

csuite
social media

company culture book

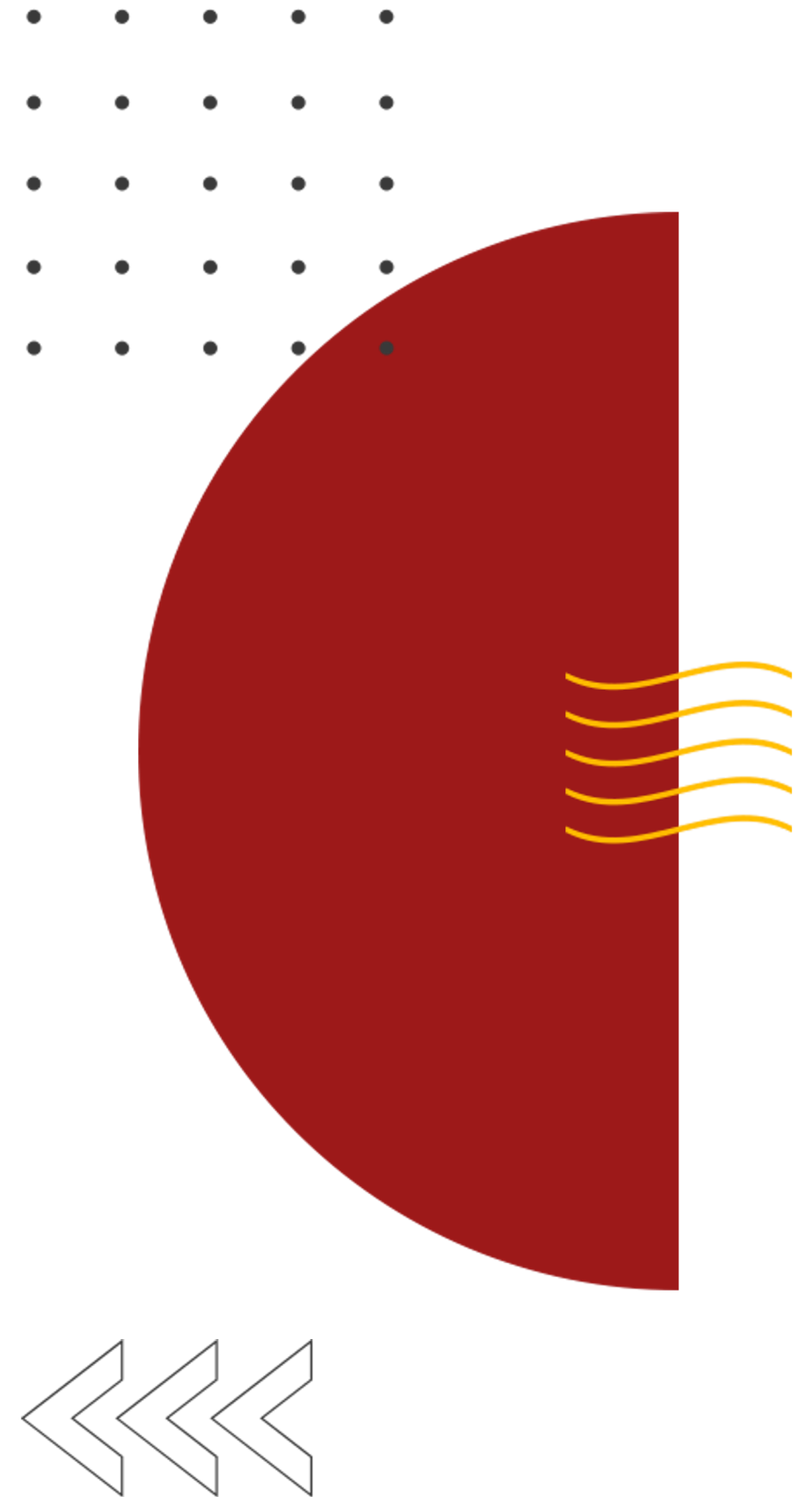
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welcome!

We believe that how, where, and when brands show up digitally matters, especially today. We partner with financial service companies to get marketing results. Quickly. But to do so - we strive to create an environment that facilitates the creation of great work.

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our story

C-Suite Social Media is a digital marketing and social media marketing agency for the financial services industry.



Traditional social media and digital marketing agencies apply the same tried and true formula to a wide swath of industries – from food & beverage to auto – believing that a one size fits all approach will work for each company. However, financial services is particularly complex. Government regulations. Industry-specific terminology. Consumer sensitives and heightened investor expectations.

A veteran in marketing, Tina Powell saw firsthand the unique challenges of the financial services industry. And she also saw that when agencies failed to understand these problems – they also failed to creatively solve them. That's what she started C-Suite Social Media. C-Suite Social Media believes that there are nuances in every industry and thus, there should be personalization in every approach. We get financial services because we've focused our efforts on studying, partnering with, and creating value for companies in the industry.

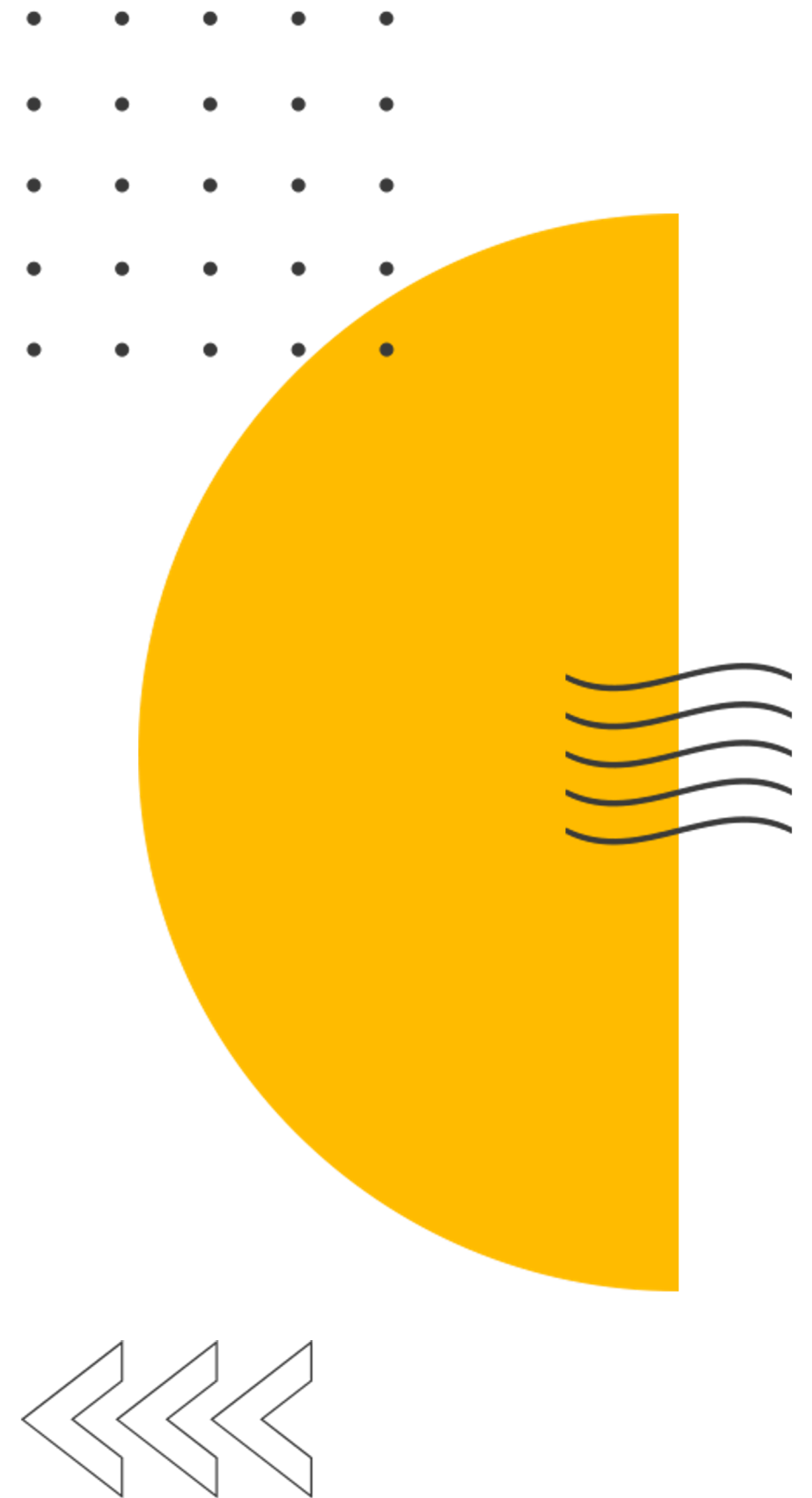
We believe that marketing for financial service companies can still be bold and creative. We empower small and mid-size financial firms in the New Jersey-New York Tri-State Area to build strong brands and achieve their most important business goals using the power of digital and social. We know the best path forward is one that drives the greatest value, and we achieve this through working together with our clients. Simply stated, C-Suite Social Media is more than a consultant – we're part of our clients' team.



our mission

The mission of C-Suite Social Media is to make every touchpoint matter. We see every touchpoint as an opportunity to build a strong brand that forms a strong bond and creates lifetime customer value. Your clients, prospective clients, and business is as unique as you are. It is essential to build a custom integrated marketing strategy and framework focused on the lifetime value of a customer, your customer, instead of one that uses a shot-gun approach.

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the pursuit of growth

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a commitment to creating value

Company Culture Book



WHAT WE STAND FOR

Our core values

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the courage to act boldly

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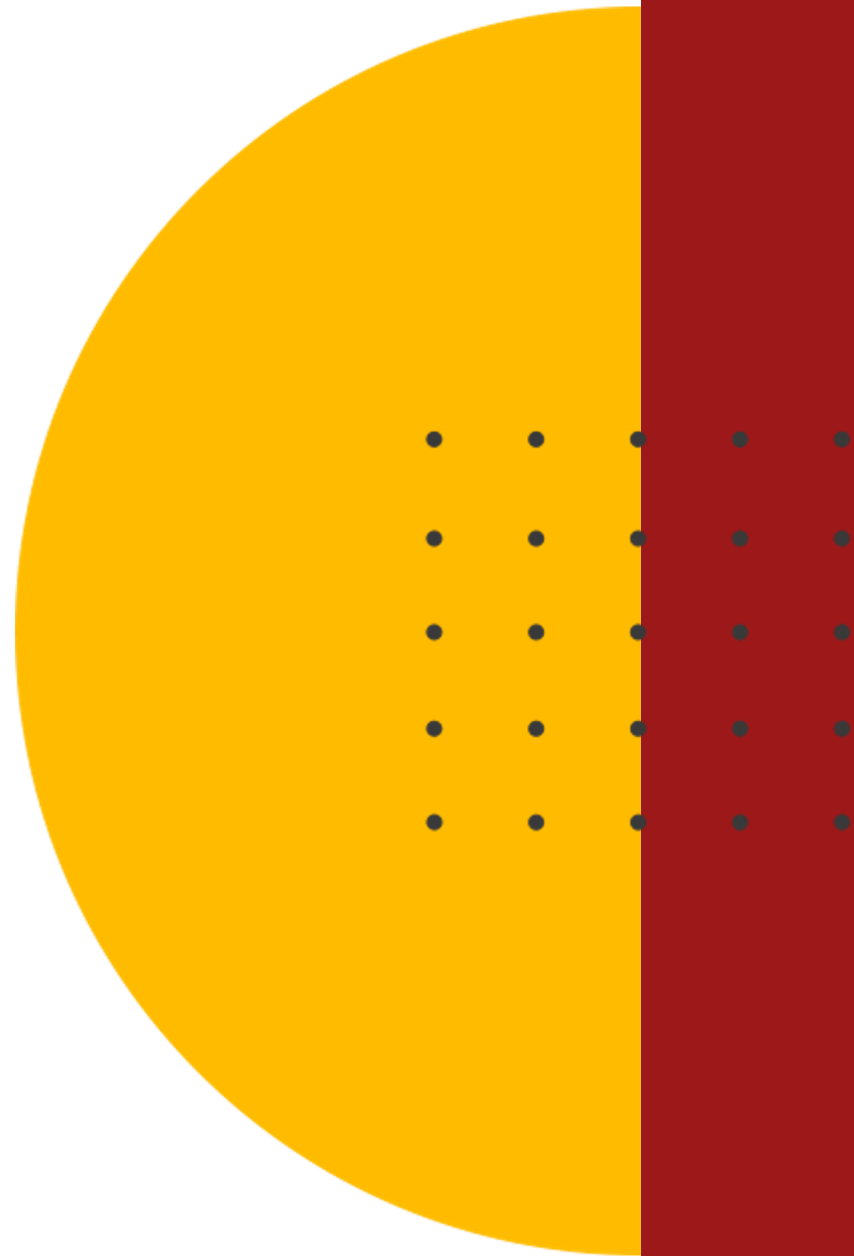
one team

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a bias for compassion



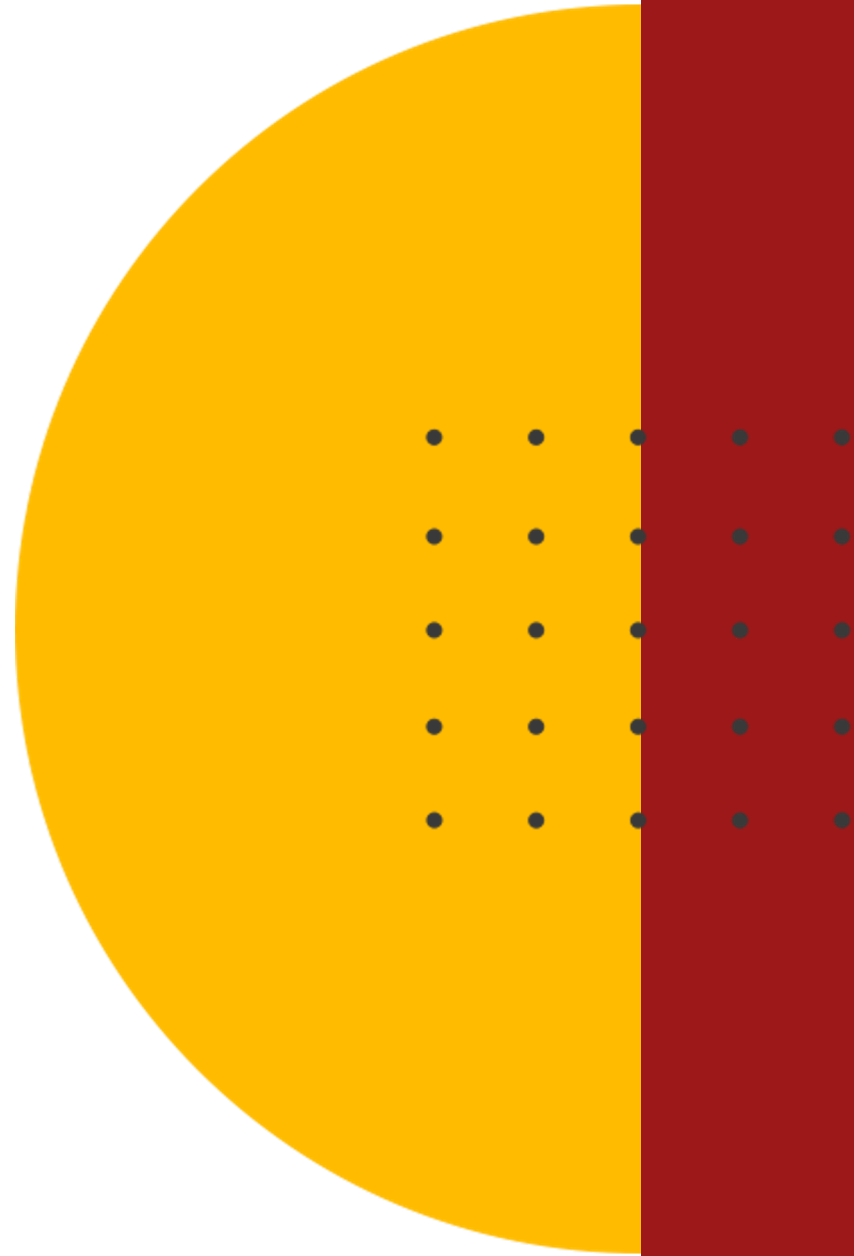
01



the pursuit of growth

We believe each of us have an ability to grow, learn and improve. We understand that our missteps only stretch our existing abilities and provide a springboard for further growth. We use what we learn as a tool for good, paying it forward to one another and clients.

01

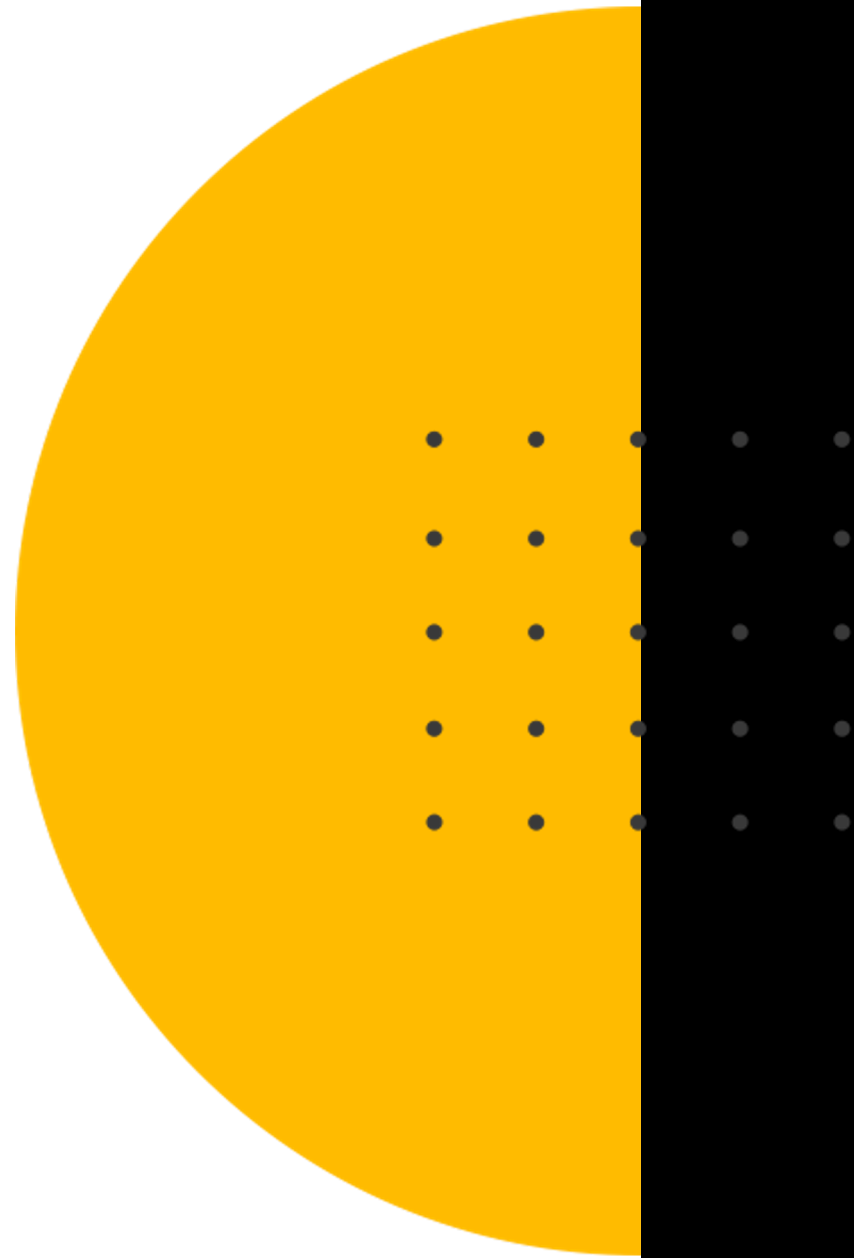


the pursuit of growth

Behaviors:

- I seek to fill knowledge and skill gaps
- I strive to make financial knowledge available to all
- I share what I know with my team and client
- I empower people to use what they know to act boldly

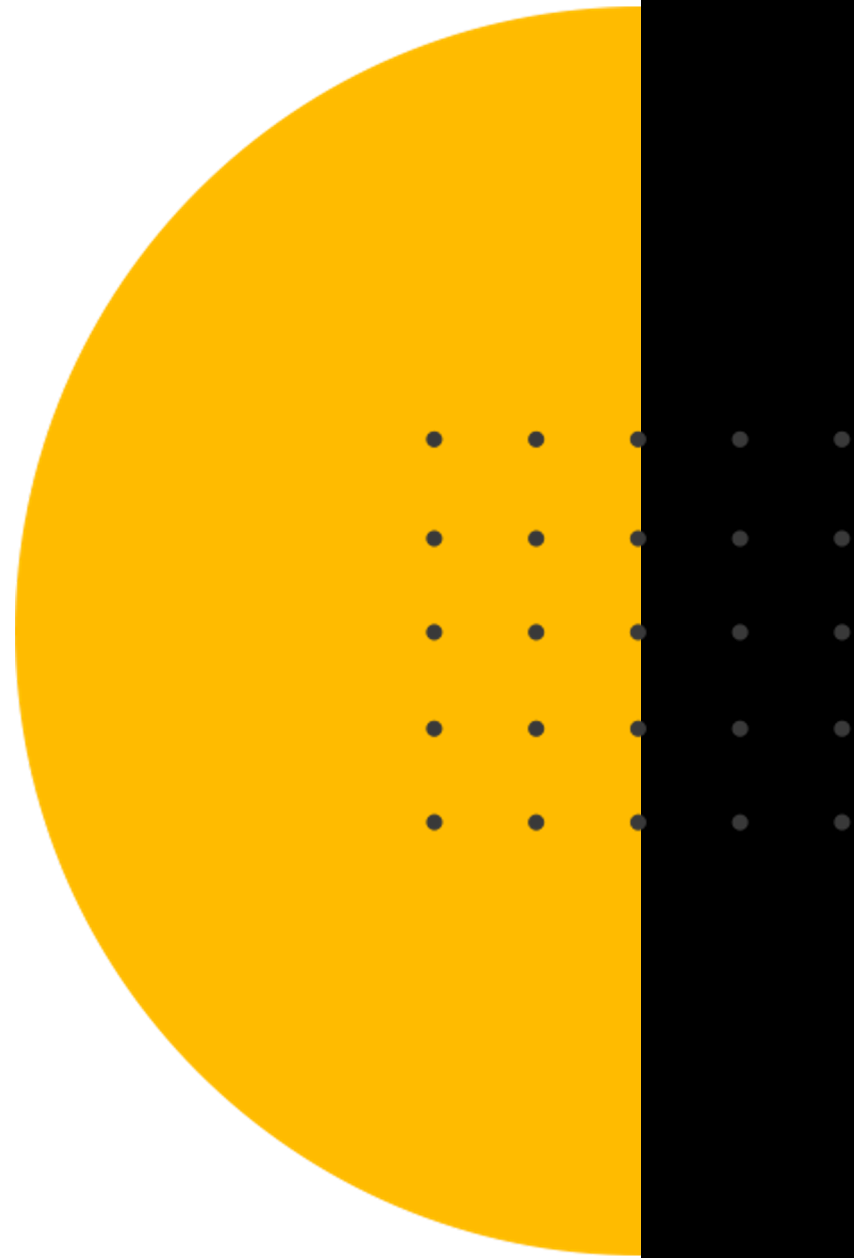
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a commitment to creating value

We're obsessed with creating value at every touchpoint for our clients. This may mean more revenue, more press, more customers, or more opportunities knocking on their doors.

02

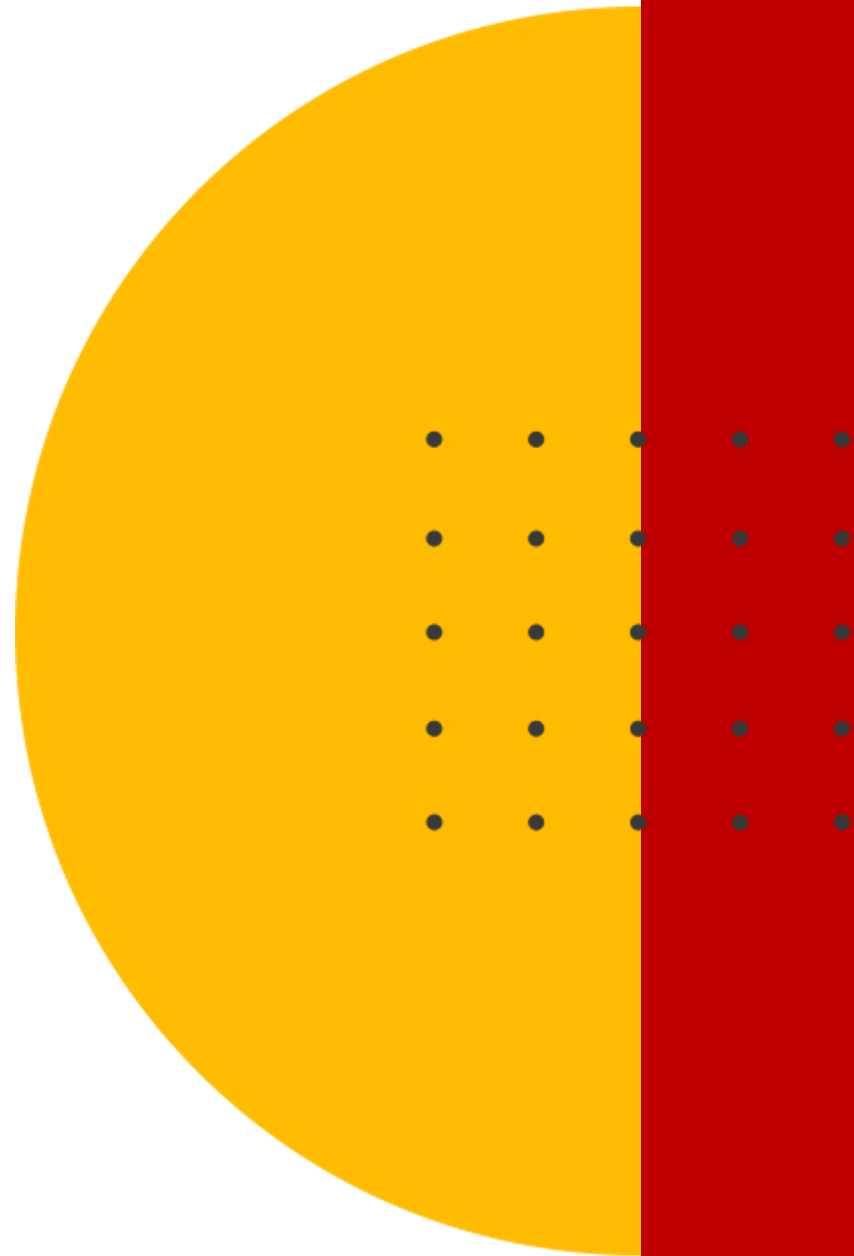


a commitment to creating value

Behaviors:

- I put myself in the shoes of clients
- I seek to deliver outstanding client services
- I listen for the unspoken words
- I work with the end goals in mind

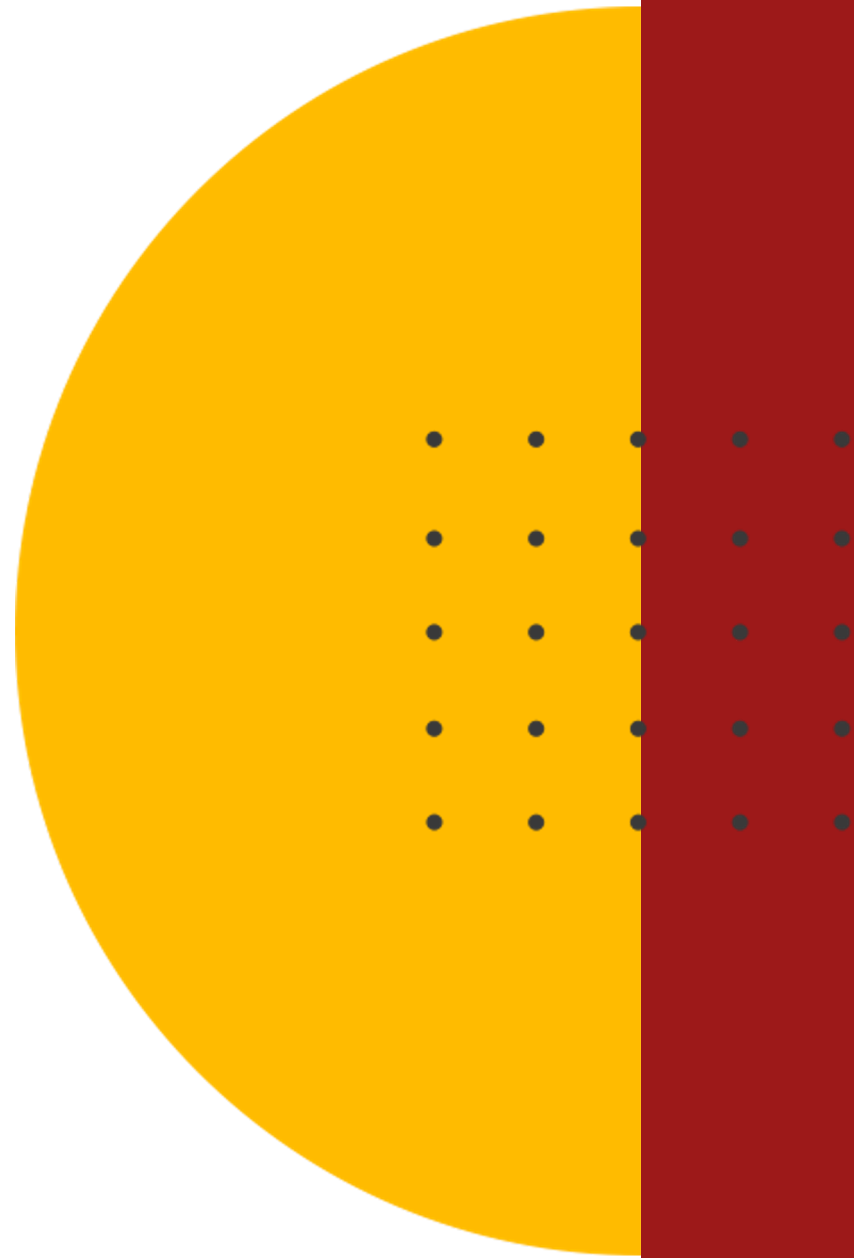
03



the courage to act boldly

We believe in the beauty of taking risks, knowing that this is the way we contribute to transforming the world for the better. We understand that the world (and social media and digital marketing) moves quickly. We much rather get out ahead of these changes by acting fast and adapting faster.

03

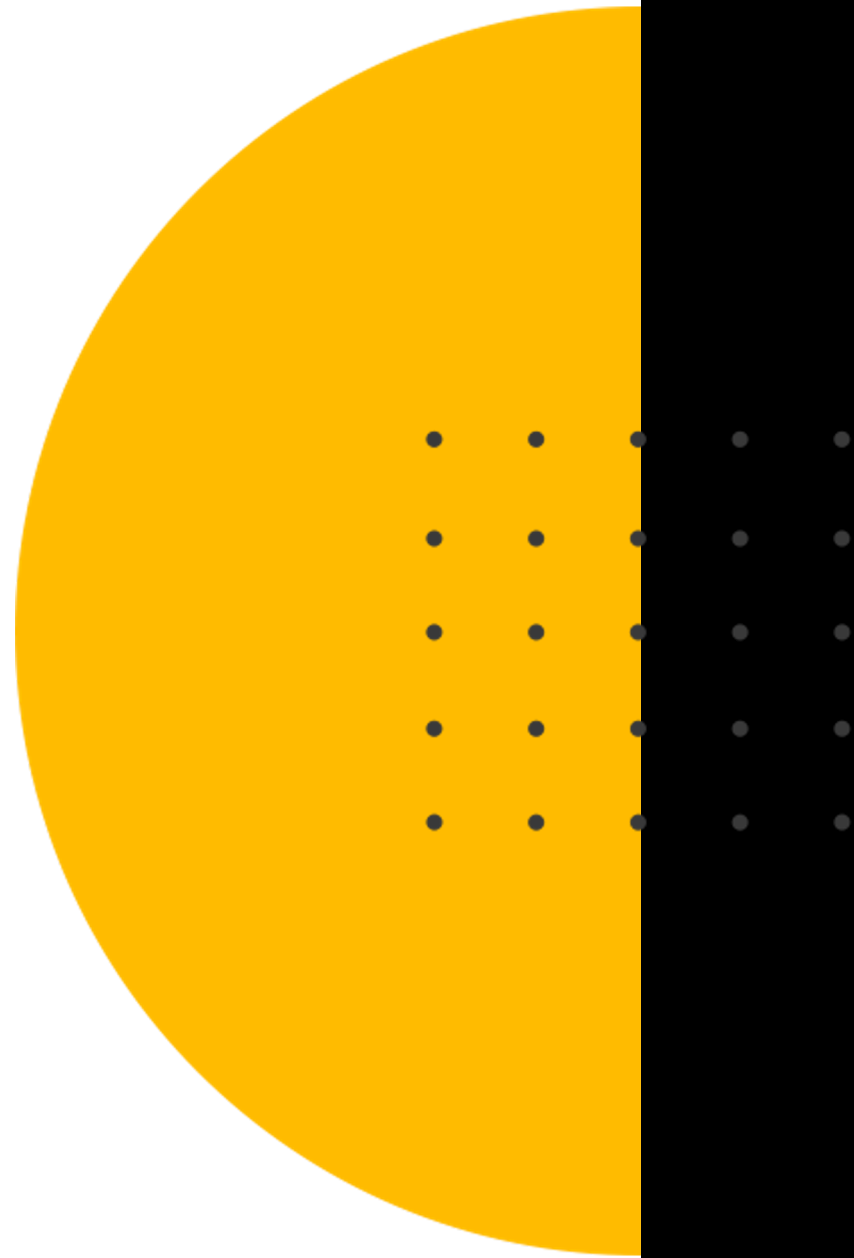


the courage to act boldly

Behaviors:

- I am not happy with status quo
- I assume new problems require new solutions
- I understand that failure can happen as
- I pursue excellence think and act boldly on behalf of my clients

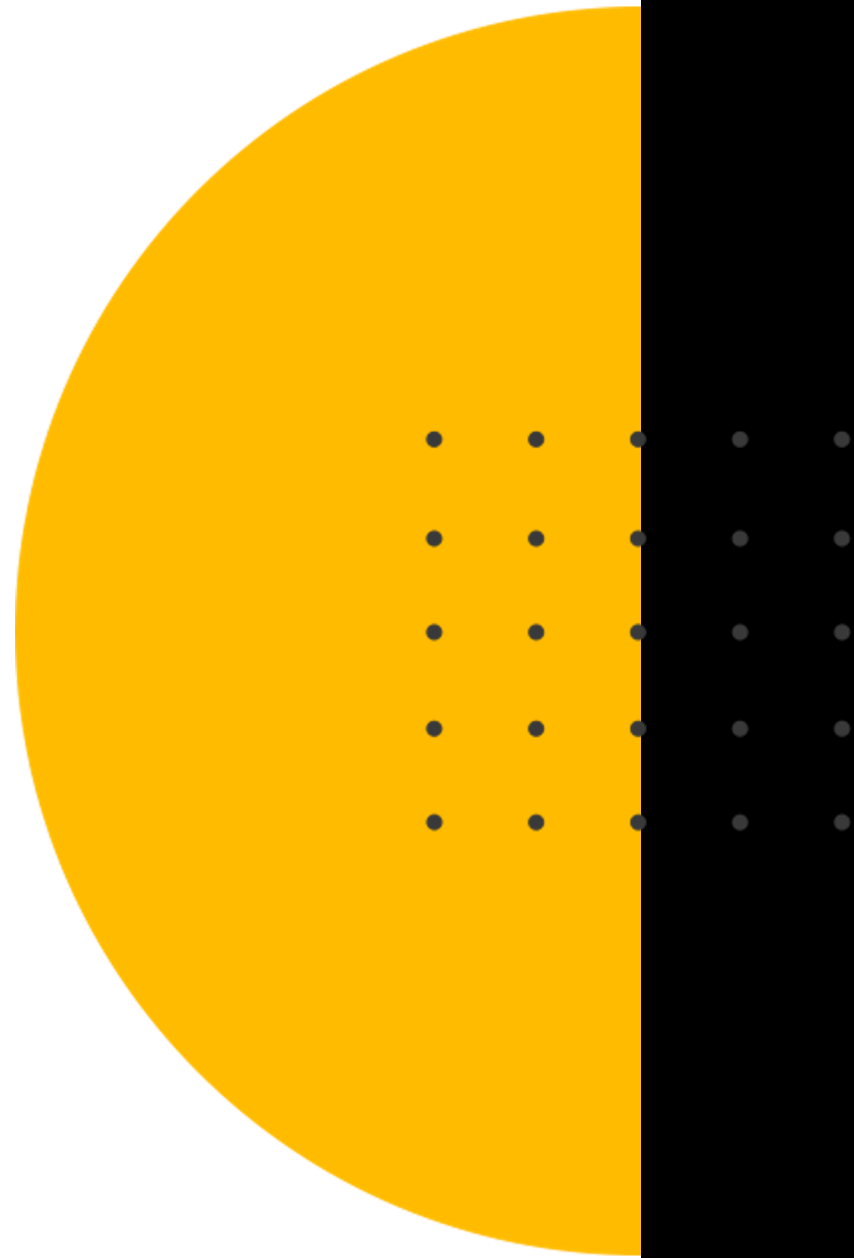
04



one team

We check egos at the door. We know the best path forward is one that drives the greatest value, and we achieve this through working together. This doesn't mean we'll always see eye to eye but through it all, we'll listen eagerly and take responsibility for our actions.

04

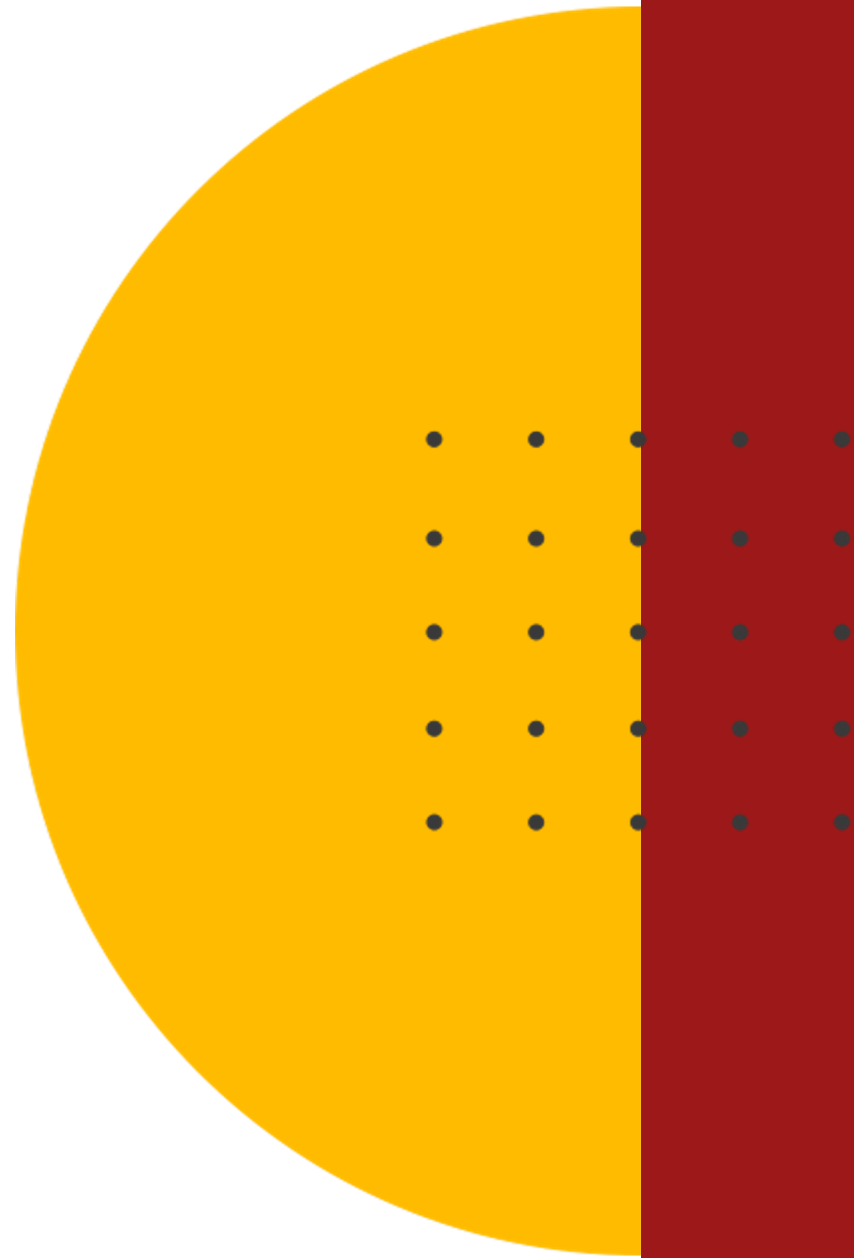


one team

Behaviors:

- I assume positive intent with team members and clients
- I take complete accountability for getting my work done
- I raise my hand when I need support or another pair of eyes
- I am an extension of my client's team

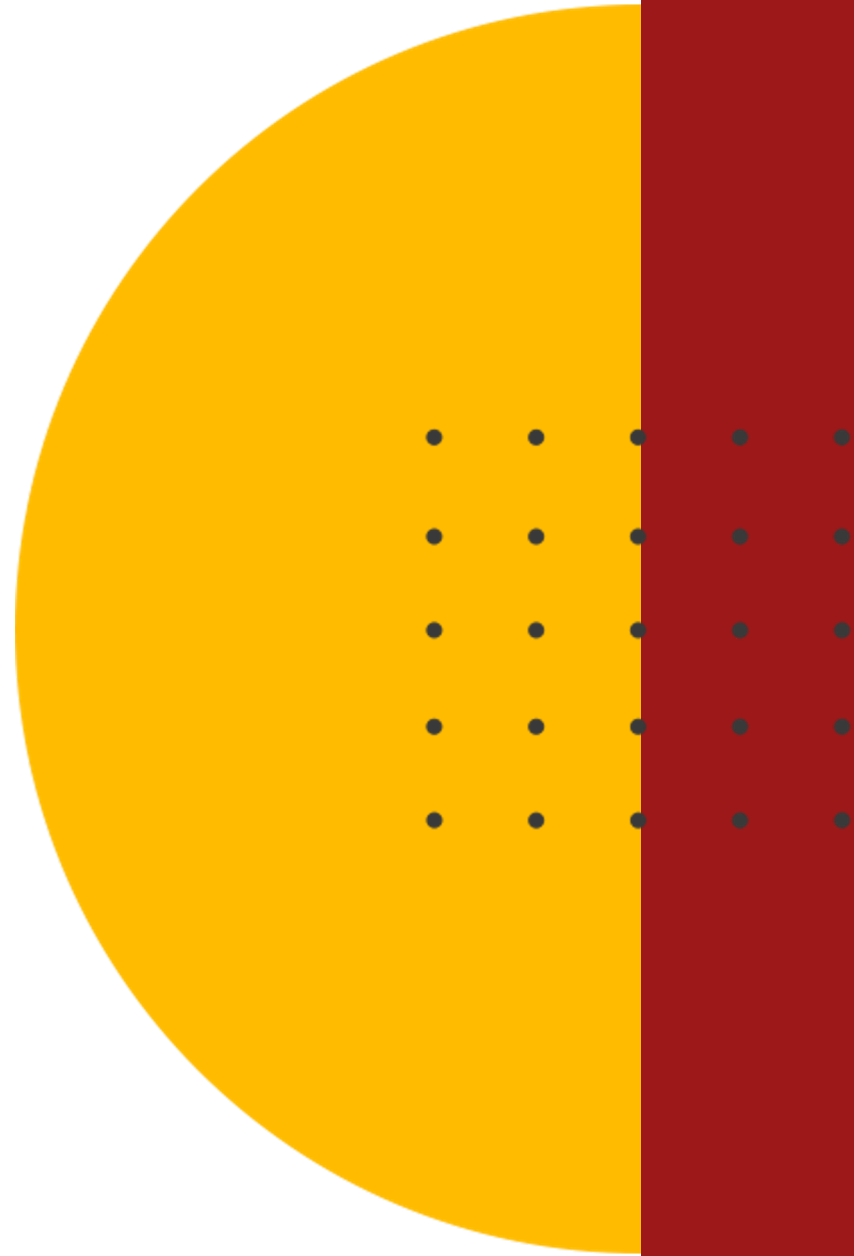
05



a bias for compassion

We believe that we can do great business
and still be good human beings – who are
fair, respectful and inclusive.

05



a bias for compassion

Behaviors:

- I challenge with respect
- I practice showing empathy
- I celebrate diversity and work to create an inclusive environment
- I raise my hand when I feel harassed or discriminated against



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thank you

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