

Short Pitch

Foxco (WIP) is revolutionizing social media branding and management with a team of highly motivated individuals working towards your business's needs.

Long Pitch

Foxco (WIP) changing the way social media is handled, with a hands-on approach to our advertising and an open mind to change. Foxco is ready to adapt to any business's requests, whether it is a small business looking to get its feet off the ground, or a larger company trying to get an advantage over their competitors, we have it covered. Our specialized agents are equipped to deal with any task a business needs.

Personas

Person 1: Jake McMan



Steve is a 50-year-old, who has been running his own business for the past 18 years. He donates to local organizations, and his kids go to school in the area. He's heard having social media is important, but he has been doing fine without putting much effort into keeping it updated. Steve wants the best bang-for-his-buck and wants to know exactly what he is paying for but wants to be told straightforwardly.

Person 2: Stacy McWoman



Stacy is a 33-year-old manager of a franchise. She handles the day-to-day decisions and has a fairly well-developed media presence with good-looking pictures and company graphics, but nothing that showcases her specific location. Stacy is looking for something professional, and she's willing to pay for quality, though there is a limit on her generosity.

COMPS:

<https://sproutsocial.com/>

<https://www.loomly.com/>

<https://smarcomms.com/>