

**FOR thumb-
STOPPING
Social MEDIA**

SaySo

you have a ***GREAT*** **STORY...**

We can help you

The logo for SaySo, featuring the brand name in a bold, dark blue, sans-serif font. The text is contained within a bright yellow speech bubble that has a tail pointing towards the bottom left corner.

SaySo

WE POWER UP YOUR SOCIAL MEDIA WITH:

- Digital marketing strategy
- Brand definition
- Campaign building
- Channel management
- Content creation
- Photography/Videography
- Copywriting
- Meme building
- Analytics
- Performance Reporting

WE'RE A NEW MARKETING COMPANY,
WITH UNIQUE ORIGINS...

From Soho,
came **SaySo**

Past experience
+ Future vision

SaySo is created for, and
born out of, the Asian F&B
and hospitality sector.

**From our own successes,
we are uniquely positioned
to create yours.**

 **SOHO HOSPITALITY**

Our parent company is an award-winning interior design & restaurant group, focused on conceptualizing social dining outlets in Bangkok & the wider Asian region

www.sohohospitality.com

10 years
215 staff
6 Outlets
18 Awards
and counting....

Active Projects

Budapest

Lahore

Dubai

Mumbai

Chiang Mai

Bangalore

Chennai

Bangkok

Pattaya

Coimbatore

Phuket

Ho Chi Minh City

Kuala Lumpur

Bali



SOHO HOSPITALITY

NOT JUST ANY
OLD SOCIAL...

**We create authentic,
sustainable, relatable,
shareable, engaging, genuine,
mobile first, digital-focussed,
brand-specific content.**

How?

NOT JUST STATS

**Analytics are one thing, but
to truly resonate we must
understand our audience**

deeply

**It's the only way to create
that genuinely engaging,
authentic content.**



In fact, our CEO is a respected
thought leader on Asian
F&B and hospitality trends —
so our insights stay fresh



SaySo

PROCESS BREAKDOWN

1

**We work closely
with you to define
& understand your
brand & values**

Identity, personality,
positioning, voice, target
audience, brand challenges



2

**Then we design a
strategy to deliver
just the right kind
of content**

Perfectly timed & tailored
to your audience



PROCESS BREAKDOWN

3

We produce videos, shoot stills, create memes, & write copy to tell your story.

— Crisp, professional content to support your social strategy



4

Our team deploy content & manage your channels to uphold excellent standards

What to post, when, & how to respond; we never miss a beat.



5

Our reporting & data tools give you real time feedback on campaigns

Respond strategically as markets shift



SOCIAL SNAPSHOTS

Our channels are
grown organically
from genuine,
engaged users



As of 23 June 2020



74,186



8,960



31,844



6,089



44,328



10.6K



15,071



5,557



10,859



5,104

SaySo

CLIENTS

ABOVE
ELEVEN
ROOFTOP BAR & RESTAURANT
BANGKOK

FEBRUARY 2020



FOLLOWER
GROWTH

+4.8%



PAGE
LIKES

+40%

MESSAGES
SENT

+9%

MESSAGE
LINK CLICKS

+40%

UNIQUE
IMPRESSIONS

+91%

UNIQUE
IMPRESSIONS

+25%

Say80

CLIENTS

CHAR
COAL

TANDOOR GRILL & MIXOLOGY

FEBRUARY 2020



FOLLOWER
GROWTH

+3.9%

MESSAGES
SENT

+14.1%

UNIQUE
IMPRESSIONS

+161%



PAGE
LIKES

+145%

MESSAGE
LINK CLICKS

+36%

UNIQUE
IMPRESSIONS

+6.2%

SaySo

CLIENTS

HAVANA
SOCIAL

FEBRUARY 2020



FOLLOWER
GROWTH

+4%

MESSAGES
SENT

+9%

UNIQUE
IMPRESSIONS

+81%



PAGE
LIKES

+16%

PAGE
FANS

+4.4%

UNIQUE
IMPRESSIONS

+4.3%

SaySo

CLIENTS



FEBRUARY 2020



FOLLOWER
GROWTH

+16%



PAGE
FANS

+2.9%

MESSAGES
SENT

+13%

MESSAGE
LINK CLICKS

+6.3%

UNIQUE
IMPRESSIONS

+90%

UNIQUE
IMPRESSIONS

+1.9%

SaySo

CLIENT'S

NEW YORK STYLE
SOHO PIZZA

**NEW YORK
STYLE**

SUN-THU: 12PM-12AM
FRI-SAT: 12PM-3AM

1 **CHEESE PIZZA**
CLASSIC NY STYLE PIZZA WITH CUCUMBERS,
MUSHROOMS, HANNOVER & MOZ.

2 **THE GREEN MACHINE**
VEGETARIAN NY STYLE PIZZA WITH MUSHROOMS,
PEPPERONI, CUCUMBERS, HANNOVER & MOZ.

3 **SHRIMP SCAMPI**
CLASSIC NY STYLE PIZZA WITH MUSHROOMS, SHIMP,
MAYO, CUCUMBERS, HANNOVER & MOZ.

4 **EGGPLANT PARMIGIANNA**
CLASSIC NY STYLE PIZZA WITH MUSHROOMS,
EGGPLANT, PARMIGIANNA, HANNOVER & MOZ.

5 **SAUSAGE & PEPPERS**
CLASSIC NY STYLE PIZZA WITH MUSHROOMS,
SAUSAGE, PEPPERS, HANNOVER & MOZ.

6 **PEPPERONI**
CLASSIC NY STYLE PIZZA WITH MUSHROOMS,
PEPPERONI, HANNOVER & MOZ.

7 **DRINKS**

8 **DRINKS**

9 **DRINKS**

FEBRUARY 2020



**FOLLOWER
GROWTH**

+19%



**PAGE
FANS**

+12%

**MESSAGES
SENT**

+9%

**MESSAGE
LINK CLICKS**

+14.7%

**UNIQUE
IMPRESSIONS**

+73%

**UNIQUE
IMPRESSIONS**

+2.5%

NEW YORK STYLE
SOHO
- PIZZA -

CREATIVE CONTENT

Tell stories with
standout content
that cuts through
the crowd



**Pizza fuelled
memes bring the
New York slice to
Bangkok**

*User
generated
Content ›*



*Bespoke
Illustrations
'*



*A steady stream
of the finest
memes ›*



**CHAR
COAL**

TANDOOR GRILL & MIXOLOGY

**Historical royal
Indian Tandoor
cuisine paired with
modern Indian-
fusion cocktails**



HAVANA
SOCIAL

**Speakeasy-style
pre-1940's Cuban
Cocktail Bar...
Access via the
phone booth!**



*Show stopping dishes and cocktails served
in a stylish interior lead to shareable
moments for your social media.*



*With an interior that feels more like a film
set, the shareable moments seem to come
naturally... are you sure we're still in Bangkok?*

WANT TO KNOW MORE?

**Resonate with social
media, to directly impact
your bottom line.**

**For a chance to hear our
latest industry insights
& understand how they
could affect your business,
book a meeting today**

**CONTACT
INFORMATION**

SaySo Communications

4th Floor Chaiyos Mansion
40 Soi Sukhumvit 11
Khlong Toei Nuea
Watthana
Bangkok 10110