

ck

**COLINKURTIS**

SOCIAL MEDIA

ck

# YEAR IN REVIEW

SOCIAL MEDIA

## 2021 YIR: SOCIAL MEDIA

### WHAT CK BRINGS TO THE TABLE

From a mix of creative content creation including videos, graphics, lead generation ads and more, ColinKurtis understands the necessary social media strategies to help your brand succeed in the food and beverage and B2B marketplaces.

With over 76% of our clients in the food and beverage industry—and a majority in the B2B sector—we are total food enthusiasts who can help your brand reach its target audiences. This means R&D, Executives, Marketing and Innovation are well within reach on the following networks:



### SAVORY RESULTS



social engagements  
**+389%**



social impressions  
**+344%**



social clicks  
**+240%**



web traffic from social  
**+323%**

Additionally, with a broad network of influencer contacts, our digital team can support your social media efforts with influencers that inspire, engage and build trust with your audiences.

### OUR FOOD & BEVERAGE CLIENTS SPECIALIZE IN:

- Ingredients
- Branded CPG Retail & Private Label Retail
- Equipment
- Research/Product Development
- Out of Home/Food Service

