

The image features a vibrant, abstract background with a blue and purple gradient, yellow diagonal lines, and large orange and yellow organic shapes. In the center, the text 'SOS MEDIA CORP' is displayed. The 'O' in 'SOS' is a colorful circle composed of four segments: yellow, blue, orange, and pink. The background shows a blurred scene of people in a modern office or event space.

SOS MEDIA CORP

All Media. **One Place.**

WHO ARE WE?

At SOS Media Corp, we are a full service, innovative marketing and design agency in Edmonton specializing in Social Media Management, Web Design and Development, Graphic Design, Google Adwords and Analytics, Photography, and Videography. We develop powerful marketing strategies for all methods of communication.

We are a team of design and media specialists geared at creating and developing high impact designs for your company's marketing strategies. We love what we do, and we are dedicated to providing top class designs and media development for the success of your brand. We offer one stop, full service solutions for all levels of organizations committed to growing their individual brand awareness and marketing objectives.

No matter how large or small your company is, we have a solution that will fit your needs and budget. We understand the importance of your return on investment, and that's why we carefully develop our campaigns to perform.

We understand that most businesses don't have time to post tweets and status updates all day long - that is why our experts have efficient processes in place for managing multiple social media platforms. This strategy allows you to get back to doing what you do best... running your company!

At SOS Media Corp, we deliver results that matter. Let us help you build your brand.



WHY CHOOSE US?

Personalized Service

Personalized service is at the center of our approach. We realize that each business is different and that every company has unique objectives. With our customized marketing plans, you don't have to pay for services that you don't need. You can selectively invest in programs that deliver maximum returns.

Long-Term Results

At SOS Media Corp, our data-driven approach delivers rapid returns, but we're also in it for the long haul. We craft well-rounded strategies that work for your business today and tomorrow.

We Are Experts

People power SOS Media Corp, and we realize that great minds are our biggest asset. Our people power not only our company but also yours. Our company invests in talent ranging from award-winning professionals to innovative upstarts.

Wide-Ranging Skills

SOS Media Corp provides a full range of services in-house. Our multidisciplinary team includes social media managers and advertising gurus who leverage their experience in SEO, PPC, inbound marketing, graphics design, video production, and other diverse areas.

Dedicated Account Managers

We allocate each customer with a dedicated account manager who functions as a single point of contact. The SOS Media Corp team is always available to answer your questions, analyze performance data, or provide customer support. We'll communicate with your staff by phone, email, or the channel of your choice.

Comprehensive Approach

Based in Edmonton, SOS Media Corp provides an all-inclusive suite of social media marketing services under one umbrella. We use audience engagement techniques, creative content, and online marketing strategies, such as SEO and PPC, to deliver optimal results while controlling your costs.

MEET YOUR TEAM



Ted Halabi
CEO

As a visionary leader and a skillful entrepreneur, Ted has led two corporations to success: SOS Media Corp and SOS Safety Magazine. He possesses an understanding of key business transactions, team management, risk management, strategic planning, and project execution.



Geoff Wusyk
Business Development

Geoff is a member of our business development team. He has a background in graphic design, Microsoft developer (MCSD), corporate business development, and marketing for an array of industry verticals.



Amy Prasad
Executive Assistant

Amy has been the executive assistant to Ted Halabi for over 10 years. She works hard to keep the office running smoothly, but she makes it look easy! She has three beautiful children and enjoys painting in her spare time.



Kerri Lenz
Social Media Co Director

In her 5+ years at SOS, Kerri has always been one step ahead in the world of social media. You can usually find her creating killer ad strategies, finding innovative ways to generate leads or leaving coffee cups at her desk. Hey, no one's perfect.



Chad Thomas
Managing Partner

Chad has a background in radio advertising, which sparked his love for marketing. He is always researching new methods and technologies to help SOS Media Corp clients succeed. He loves to be one step ahead of the game with out-of-the-box campaigns. Motto: "Work hard, play hard."



Kyle Doherty
Senior Account Executive

Kyle is strongly motivated to become an expert in any category in order to deliver results and media drive sales. He has experience in extensive account management, the fashion industry, and executing marketing strategies.



Amanda Steinkey
Social Media Co Director

Amanda has a Bachelor of Applied Arts & Visual Communications Degree. She enjoys coming up with savvy advertising strategies and designing campaigns that convert.



Robyn Vandervelde
Sr. Graphic Designer &
Digital Content Producer

Illustrator and design whiz, Robyn has been with SOS since 2015. 1 part web designer, 1 part brand expert, 2 parts typography nerd, and 3 parts world traveller. Too many parts?



Emmanuel Oparah
Graphic Designer

Emmanuel graduated with a Bachelor's Degree in Chemical Engineering — but design and the beauty of bringing brands to life had always been his passion. He switched career paths in 2011 and has been happily designing ever since.



Mat Kolodziej
Web Developer

Mat fell in love with programming from the day he got his first computer. He's a self-thought developer who takes pride in simplicity & minimalism in design and code. His expertise is in developing full-stack applications and websites.



Chris Peacock
Videographer/Photographer

Chris is pursuing his passion through videography and photography. He is a visual storyteller who loves eliciting emotions through his visuals, music, and art.



Oliver Lessard
Cinematographer

Oliver is a director and cinematographer who occasionally makes things of varying quality.



Heather Gunn
Digital Content Producer

Heather has a strong love for writing and crafting messages for social media. Before joining SOS, she worked as a freelance journalist writing arts & culture stories, as well as doing communications work for a local non profit.



Sasha Kleinfeldt
Lead Web Developer & Web Designer

Sasha has a Degree in Computer Science and has been a web developer with SOS Media Corp since 2013. She has experience creating websites that are beautifully eye-catching and easy to navigate.



Dmytro Tovstyga
Web Developer

Dmytro has been a web and graphic designer since 2015. He loves helping clients to find perfect union of clarity and style in their visual communication and products.



Noah Hatoum
Video Director

Noah uses the camera to tell stories. His artful eye and attention to detail create captivating videos and photos. Noah always goes in with a plan, and his pieces make it show.

A person is shown in profile, focused on adjusting a professional video camera mounted on a tripod. The camera is equipped with a large lens and a microphone. The background is a bright, slightly blurred studio environment with a blue backdrop. A large, vibrant orange speech bubble is overlaid on the right side of the image, containing white text. The bottom right corner of the image features a decorative pattern of yellow diagonal lines.

No matter how **LARGE** or small your company is, we have a solution that will fit your needs and budget.



OUR SERVICES

SOCIAL MEDIA

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SOCIAL MEDIA MANAGEMENT

In today's digital era, an online presence in social media offers your brand added online exposure and value.

Today, social media can be your first interaction with potential customers, as well as a powerful tool for emotional branding and marketing your product, services or campaigns. While your customer's aren't necessarily going to go to your website everyday to see what is new with your company, most of them will be engaging in social media on a daily basis, which gives you ample opportunity to put your service in front of your customers!

At SOS Media Corp, we have a team of skilled social media managers that use the latest software for streamlining the management of all your social media platforms. We leverage platforms to increase your brand's visibility to generate leads and create brand loyalty. We create effective campaigns to promote your product and turn your ideas into results. All of our campaigns are analyzed and measured upon completion to scale their success.

Social Media Management

All of your social media platforms, including Facebook, Twitter and many others will be managed by an expert team specialized in graphic design, online marketing and social media. This will ensure your campaigns will perform effectively from every angle possible. We'll ensure your online content is put in front of the right audience at the right time, yielding measurable results and generating your company proper leads.

Social Media Marketing

We'll work with you to develop effective campaigns and targeted advertising on your social platforms. Our social media marketing is designed and developed to generate leads and increased website traffic, as well as increase brand awareness.

Lash Up PRO
Sponsored · 🌐

Hey #bossbabe! Don't miss out on our exciting upcoming courses for eyelash extensions, lash perming, and volume!

Take advantage of our spring sale and use promo code SPRING20 and take 20% off your course purchase until May 31st. What are you waiting for?



lashuppro.ca
Sign Up Today!

SIGN UP

LASH UP PRO

SOCIAL MEDIA CASE STUDY

The initial goal for Lash Up Pro was to increase product and course sales. During our management of the company, Lash Up Pro has seen great success. The company expanded from a boutique lash studio into a large-scale, national e-commerce and education establishment.

See for yourself at:

facebook.com/lashupPROacademy/

440,000

Canadians reached on Facebook & Instagram.

Instagram

lashuppro
Sponsored



[Learn More](#)

lashuppro Hey VANCOUVER - Ready to be your own boss? We will be making an exclusive visit to British Columbia this summer that you won't want ... more

500K+ Impressions on Google Adwords

140K+ In revenue



WEB DESIGN

SOS Media Corp is a leading web design, web development and online marketing company in Edmonton, Alberta, Canada.

We have worked with a multitude of small to large businesses over the years to create quality user experience websites. We use up to date programming and development strategies to design and develop you a website that will yield measurable results.

Creating your optimized online presence is essential in today's world of interactive media. Whether it's to educate potential clients on your business, or lead them to your online store for product purchase: the look, feel and functionality of your site is critical to your brands emotional impact. Our team at SOS Media Corporation will provide insight and strategy towards developing your website with a high quality user experience. We build sites that deliver measurable results.

OUR PROCESS

Timeline Creation

We will create a timeline for you that will outline the projected time that it will take for us to design and develop your website. This will outline dates that require approval from you, and dates that you should anticipate receiving elements from us as well.

Page List Development

You will be provided with a list of all of the pages that our team will develop for you for the launch of your website. Any additional pages after launch can be added at additional fees.

Submission of Content

We require the submission of any graphics (including logos), imagery and text to be sent to SOS Media Corp to be used in the design concepts of your website.

Website Design Concept Creation

SOS media will apply it's Design process to develop the look and structure both the desktop and mobile versions of your website. SOS media will provide you with a new website that is an improvement from your current design. Your design will be created using graphic elements, text and imagery reflective of your current branding.

Development

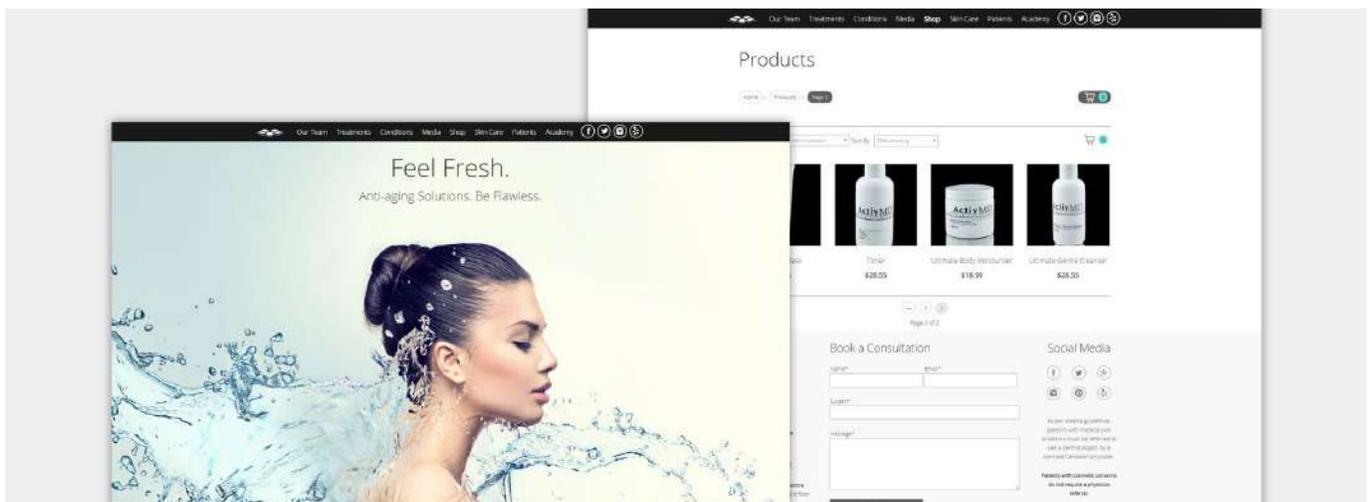
After the design of the website has been approved, our developers will move onto the development process, comprised of 2 phases. The initial phase will show you how your website will function , and the second phase will be the completion of the remainder of your website.

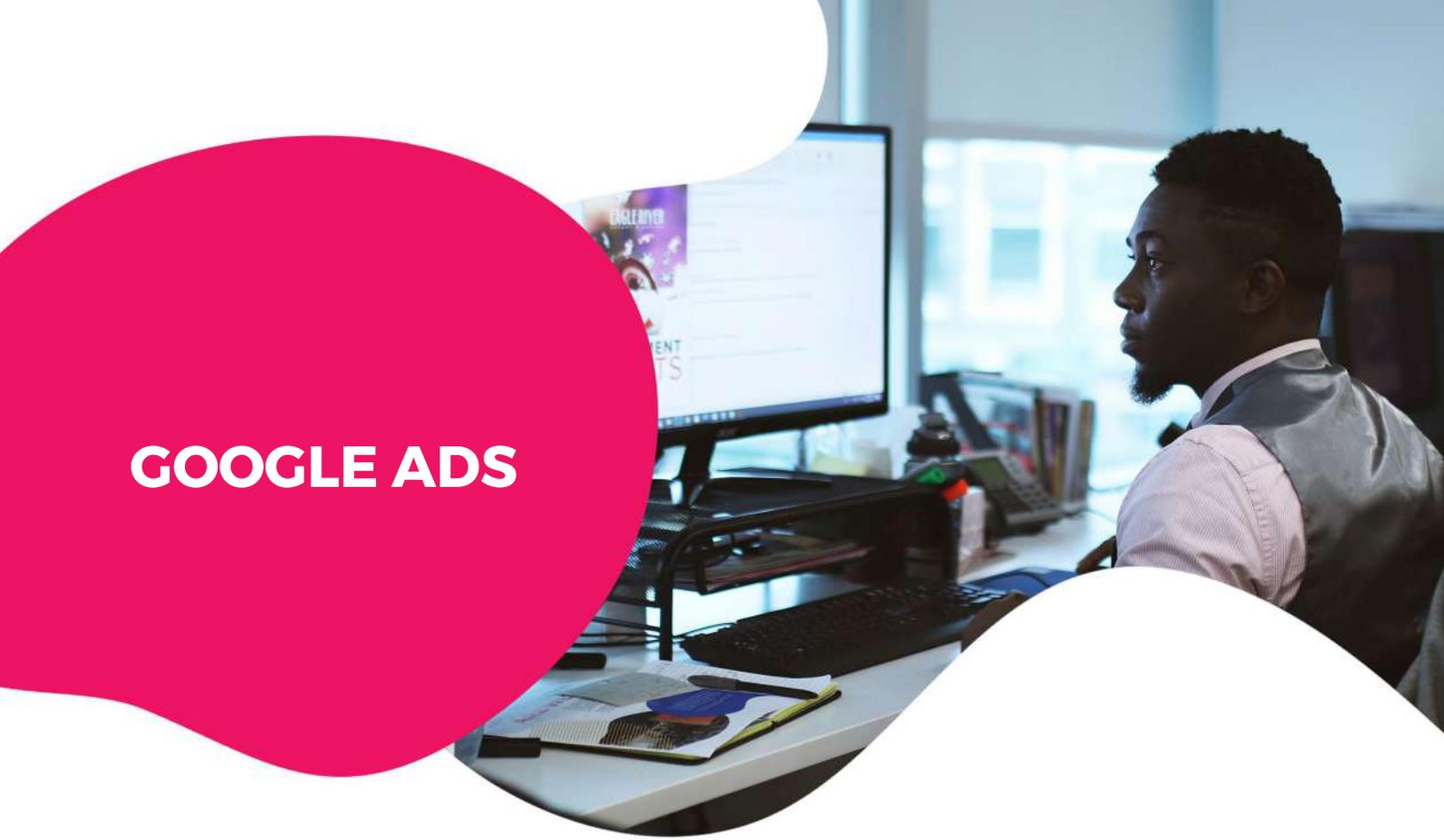
RAO DERMATOLOGY

WEB DESIGN CASE STUDY

The initial goal for Rao Dermatology was to portray the details of the services they offer and the conditions they can treat. To do this, we created an organized and visually appealing website. Users can click through a list of conditions and see treatments that could be helpful. This setup encourages them to continue to explore and learn about this clinic's extensive offerings. We also included an ecommerce portion to sell their line of products to patients and customers nationwide to assist in their skin care needs.

See for yourself at: www.raoderm.com





GOOGLE ADS

Building and maintaining a pay per click marketing campaign without the proper pay per click management services can be tricky.

Search engine advertising platforms Google AdWords, Yahoo search marketing and Microsoft adCenter campaigns are always changing and we understand that without the proper tools, your marketing budget can be depleted quickly and can leave you with nothing to show for it. You can trust SOS Media Corp Strategies to provide exceptional results through our targeted campaigns that drive qualified traffic to your company immediately.

How It Works

We partner with you to analyze your business and the types of products or services you sell, define your pay per click management objectives, and research your competitors and particular industry trends. Once our project scope is established, we then build a comprehensive pay per click advertising campaign that addresses your company's specific goals and budget, whether it's targeting local customers or launching a global brand.

SOS Media Corp has one of the highest customer retention rates in the industry, because we pride ourselves in backing up our promises with quantifiable results.

What's Included?

- Analysis of existing campaigns (if applicable)
- Industry & Competitor Research
- Targeted keyword research and selection
- Negative keywords
- Development of campaigns in platforms
- Creation of multiple ads & testing.
- Keywords directed to specific pages
- Custom monthly reporting
- Access to Beta opportunities
- Conversion & Analytics Tracking
- Account representative
- Ongoing PPC Management

Did you know that up to 80% of all website traffic can come from search engines?

That alone should give you an idea of just how necessary it is for your site to be found when people are searching online for your product or services. Our SEO experts at SOS Media Corp will help to ensure your website ranks on the first page in search directories as soon as possible for specific key words. With Search Engine Optimization, your website will help you generate more leads that convert.

On-Page Optimization

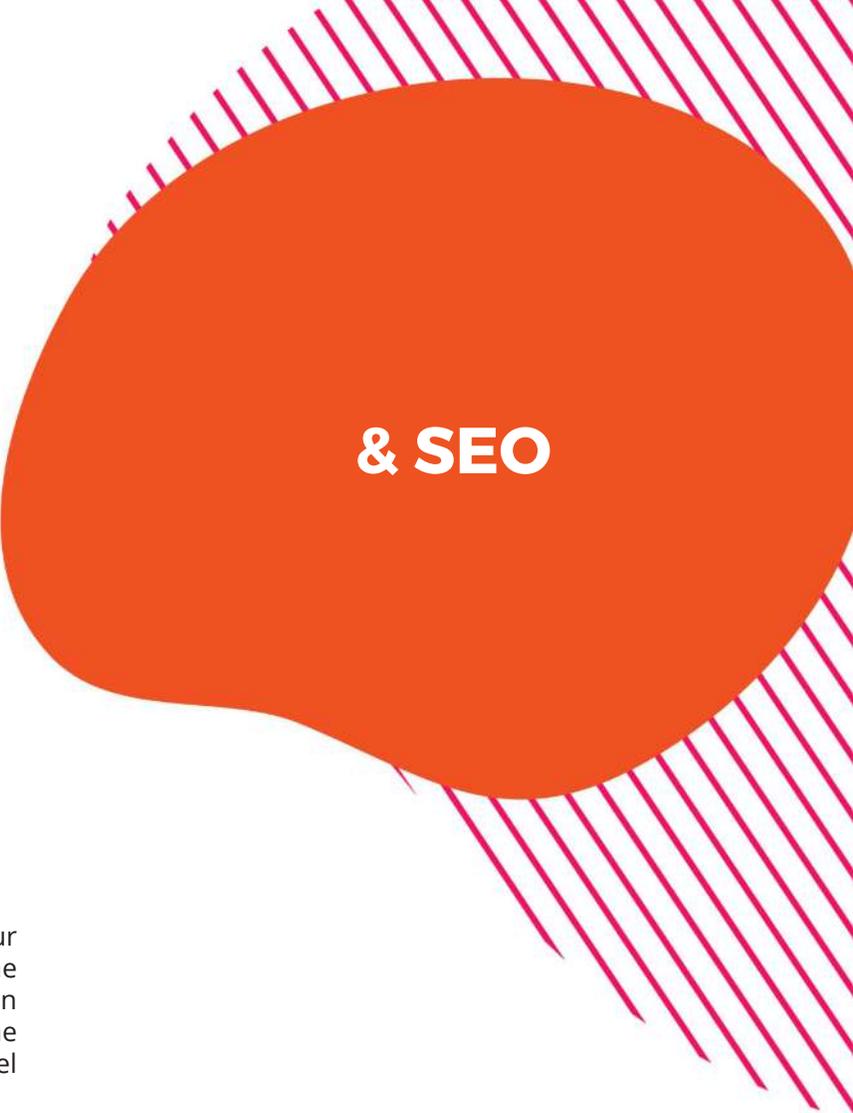
When you want to attract certain clientele to your website, one of the most important factors is having the right keywords and content that brought them there in the first place. We fight Bounce Rate with state of the art landing pages, something your customers will feel engaged with.

Keyword Research

Keyword research is a rigorous process and you can waste a lot of time if you are not ranking for the right keywords. SOS has state of the art techniques when it comes to your business keywords.

Seo Consultants

We also provide comprehensive consulting for any SEO campaigns you may currently be running. We can enhance the performance of your current SEO strategy.



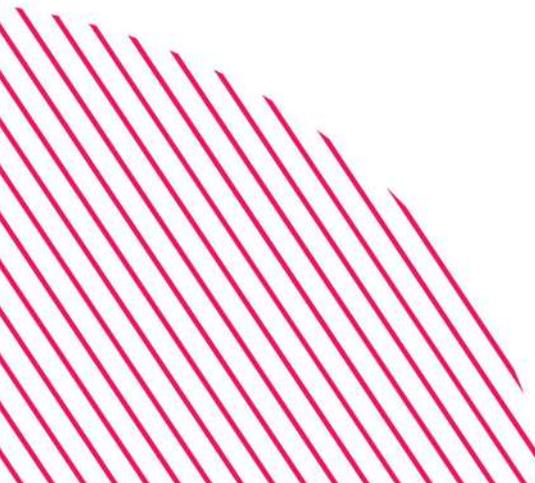
& SEO

Link Building

Link building is one of the cornerstones of an effective SEO campaign, 1 solid link is worth more than a thousand low quality links.

Press Release Distribution

Press Release Distribution is a vital component of any SEO/Marketing campaign. SOS Media Corp will design and produce your Press Release's for you to save time and ensure your message is delivered professionally.



SOS Media Corp is Edmonton's leading SEO provider and we proudly provide high level optimization with professionals who have been handling SEO since 2004. We have set up and optimized hundreds of campaigns with a 95% repeat rate. Contact Us today for a complimentary SEO site audit.



PHOTOGRAPHY

A picture is worth a thousand words, especially in marketing. In today's market, your corporate brand is your most valuable asset.

Nothing supports your visual brand more effectively than high-quality professional photography. At SOS Media Corp, our photographers have mastered the art of capturing real life, behind-the-scenes images that create an authentic relationship with your audience. Visual storytelling is powerful. When done correctly, photography can amplify your image.

How we operate

There are two crucial components of photography: great photographers, and perfect lighting. At SOS Media Corp, we supply both. Our high skilled team will come equipped to your appointment with commercial lighting. We can offer a successful shoot regardless of the weather or lighting in your building.

The shots we'll capture

In the consultation, we'll go through a plan for the event so we can get an idea for the lineup, what you have planned and the critical moments, so we know to be ready for those moments. Your shots will be captured around pre-determined campaigns and overall marketing objectives. There will be a combination of candid shots and staged shots to properly represent the campaign that will be published on social media channels. Our processes mean you end up with a far more interesting set of photos that'll allow your customer to connect with you.

After the shoot

Once back at the office, the photography crew will assess and edit the images. Revisions will be made to the content to ensure that it is high-quality and appealing. All photos are professionally post-processed above and beyond the industry standard. Edited files will usually be delivered within two weeks.





VIDEO PRODUCTION

Videos are a valuable, powerful way to tell your brand's story, to showcase your product or service, and to engage with your target audience.

We're not talking infomercials here, we're talking about compelling, interesting, and emotionally engaging storytelling that can make your business come to life online.

And that's what we do: we use stories to make your business come alive. We transform your product or service from a one-dimensional commodity in the mind of your target audience into a three-dimensional solution that they can connect with, that they can imagine using in their own lives, that they can imagine not being able to live without. Video done right can make your business unforgettable.

PRE-PRODUCTION

Laying the right groundwork is essential to developing a great video. Pre-production is where we figure out the best game plan for your business. We decide on the video concept, the look/feel and style, we write the script, cast any actors, decide on location and set design, and lock down all the other details involved with how the actual video is going to look, sound, and perform.

PRODUCTION

We're rolling! Now that we have the road map developed in the pre-production stage, it's time to put it all together in front of the cameras. This is where our professional crew of director of photography, camera operators, sound engineers, and lighting techs do what they do best - film a great video.

POST PRODUCTION

If production is putting all the ingredients together to bake the cake from the recipe developed in pre-production, then post-production is putting the icing on that cake and making it look irresistibly delicious. Our editorial post-production team kicks in to shape your story, handle color-correction, record any voice overs, clean up the audio, add music, create graphics and in general make sure your video looks exactly like we planned in pre-production. It's at this stage that you'll see the first cut.

FINAL REVISIONS

Once you've seen the first cut, you'll have a chance to share your thoughts with us. There is one round of revisions allowed at this stage, within reasonable expectations and within the scope of the original video concept.



GRAPHIC DESIGN

Over the years, advertising has continuously evolved offering new and exciting opportunities for success.

Amidst all the advancements in technology, one crucial component remains constant...it all starts with an investment in great design. At SOS Media Corp, our design team is comprised of experienced professional designers who simply live and breathe design. We are dedicated to providing top class graphic design for the success of your brand.

Strategy

Our design strategy is simple. We uncover what makes your company unique and different from others, and we develop a cutting-edge branding image to represent that. Together, we develop a visual marketing strategy that will create an initial impact and a powerful lasting impression

Process

Our team of experienced graphic designers realize that every client has an idea of how they wish to portray their business. It is our job to bring those dreams and concepts to life through powerful branding and sophisticated graphic design.

Whether you are starting a new business, looking to further develop your current branding, in need of a brand refresh or launching a new product or services, chances are you are looking for cutting edge visual communication. No matter how large or small your company, we have a solution that will fit your needs and your budget.

Brand Development

Logo design, corporate identity strategies.

Marketing Collateral

Brochures, business cards, print advertising, presentation folders, annual reports, package design, promotional material, info-graphics, posters and more. If it's printed, we can design it.

Exhibit Design

Booth design, promotional material, trade-show flyers, banners and more!

GRAPHIC DESIGN

Projects



MEDIA BUYING



Peace of mind media buying through experience, relationships, and know how, is what SOS Media Corp brings to the table.

Our knowledge of the industry and deep understanding of the advertising landscape enables us to provide insight into what mediums will deliver the highest return on your investment. Once we have identified your goals and expectations, we will negotiate with our radio, television, print and online media partners to ensure your company is receiving the best possible campaign value for your investment. If there is an opportunity to gain added exposure for your business through event inclusion, prize sponsorship, or product giveaways, we will uncover those priceless marketing gems and roll them out with style.

THE PROCESS

IDENTIFY

To uncover the true outcome of a campaign we first need to identify your corporate goals and expectations. This includes an in depth look into the background of your company, major competitors and your unique positioning.

MEASURE

The proof is in the pudding. Through our tracking techniques and analytic software, we compile a wrap up report following the completion of your campaign outlining the detailed results of your integrated marketing plan.

COLLABORATE

Once we've agreed on the direction and feel of your approach, it's time for us to sit down as a group and hash out some original concepts for your business. Our behind the scenes brainstorming sessions may cause some late nights, but they're worth it.

EXECUTE

It's not always what you do...it's how you do it. One of the key ingredients to our recipe for success is the implementation strategy. Knowing the what, where, and how to roll-out an effective marketing plan makes all the difference in the world.





We love what we do, and we are dedicated to providing top class designs and media development for the success of your brand.

LET'S WORK
TOGETHER.

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