

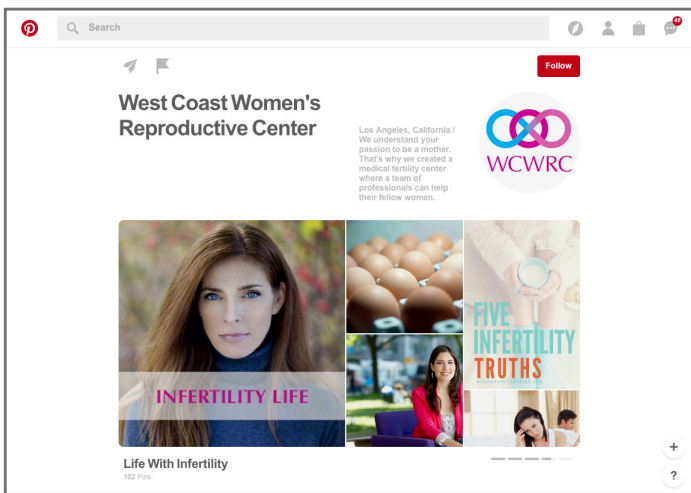


The Spotlight team stays up to date on the latest social media changes and features. After the introduction of Pinterest's new slideshow feature and the change in their board formatting, our team overhauled all of our client's Pinterest pages to leverage the new feature and to optimize their look on the platform.

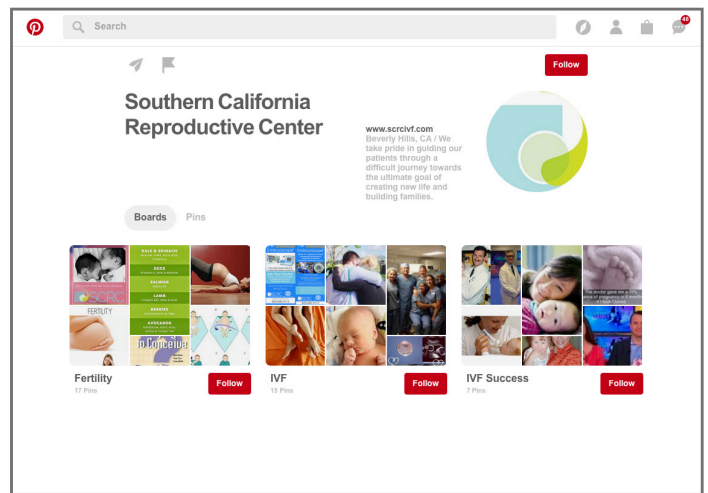
Pinterest has redesigned its boards three times, and each time our team responded. We begin by creating customized cover art for each board because it makes it easier for the reader to view the boards, and it keeps our client's branding consistent. Responding to Pinterest's updates also shows that we pay close attention to detail, and attention to detail is one of the cornerstones to all great brands.

We pride ourselves on our in-depth knowledge of social media platforms and our ability to utilize every bell and whistle effectively. Whenever a social media platform introduces a new feature, our team evaluates how it can benefit our clients and their respective audiences.

In this example of our fertility practice client, their prospective patients are looking for who to trust to help them conceive. No matter where they turn to engage with West Coast Women's Reproductive Center, they will see minute attention to detail. This gives them comfort by knowing that if we're paying that much attention to our social platforms, we must be paying attention to their individual needs.



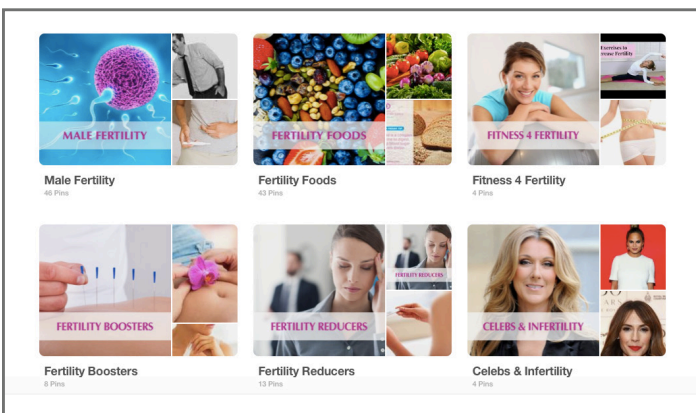
Spotlight Client Pinterest Board Header



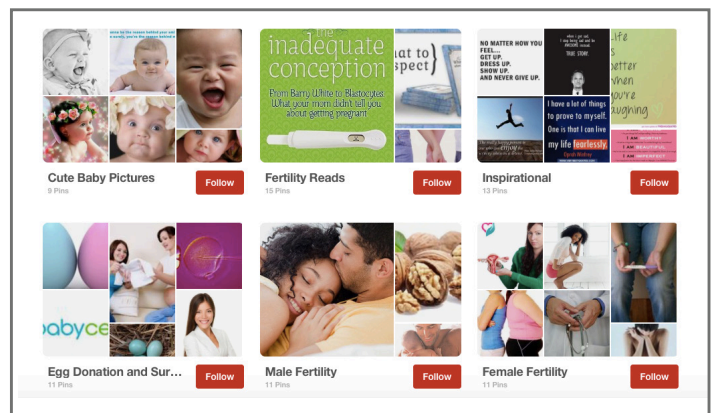
Client's Competition Pinterest Board Header

Our team also painstakingly creates and selects first-rate content to share on our client's Pinterest boards. Our goal is to provide quality content that educates and empowers our client's audiences. We also want to make it easy for people searching for information to have one go-to place like Pinterest, instead of having to go to Facebook, Twitter and Instagram to gather information from each platform.

The time and effort we put into hand-selecting each article and image for West Coast Women's Reproductive Center's Pinterest demonstrates that our client is a trusted source and an authority on the subject. Unlike a Google search, patients and potential patients know when they go to our client's Pinterest board the articles have been chosen based on thinking, knowledge and the core values of the brand.



Spotlight Client Pinterest Board Header



Client's Competition Pinterest Board Header