

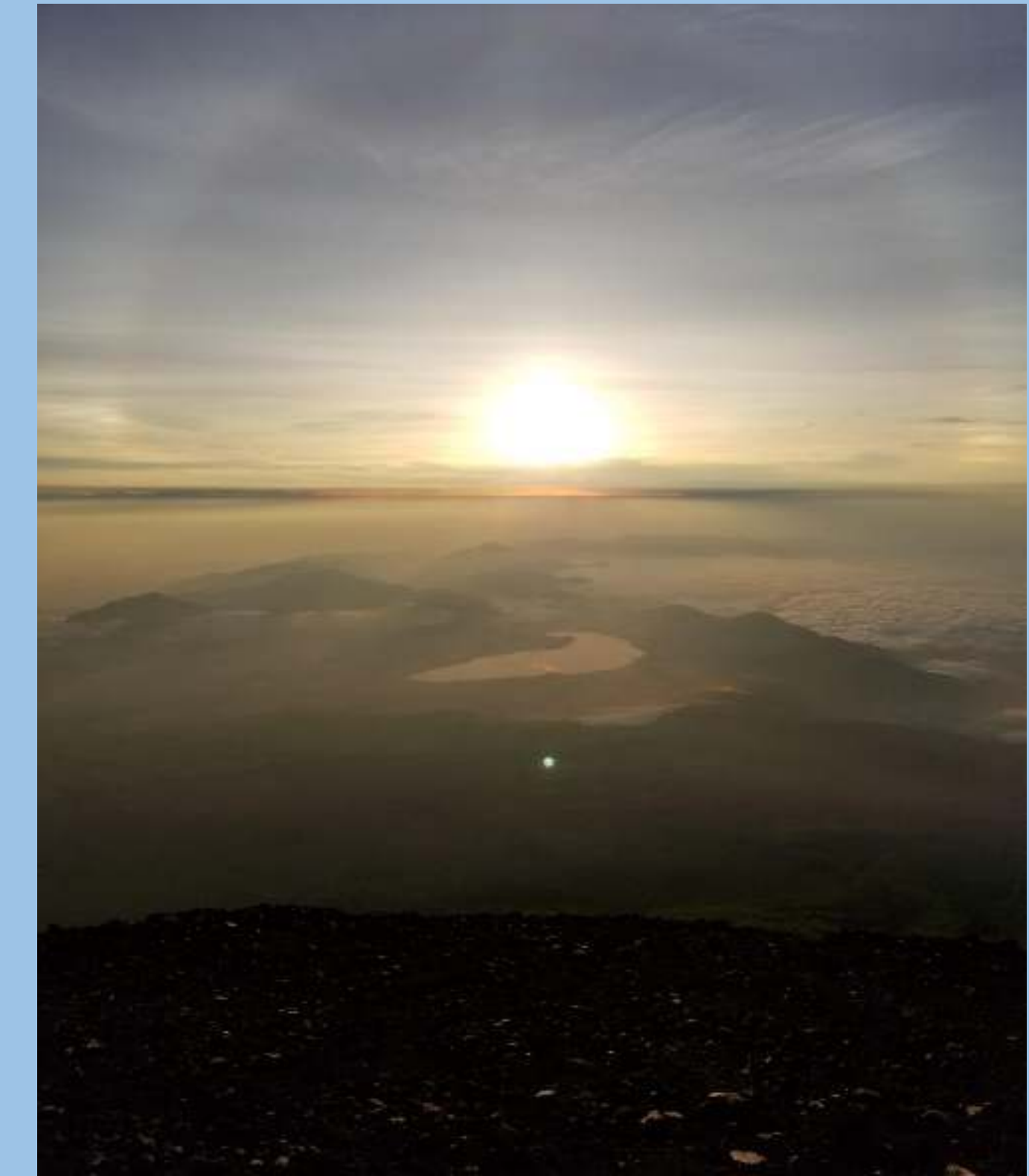
Where Is So Easy?

-Tokyo, Japan



So Easy's Reach!

- Over 500,000 Facebook followers
- Over 3,000 Instagram followers
- Over 50,000 views on their website videos



What is So Easy?

- So Easy is a Social Media and Marketing Company
- Work with larger corporations to help market their products (I.e. Listerine)
- They use their Website and Social Media accounts to market products.
- They use life hacks to market their products in unusual and memorable ways

My Role!

- Ran their Social Media accounts for the global section of the company
- Content Creator
- Outlined marketing plans
- Data Analysis for their social media
- Was responsible for finding viewing patterns in order to increase the reach of each video
- Expanded reach to English speaking regions

Two Parts of So Easy!

- So Easy is split between global and local sectors
- The local sector is more successful than the global
- They used google translate to help translate their website into English, this is why they struggle to obtain views from the US and Western Europe
- I helped translate the pages more closely to the actual titles
- I did not see much of the global sector but was aware of the differences

Using Life Hacks to Market!

- Making short 15 second life hack videos to market goods
- With Listerine they showed the other things you can do with Listerine, it is not just for cleaning teeth!
- I am restricted on what I am able to disclose to due a confidentiality agreement I signed



Japan!

- Traveled To Mt. Fuji
- Visited every major prefecture in Tokyo!
- Went to Shibuya, Chiba, Roppongi and many others!
- Ask me about my time in Japan!

