



Capabilities

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Website Planning and Strategic Direction

Canadian Made Case Study

Traction Media Group worked for BookShorts Inc on a project for production company Primitive Entertainment; the assignment was to create and initiate a publicity campaign using social media networks to promote the television broadcast of Canadian Made series on History Television. The overall plan included the creation of the

technical infrastructure, social media tools and initial editorial voice of the campaign to get it ramped up quickly. The team worked quickly to get an initial audience base on the social media platforms (spec. destination website, Facebook friends, Twitter followers etc.) and relied on Primitive Entertainment to provide the media [...]

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