



## VentureSpell 2015

The Social Fairy's Special Engagement Strategy, Community Management and Online Marketing Programs for Technology and Business Accelerators / Incubators and Start-Up companies.

### WHAT IT'S ALL ABOUT

**My name is Elinor Cohen and I believe that every form of marketing is people oriented. Whether your target is the decision-maker of a business or a house wife, the term you should think of is B2P (Business To People)! Marketing today is not limited to sales pitches. Marketing today is a holistic process involving strategic planning to begin with, through interesting and valuable content and ending with community management.**

THE SOCIAL FAIRY – engagement strategy, COMMUNITY MANAGEMENT & ONLINE MARKETING

[WWW.SOCIALFAIRY.COM](http://WWW.SOCIALFAIRY.COM)

The Social Fairy – Outsourced Community Management & Online Marketing

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## Introduction

While it is true that any brand, product or service in any sector will benefit from correct online marketing and especially from good Community Management, the world of startups, accelerators, VCs and Incubators still needs special attention.

In this day and age technology, innovation and startups become the driving forces of economy in most of the countries around the world. People use more technology and more devices to manage their day to day life, Medicine relies more and more on technology and automation and new startup companies, VCs and incubators are born daily.

**Marketing today is not limited to sales pitches. Marketing today is a holistic process involving strategic planning to begin with, through interesting and valuable content and ending with community management.**

My name is Elinor Cohen and I am an Engagement Strategist (a combo of Community Management, Content Marketing, Online Marketing and Social PR), dedicated to helping brands grow, evolve and engage. Focused on the Human aspect of anything and everything around us and remembering that all business is done with and between people, I work with brands to help them evolve and transition from the narrow B2B or B2C approaches to the broader B2P. I also train Executives in Social Media and Personal branding and the future generation of Engagement Strategists. I am currently operating from the world's innovation hub – Israel, the Start-up nation – working globally with clients from around the world.

## What is Community Management?

Community Management is, at least to me, more than just communication with people. It is first, and foremost, the art of listening to them and understanding their thoughts, needs and input. The communities that form around a brand/product/service or organization can be the makers or breakers of them. So the first thing to do is to know who the people are that make your communities and where they are.

Knowing your community is not as easy as it reads. There are several layers to this knowledge that you need to muster and master. First, you need to understand that you have more than one community. The most obvious community everyone thinks of is naturally – clients. But what about your investors? Your strategic partners? Your business partners? Your co-workers and employees? These are all people who are connected to you, involved in your business on a daily basis and who share your successes and your failures.

These are all communities you have to take into account when you design your market strategy. I deliberately say communities (in plural) because each of those groups of people has to be approached with a different attitude and language. The content that interests them is different and, while their goal is the same – your success, because they gain from it – the way for them to achieve that goal is different. So the second thing you need to do create or open different communication channels to each of these communities, and craft your messages to them.

Then, all these communities need to be managed, monitored and operated on an ongoing basis. This requires the time, attention and skills of a very special person with a very special character and skill set - a community manager.

## The difference between community management and social media management

A Social Media Manager is a person who knows their way around the various social networks and can manage them efficiently. They will know all about scheduling posts, when it is the best time in the day to post, which pages to follow and how to create cool competitions and activities. They will not necessarily be able to produce content for any other channel such as the website or blog, they would not usually spend too much time communicating with the fans and followers. They will most likely employ a “post & go” strategy rather than actual customer service. They simply don’t have the time for it and often lack some knowledge.

A Community Manager is an altogether different thing. It takes a special personality and character to become a good community manager. Community Management, when done right is the ultimate online marketing strategy. It is a holistic approach combining good, interesting and high quality content, with correct social media management, customer relation management, customer support and customer service. A good community manager is an all-doing person with a big heart, a warm smile and great listening skills. A good community manager can make the difference between just “marketing” to “branding”. Such a person knows who the communities are, what makes them tick, what they want to know and read about and makes the organization he or she represent approachable, humanized, accessible...

## Engagement Strategy – The new kid on the block

Engagement Strategy is what we call, over at the Social Fairy, “the mother of all spells”. What started as a passion for people and one really good Community Manager, quickly turned into a lot more. **Engagement Strategy** is the combination of Community Management, Content Marketing, Online Marketing, Social Media Management Social PR and Branding. If it sounds like a lot, that’s because it is. We discovered that only by combining all these separate fields of service, we could create a powerful tool for brands of all kinds, and Start-ups in particular, to grow and succeed. Without this broad vision, all you get are patches upon patches of services and tools, which are sometimes performed by different people who don’t know each other and therefore do not support each other.

## Why Accelerators, Incubators and Start-ups?

For startups (especially mobile app ones) it is often quite natural and fundamental to employ online marketing strategies from day 1. However, most of them neglect the crucial aspect of Community Management because they are un-aware of what it is and why it is important, or they believe they can “do it later”. The higher level frameworks of Incubators, Accelerators and VCs often fail to employ online marketing strategies altogether because they are not aware enough of the importance of such strategies for their success.

After all, an incubator or accelerator is only as good and strong as the Startup companies that it helps grow. Failing to attract new projects and/or failing to inspire and lead those companies to success reflects directly on the accelerator / incubator. Without startups the accelerator / incubator has no right to exist. The same goes for VCs. While it is true that entrepreneurs still court the VC for investments, the opposite is starting to happen more and more frequently. All over the world VCs are realizing that they must actively search and approach startups to be able to get a piece of the next promising pie (e.g the IPO of Facebook, Twitter, the sale of WAZE to Google etc.). VCs exist by investing money and receiving ROI. With no projects to invest in, there is no chance for ROI.










Over the years I have accumulated a lot of experience in working for and with both hi-tech accelerators, incubators and startups. I have learned what these organizations need most and I have also learned that a holistic approach the online marketing and community management of such entities is not prevalent. At least not yet and not enough.

## Why the Social Fairy?

**Simply put: We LOVE what we do and we’re darn good at it!**

Community Management is a rather new approach and Engagement Strategy is a whole new ball game. There are not many good community managers out there and just like with other things, the good ones are usually already taken (by big brands). In Israel, our current center of operation, even though some people use the term “community management”, they are, in fact, just social media managers at best. Real Community Managers are scarce.

They Fairy’s strengths and advantages:

-  Dozens of satisfied clients, most of which are start-up companies.
-  Intimate knowledge of how a start-up works (having worked for and with many of them)
-  Intimate knowledge of how a technology accelerator/incubator works
-  Proven success stories
-  Hands on Experience in community management in various sectors from online gaming, through cyber security to medical devices and also consumer goods and e-commerce
-  Ability to manage online communities in more than one language
-  Excellent content writing skills
-  Intimate knowledge and connections in the Startup Nation (Israel)
-  Experience working with Start-ups addressing global markets and EU/US based companies (clients in the Netherlands, Italy, USA, Russia and more).

## Specialized Services and programs for Accelerators / Incubators

- 🦋 Content Marketing – blog posts, website content, social media content
- 🦋 Social Media Management
- 🦋 Community Management
- 🦋 Social Media promotion (Facebook Ads campaigns)
- 🦋 Event promotion
- 🦋 Consulting
- 🦋 Content Strategy
- 🦋 Workshops & Lectures on social media, online marketing, community management and Engagement strategy

## Specialized Services and programs for Startup companies

- 🦋 Content Marketing – blog posts, website content, social media content
- 🦋 Social Media Management
- 🦋 Community Management
- 🦋 Social Media promotion (Facebook Ads campaigns)
- 🦋 Event promotion
- 🦋 Marketing Consulting
- 🦋 Content Strategy
- 🦋 Workshops / lectures on Community Management and Social Media management
- 🦋 Crowd Funding Campaigns – set up and management
- 🦋 Crowd Funding consulting
- 🦋 App promotion
- 🦋 Launch programs/strategy
- 🦋 Software Development and Specification Consulting
- 🦋 Software Project Management
- 🦋 Technological Product Management
- 🦋 Professional Software Design / Software Requirement Document writing
- 🦋 **Connections to startups in Israel – potential strategic partnerships**
- 🦋 **Connections to VCs, incubators, accelerators in Israel**
- 🦋 **Connections to Investors from the U.S & EU**

## Elinor Cohen – The Social Fairy

Elinor Cohen, The Social Fairy, is an Engagement Strategist (a combo of Community Management, Content Marketing, Online Marketing and Social PR), dedicated to helping brands grow, evolve and engage.

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*Working with The Social Fairy on a crowd funding project content was a real pleasure. Not only is the fairy a pro's pro and highly creative, but Elinor is the nicest person I ever had a chance to work with and it is a privilege for me to recommend her! – Motti F.*

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Focused on the Human aspect of anything and everything around us and remembering that all business is done with and between people, she works with brands to help them evolve and transition from the narrow B2B or B2C approaches to the broader B2P.



Elinor also trains Executives in Social Media and Personal branding and the future generation of Engagement Strategists. She is currently operating from the world's innovation hub – Israel, the Start-up nation – working globally with clients from around the world.

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*I attended a talk Elinor from the Social Fairy gave on Social Media Marketing. She is definitely well familiar with many different tools and knows all the ins and outs of how to put them to use for marketing purposes. The talk was fascinating and I was impressed. – Michal L.*

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For further information...

Want to know more and talk to me about options for collaborations? Want to ask me about projects I'm involved with? I'd be more than happy to communicate!

**Elinor Cohen**

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