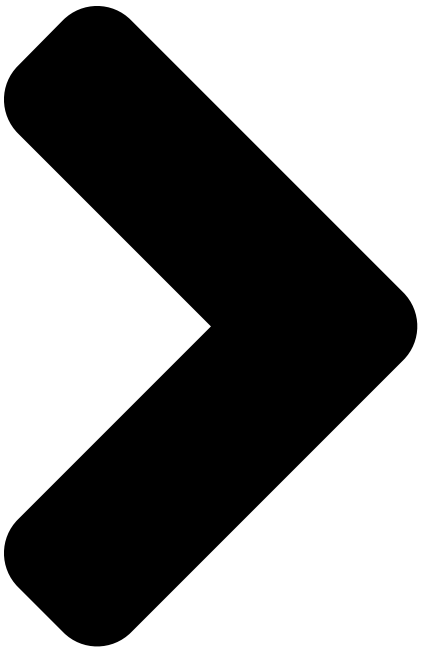
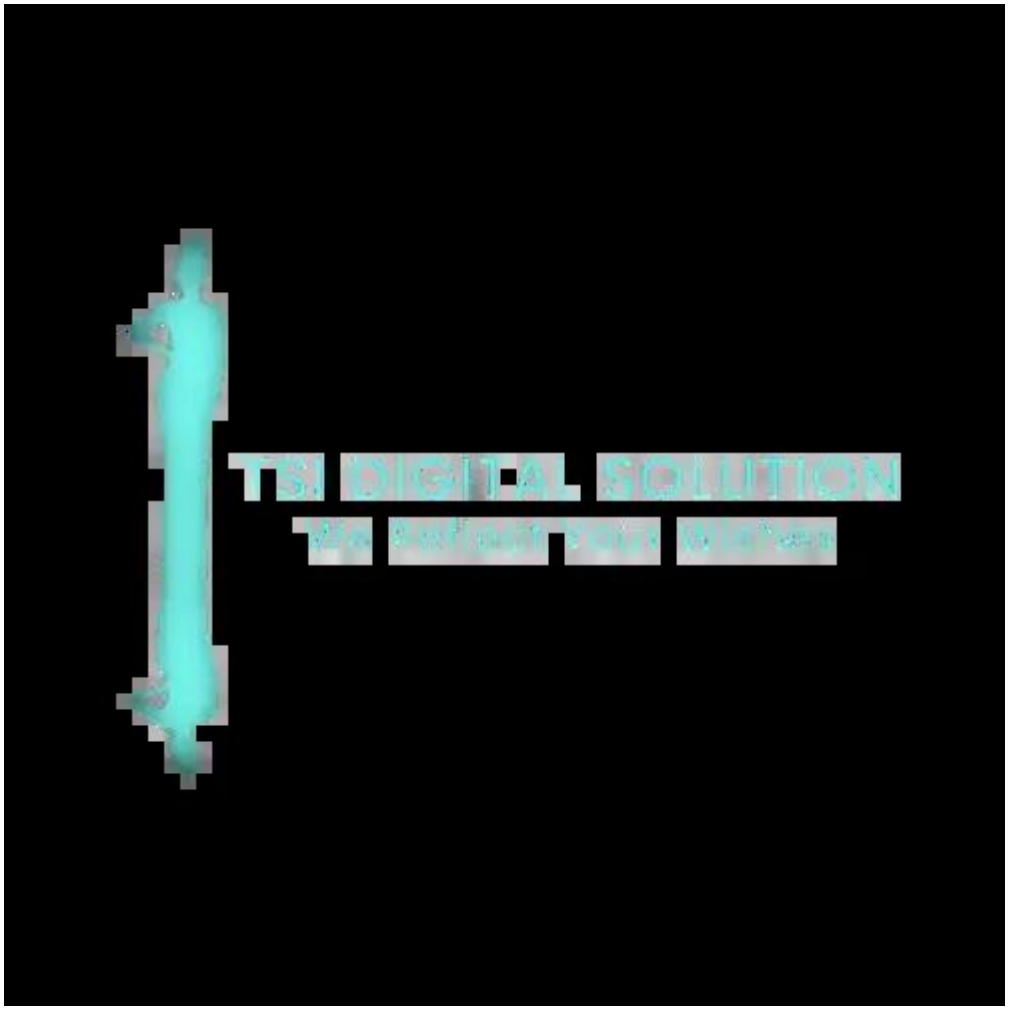


Cost calculation for Photo- & Videography

Get a detailled quote

Interesting stuff to read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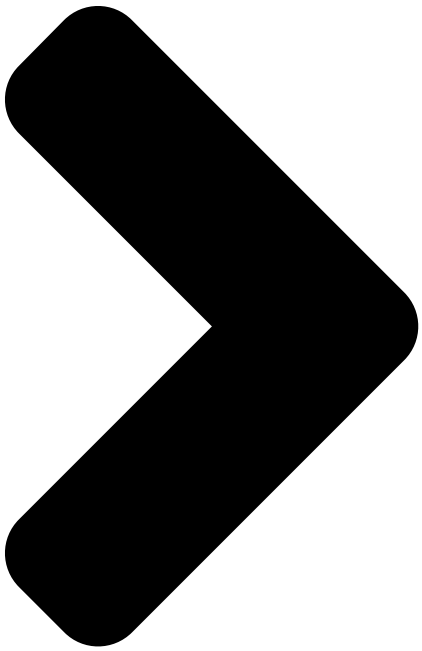

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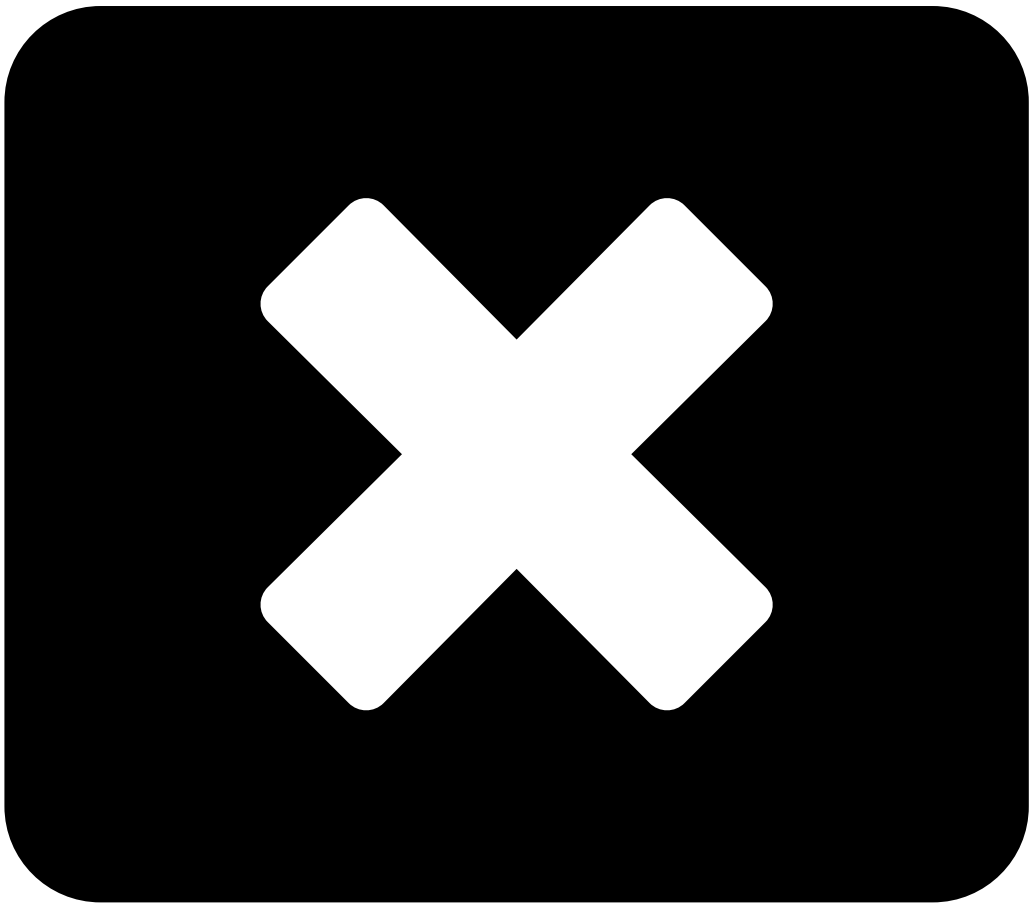

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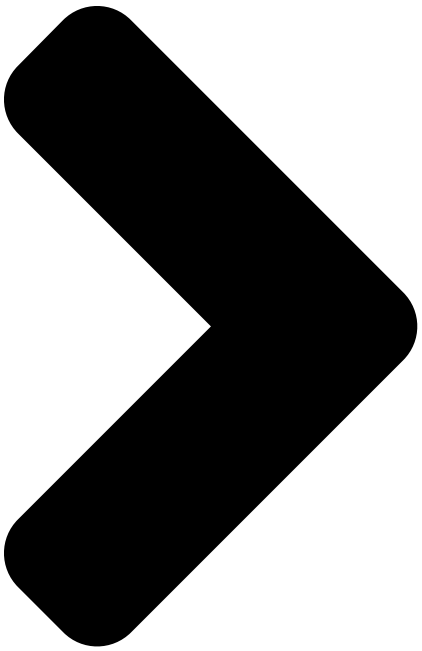
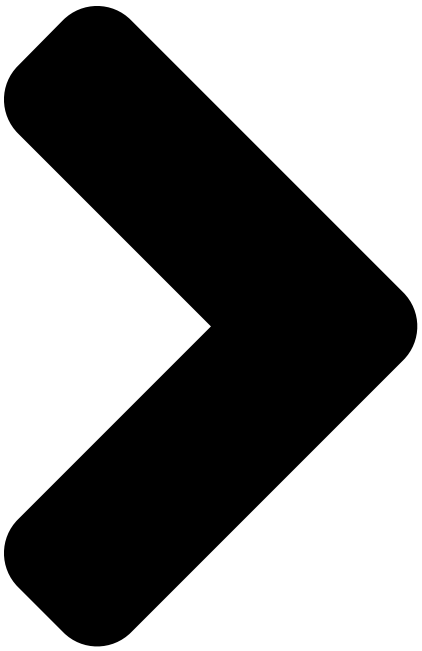


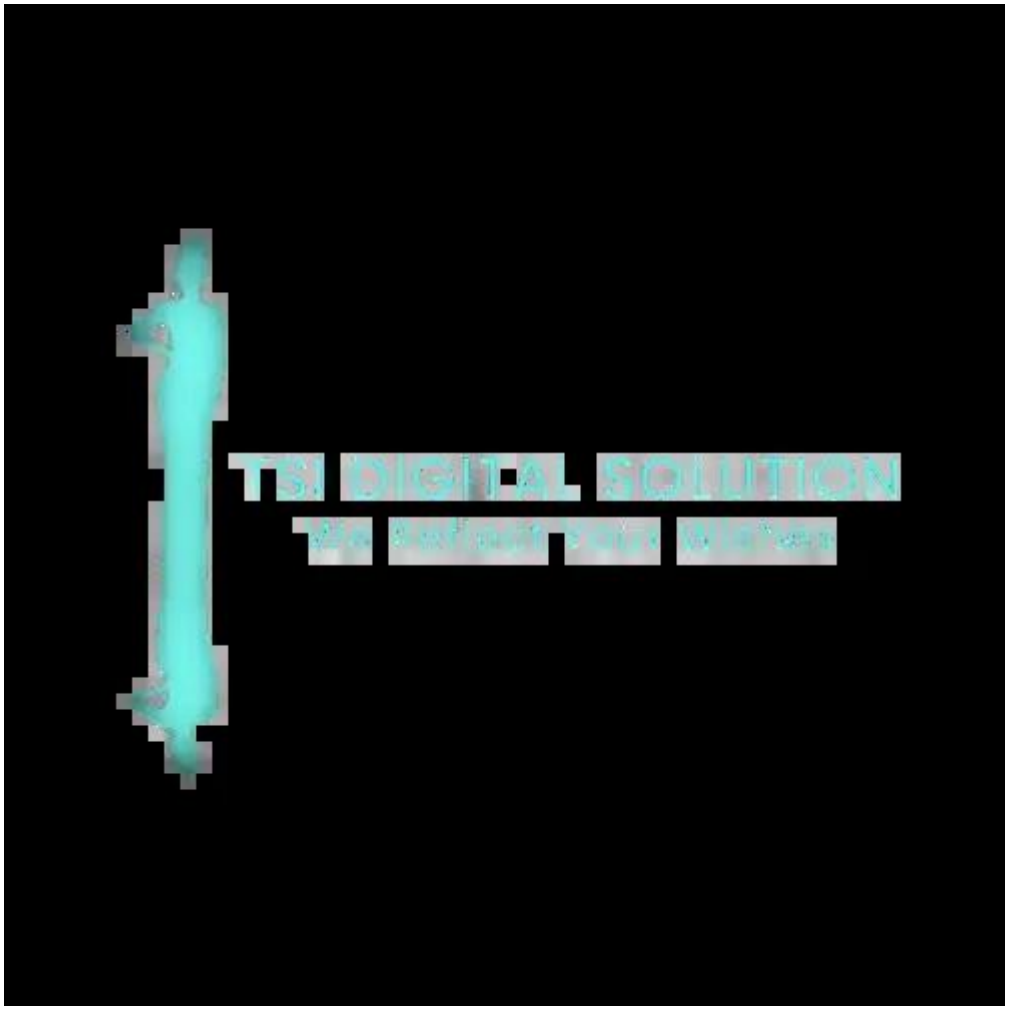
Blogs



Demo

Just ask, we are here for you

Who we are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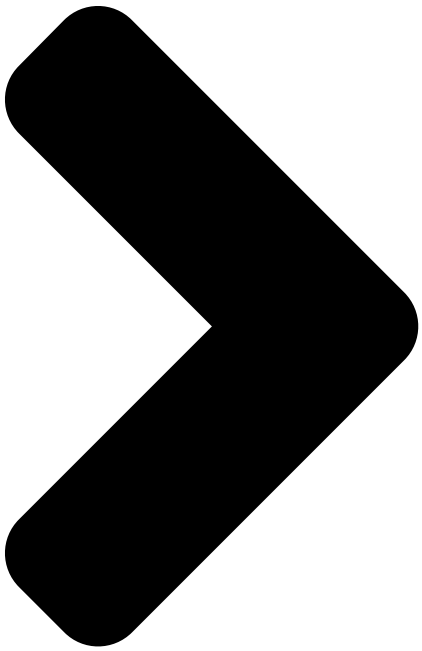

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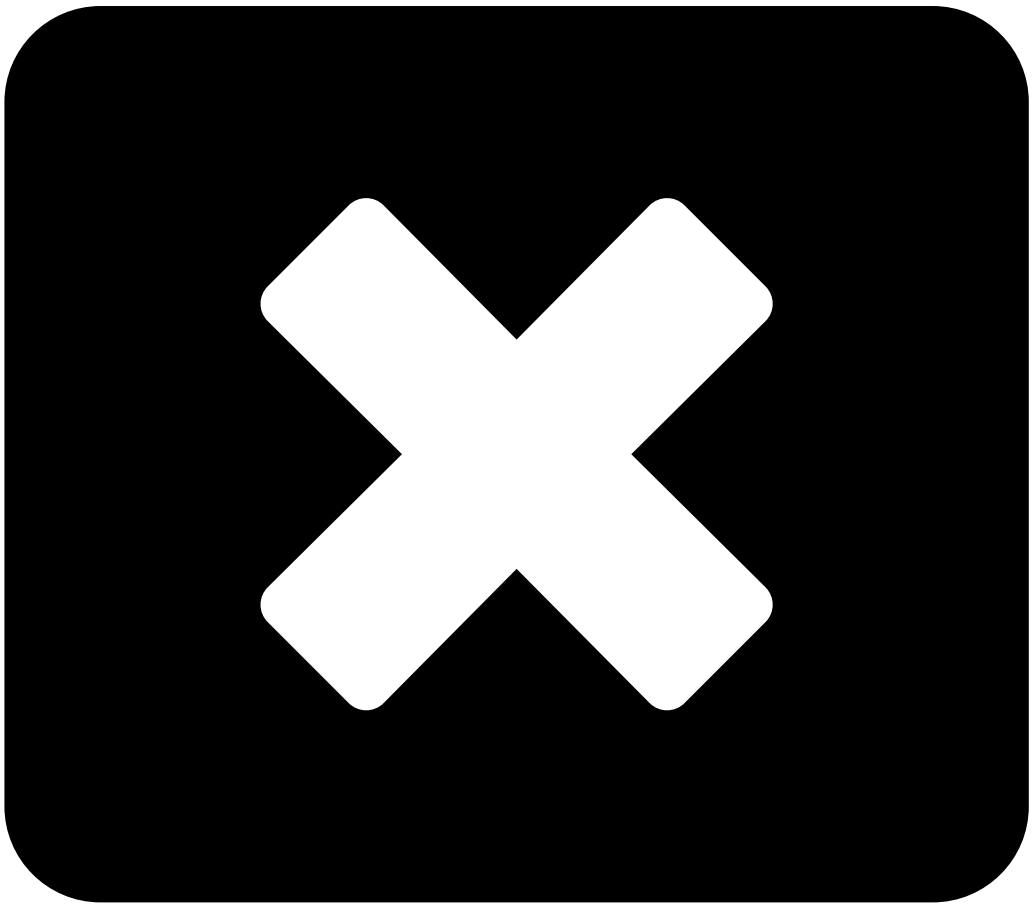

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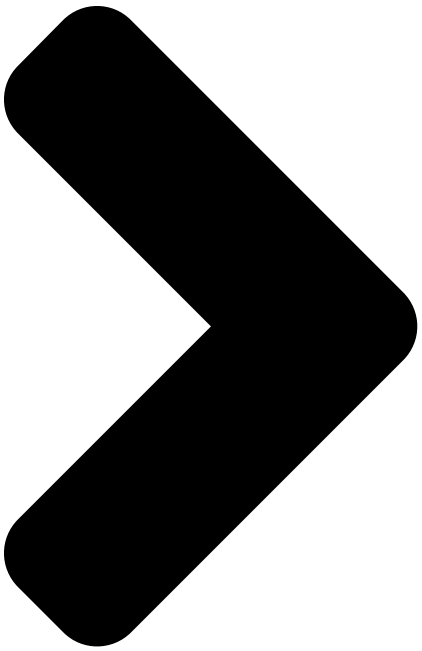

Contact us

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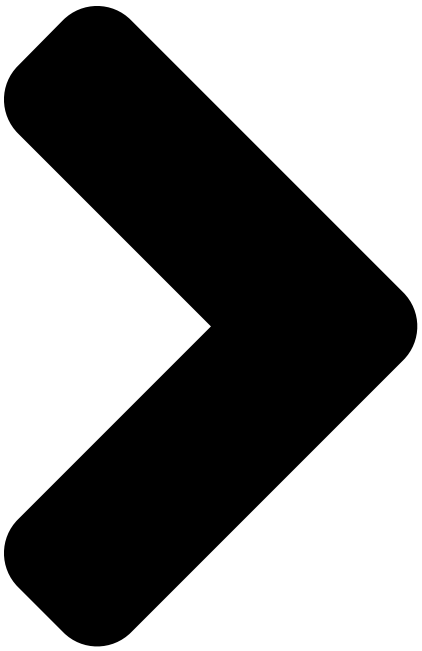

Affiliate program

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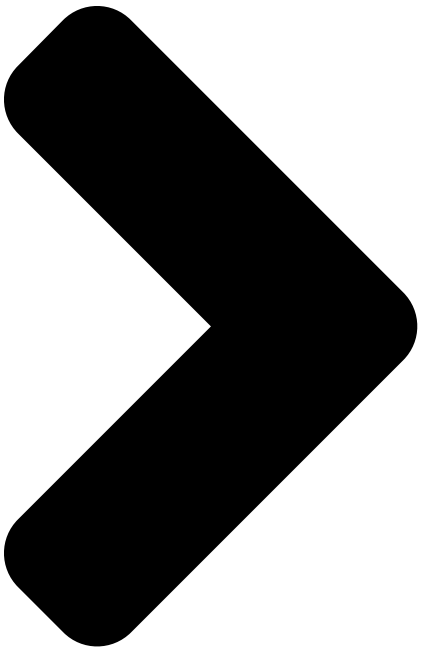
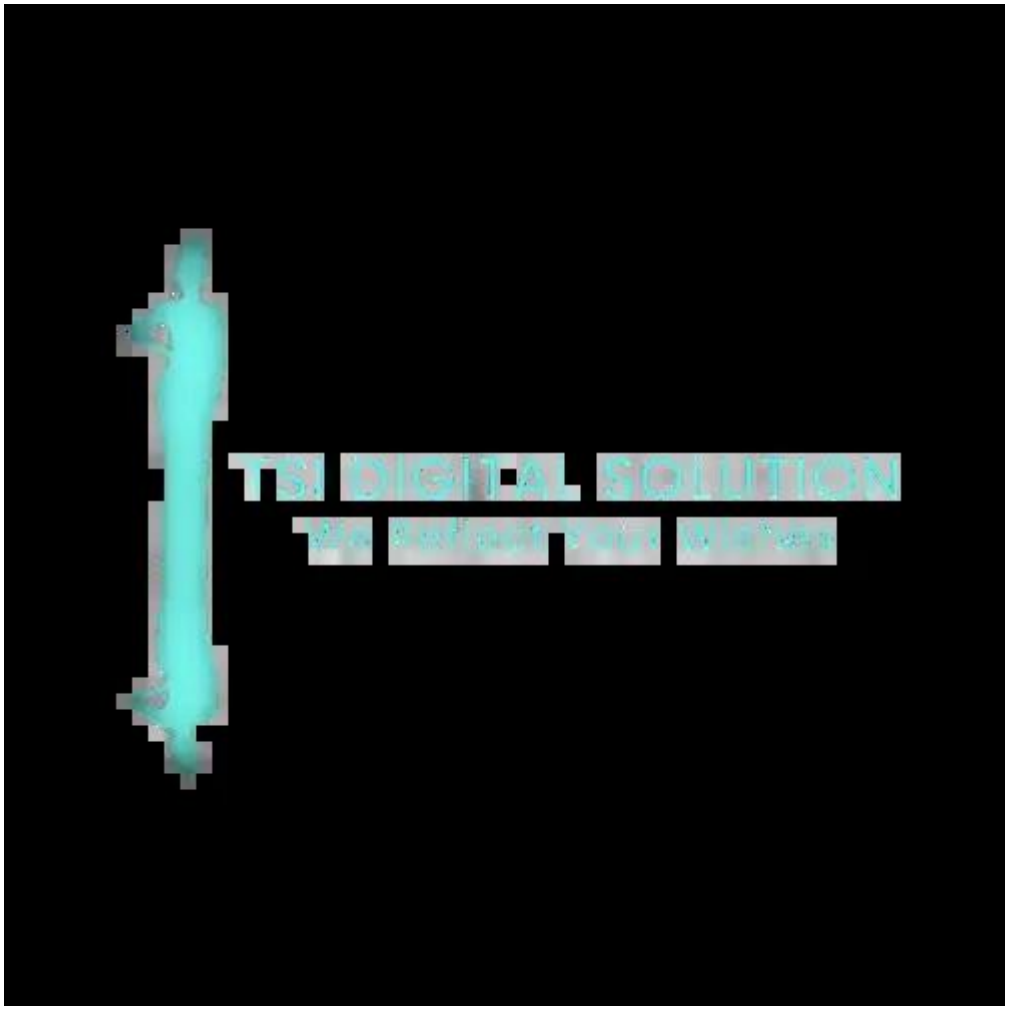


TSI Spam Blocker

Get a detailed quote

Interesting stuff to read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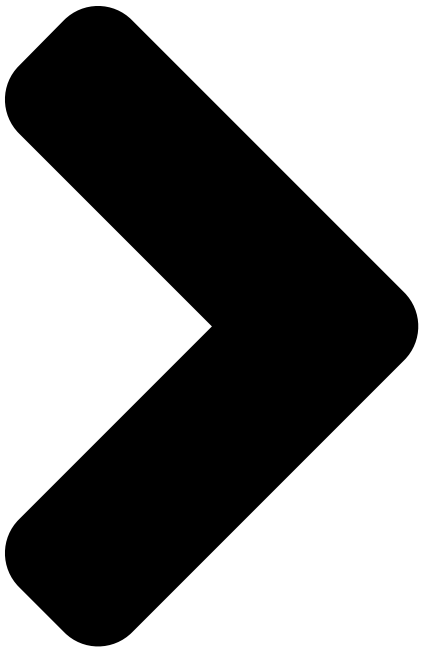

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Rethinking Social Media Management

Get An Online Quote

Social Engineering That Last.

A Revolutionary Approach to Building Connections

Social media has become more than a platform, it’s an ecosystem where audiences experience, interact, and co-create with brands. Yet, traditional

approaches to social media management focus too narrowly, curating posts, analyzing likes, and running ads. At TSI Digital Solution, we're breaking the mold.

What if social media wasn't just a tool but a dynamic stage where your audience becomes part of your brand's story? This isn't management, it's social engineering, designed to weave your brand into the lives of your customers in ways that feel organic, exciting, and game-changing.

The New Face of Social Media Management

Forget cookie-cutter strategies and generic content. Our fresh approach revolves around immersive storytelling, real-time adaptability, and relationship-centric engagement. Here's how we're setting the standard:

1. Micro-Moments Strategy: Seizing the Split Second

In a world where attention spans are measured in milliseconds, we don't wait for customers to find us, we meet them in their everyday micro-moments.

- **Voice Activation**: Creating voice-responsive campaigns that interact with users via smart devices.
- **Live Adaptive Storylines**: Interactive stories that evolve based on real-time audience input, making your followers part of the narrative.
- **Cross-Platform Sync**: An experience that seamlessly transitions between devices, apps, and even offline moments.

Example: Imagine a fitness brand creating a challenge where wearable devices post workout milestones to social feeds in real-time, with personalized brand messages tailored to user achievements.

2. Social DNA Mapping

Understanding demographics isn't enough. We go deeper, mapping the social DNA of your audience to uncover their habits, values, and aspirations.

- **Emotive Profiling**: Analyze not just *what* users like, but *why* they care about certain content.
- **Cause-Driven Synergy**: Align your brand with causes that resonate deeply with your audience, creating lasting emotional bonds.
- **Cultural Pulse Integration**: Incorporate global trends into local messaging, ensuring relevance everywhere your audience exists.

Example: A sustainable fashion brand collaborates with eco-influencers to plant a tree for every 10 likes on an Instagram post while showcasing behind-the-scenes eco-friendly production stories.

3. From Followers to Co-Creators

Your audience doesn't just consume content, they want to create it. We transform followers into co-creators, giving them a stake in your brand

story.

- **Augmented Reality (AR) Campaigns**: Let users design virtual versions of your product and share them with their network.
- **Crowdsourced Content**: Create challenges where the best user-generated ideas become part of your actual offerings.
- **Gamified Loyalty Programs**: Reward engagement through interactive games tied directly to your products and services.

Example: A coffee shop invites customers to design their own virtual cup sleeve on Snapchat AR, with the most creative ones featured in-store.

4. Radical Transparency as Strategy

Trust is the new currency. We embrace a level of transparency that most brands fear, making it a key differentiator:

- **Real-Time Metrics for Customers**: Let your audience see the impact of their interactions, whether it’s donation campaigns, carbon offsets, or campaign reach.
- **Behind-the-Scenes Streams**: Live updates on product creation, logistics, or team brainstorming sessions.
- **Open-Source Feedback**: Actively publish user critiques and show how you’re acting on them.

Example: A skincare brand livestreams their R&D process, showing how customer feedback directly influences product formulas.

Beyond Engagement: Building Relationships That Last

Social media management isn’t just about the immediate, it’s about the long-term. Here’s how our approach ensures your audience grows with your brand:

Interactive Campaigns

Polls, live streams, AR filters, and gamified content make your audience a part of the story. These experiences not only boost engagement but build an emotional connection.

Community as Currency

We help brands create active, loyal communities that amplify their message. Think exclusive groups, behind-the-scenes content, and shared goals that turn followers into brand ambassadors.

Ethical Influence

Collaboration with influencers isn’t new, but we go beyond just endorsements. We match your brand with influencers who share your values and build genuine partnerships that resonate with audiences.

Why This Matters: The Impact for Your Brand

Stand Out in the Noise

With billions of users online, your brand needs more than visibility, it needs a memorable voice. Our approach ensures you’re not just another name in the feed.

Measurable Success

Every post, campaign, and interaction is tied to clear, actionable goals. Go beyond metrics like impressions, measure real-world impact on your brand

Future-Proof Growth

Social platforms change constantly. Our adaptable strategies ensure your brand isn’t just keeping up but leading the charge.

Reimagining Social Media Services

At TSI Digital Solution, our offerings are designed to align with this new paradigm:

- **360° Social Media Audit**: Uncover hidden opportunities and weaknesses.
- **Immersive Storytelling Campaigns**: Build a narrative that captures and keeps attention.
- **Real-Time Monitoring and Optimization**: Adapt strategies as trends emerge.
- **Exclusive Loyalty Programs**: Reward your audience and foster a deeper bond.
- **Sustainability-Driven Content**: Appeal to the growing eco-conscious audience.

What Makes This Approach Different?

It’s simple: we focus on people, not just platforms. While others chase algorithms, we chase relationships. By combining advanced technology with a human-first mindset, we create strategies that thrive regardless of platform updates or trends.

The Possibilities: What Your Brand Gains

- **Unmatched Engagement**: Campaigns that audiences want to participate in.
- **Elevated Credibility**: Build trust through authenticity and transparency.
- **Global Reach, Local Impact**: Scale without losing the personal touch.
- **A Brand That Feels Human**: Resonate with audiences on a deeper level.

Be the Brand Everyone Talks About

Social media isn’t just another marketing tool, it’s where brands are made or

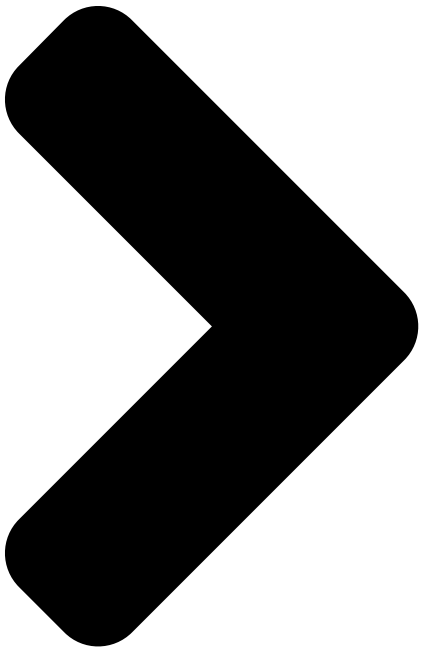
broken. With TSI Digital Solution’s fresh approach, your brand doesn’t just join the conversation, it leads it.

Are you ready to leave outdated tactics behind and embrace a bold new strategy that works? The future of social media management is here, and it starts with us.

Frequently Asked Questions (FAQ)

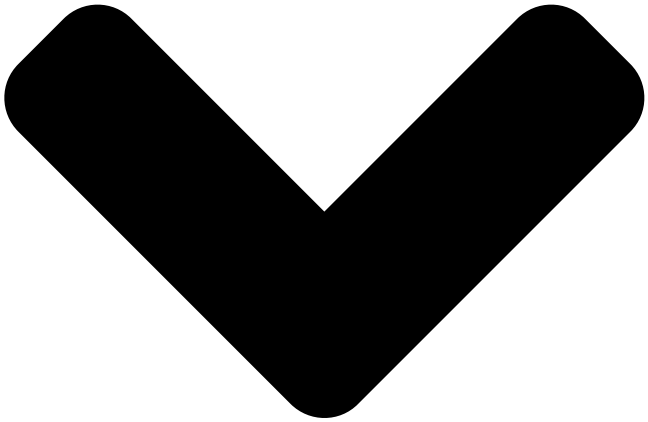
What is social engineering in social media management?

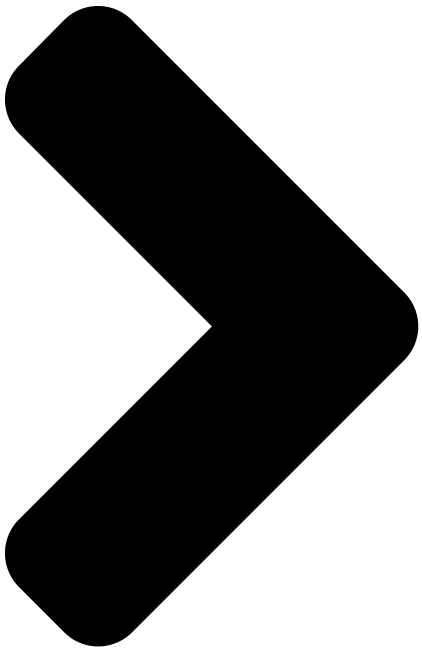




Social engineering, is moving beyond basic posting and analytics to weave your brand into your audience’s daily lives. It transforms social media into a dynamic stage where your audience co-creates your brand story, building organic and lasting connections.

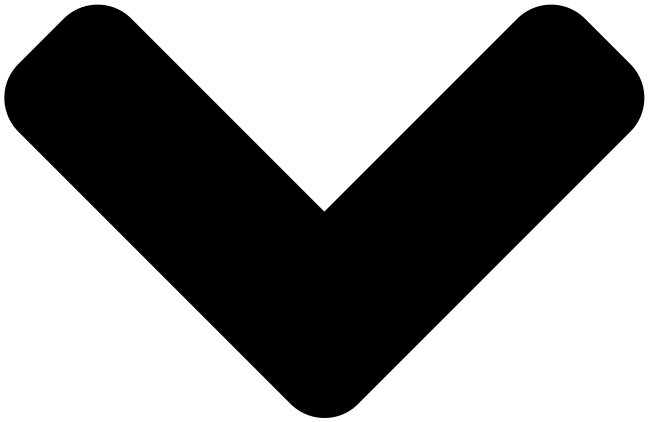
How does the Micro-Moments Strategy work?

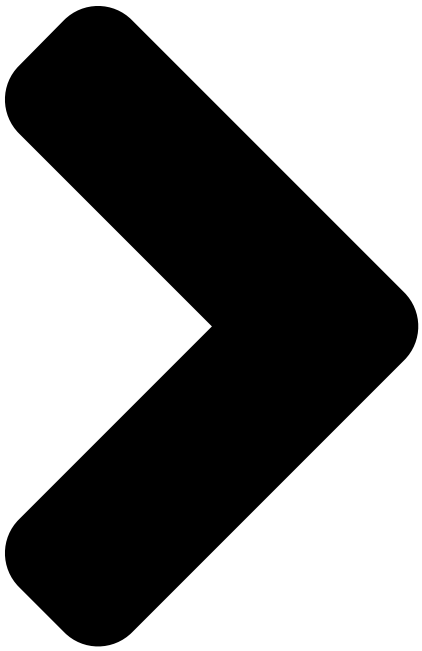




Micro-Moments Strategy captures fleeting attention by meeting users in real-time. This involves creating voice-activated campaigns, live adaptive storylines that change based on audience input, and syncing experiences across platforms and devices to engage customers in their everyday moments.

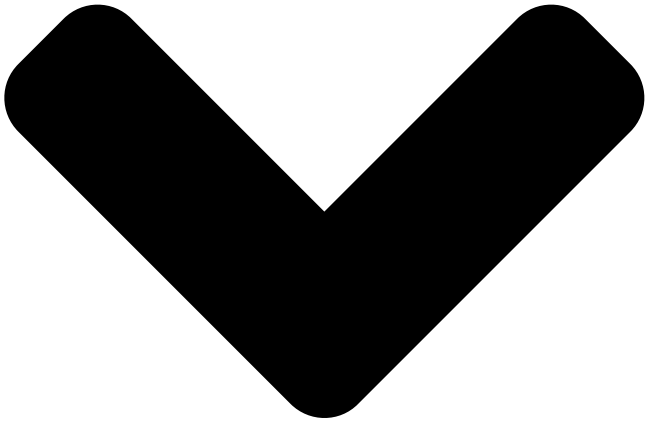
What is Social DNA Mapping?

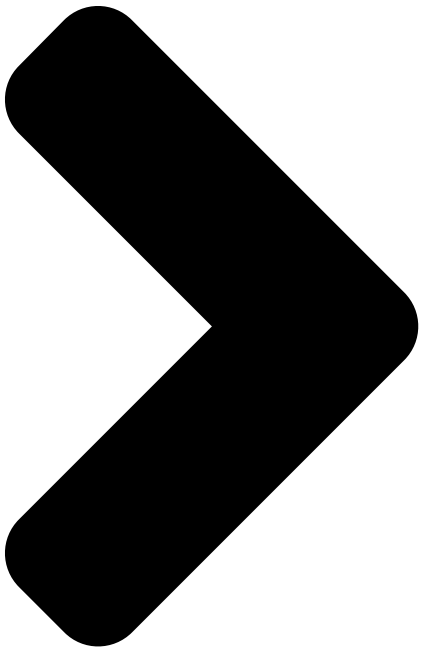




Social DNA Mapping goes beyond basic demographics. Analyze your audience’s habits, values, and emotional drivers (emotive profiling) to align your brand with their deeper aspirations and relevant causes, ensuring messaging resonates on a personal and cultural level.

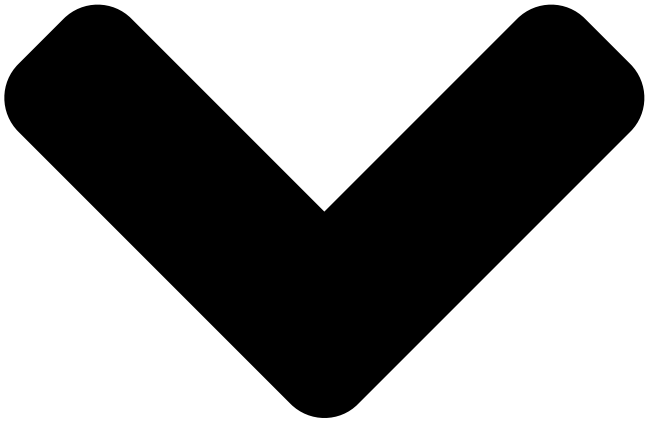
How do you turn followers into co-creators?

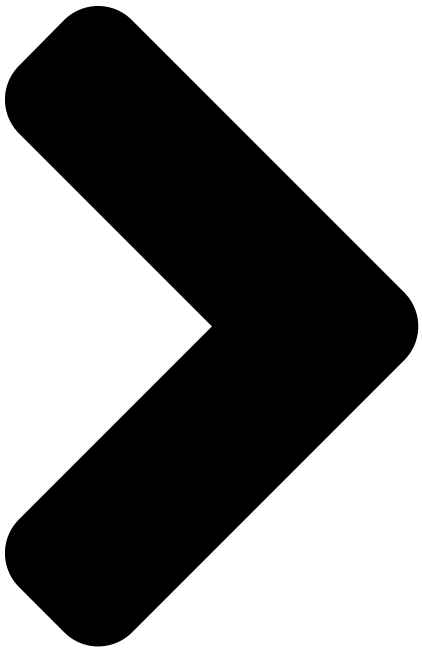




We transform your audience into co-creators using tools like Augmented Reality (AR) campaigns for virtual product design, crowdsourced content challenges where user ideas become real offerings, and gamified loyalty programs that reward direct participation.

What does “radical transparency” mean ?





Radical transparency means building trust by openly sharing real-time campaign impacts (like donation tallies), streaming behind-the-scenes processes (like product development), and publicly acting on user feedback. This honesty becomes a key brand differentiator.

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Reach Out to Us

Engineer Connections That Last

Ready to move beyond likes and generic content? Let’s build a social media strategy where your audience doesn’t just follow, they belong.

Contact TSI Digital Solution today to craft your revolutionary social narrative.

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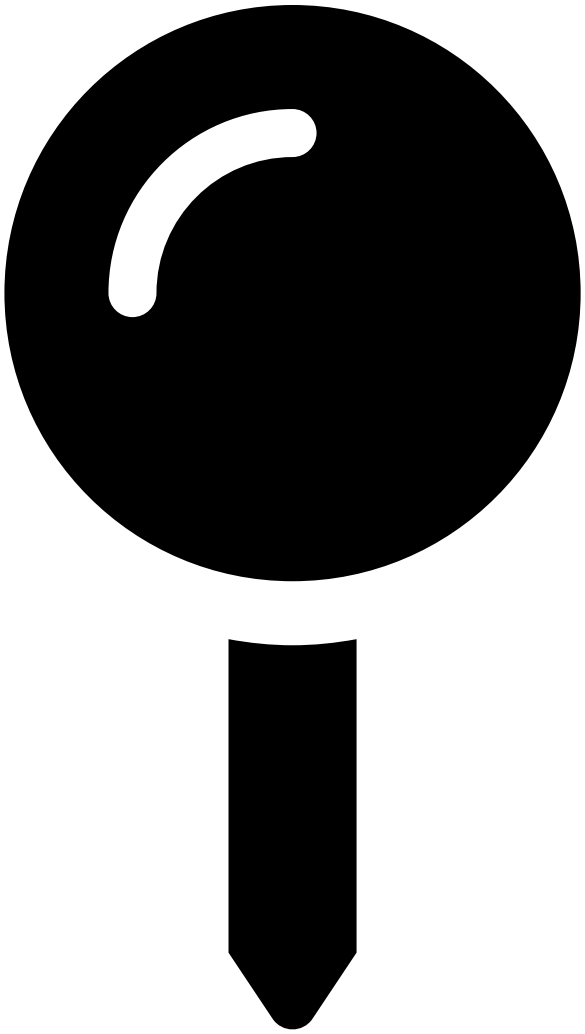

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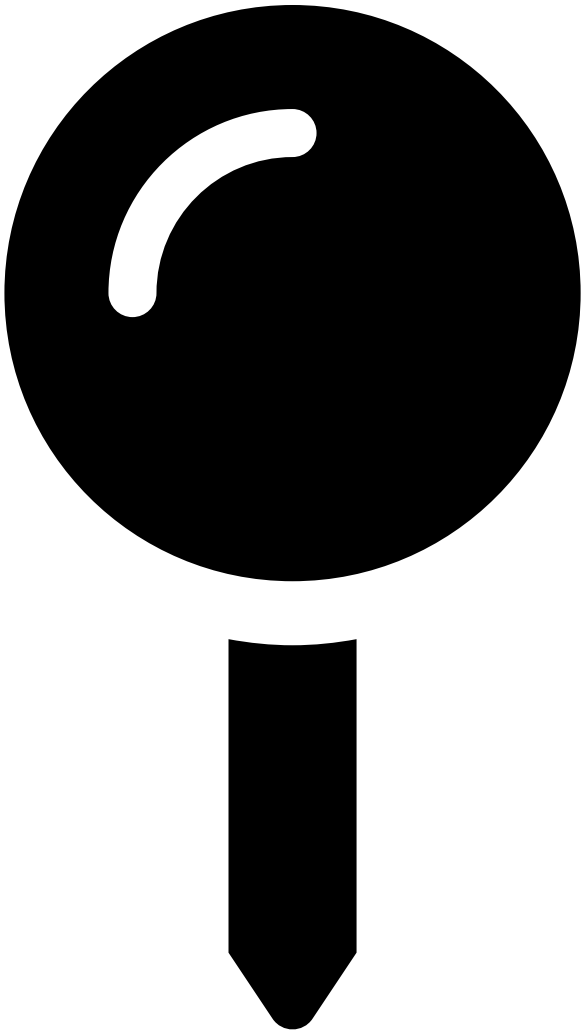

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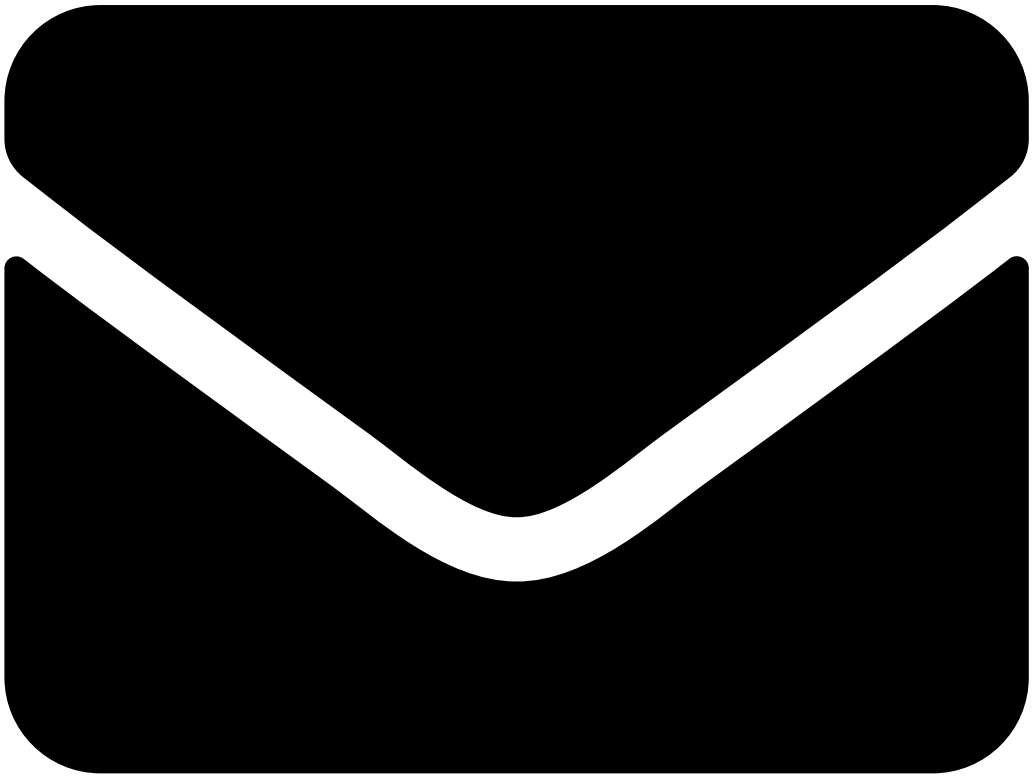

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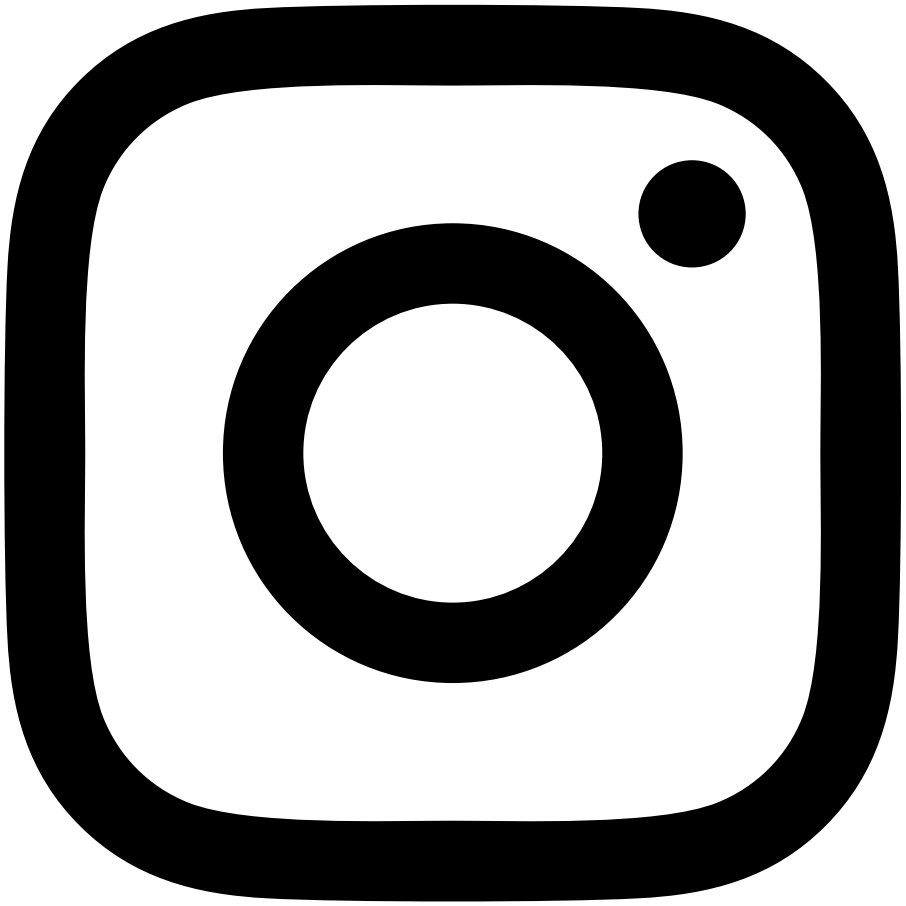

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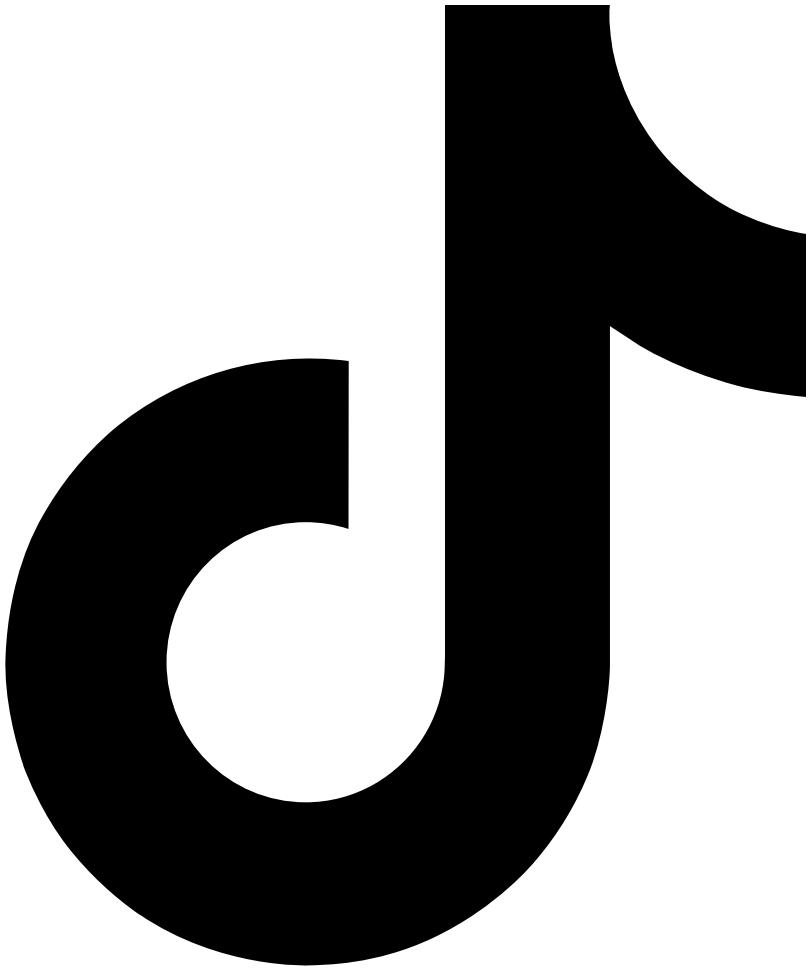

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