

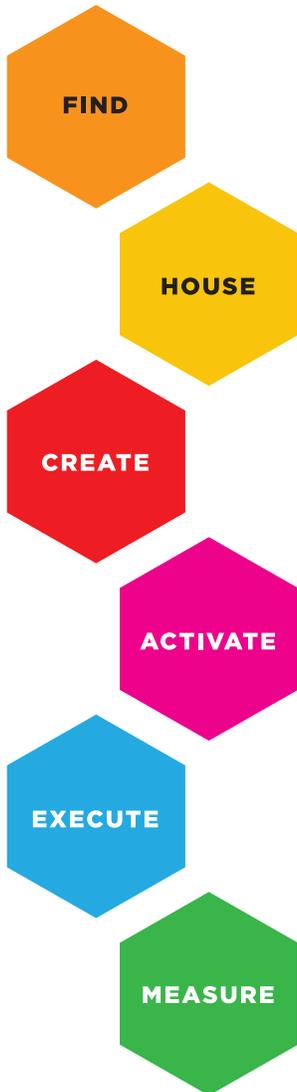
#thepathforward

Your brand's advocates could range from the person next door to a global superstar. They WANT to help you. Communicate to their networks **through** them and discover the exponential potential of social media.

Your brand's advocates could range from the person next door to a global superstar. And they WANT to help you. By communicating through them to their networks, you unlock the exponential potential of social media. Their online reach and their aggregated voice can make the difference for you and your goals. These people are trusted voices who take your message directly, personally and organically to their friends and followers. Simply put: **they're an influencer army of online advocates waiting to be given orders.** Activate HQ helps you build your forces and mobilize them. The messenger does matter. Influencers ARE influence. Activate HQ helps you tip the scales.



Activate HQ is the online platform custom-built for social media campaigning. Whether you're a brand, cause, or campaign, your supporters and influencers are active online. Activate HQ makes it simple to recruit, organize and activate them to strengthen your brand, build movements, win votes and make a difference. Our unique toolkit of influencer services allows you to organically reach and influence millions of people through voices they already trust. And Activate HQ's technology measures your activations by tracking the reach, impact and value of your influencer campaigns across the entire social media landscape.



Activate HQ couples best-in-class influencer marketing technology with strategy and services that enables your brand, cause, or campaign to assemble, organize and activate its advocates.

FIND • Using our technology, we will help you recruit people who support and believe in your brand, cause, campaign and movement

HOUSE • Our platform houses your entire stable of social media supporters and influencers in one central place, allowing you to easily engage and activate them across all of the major social media platforms

CREATE • We help you create compelling content that captures the imagination and inspires your audience

ACTIVATE • What good is an army of influencers if you can't mobilize them? We'll help you craft the specific messages and identify the key advocates who will drive your campaign

EXECUTE • We manage campaigns end-to-end and offer soup-to-nuts services that get the job done, whatever the particulars and challenges

MEASURE • We gauge the reach and impact of your social media campaigning—and your rivals—at a granular level to deliver the detail you need for informed decision-making

Contact activate@activatehq.co to set up a demo of our products and services

