

2009

RETAINER

Gravity7

Smart social media consulting. The advisor to have on your side.



SOCIAL INTERACTION SPECIALIST ON RETAINER

Guarantee yourself peace of mind with a piece of the mind. Pick my brain as you iterate your social media applications. Employ creative thinking on behalf of your social media campaign. Engage a network of diverse social media users. Make it better for the people.

The state of social media today is evolving at an ever-greater pace. Demanding constant attention from its users, social media seem to change as quickly as we are able to adapt and accommodate them. The landscape of applications, tools, sites, and services supports many diverse ecosystems and cultures. How well adapted are your strategies? How fit for survival is your approach?

Supplement your team with a specialist in social interactions on social media. Consider me your in-house anthropologist, psychologist, and sociologist. I will test and subject your designs and implementation plans to current and emerging user practices and social practices.

In today's marketplace the cost of a full-time social interaction designer is prohibitive. With a part-time retainer arrangement, you can

have a social experience expert on hand to contribute to your design, development, and execution efforts. I represent the user experience for you — allowing you to concentrate on what you do best.

A retainer can benefit you if you:

- have a social media company
- have a social media product
- are engaging in a social media campaign
- have concerns around usability
- wish to improve participation
- need help with social media analytics
- want to get beyond best practices
- are on the cutting edge of social media use
- need competitive analysis



Adrian Chan

Social interaction specialist in the social experience of online media. Call 415 516 4442 or email adrian@gravity7.com