



CCI Launches Step-Up Package for Social Media Operations as Part of CCI Social AdTrim

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TOKYO, JAPAN, April 25, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., today announced its launch of a new social product called Step-Up Package for Social Media Operations as part of CCI Social AdTrim to help solve social marketing challenges that are confronting brands today.



The package is intended for brands that are considering launching their own social accounts as well as those that are already experiencing problems with social media operations. This package consists of a social strategy workshop and a hands-on guide for daily social media operations. The product is now offered at a special price of ¥100,000 excluding tax.

Last year, we conducted a survey of marketing professionals engaged in social media operations and digital advertising. The survey identified the increasing needs for outsourcing of social media operations and found that strategic roles are becoming more in demand than operational ones (see below).

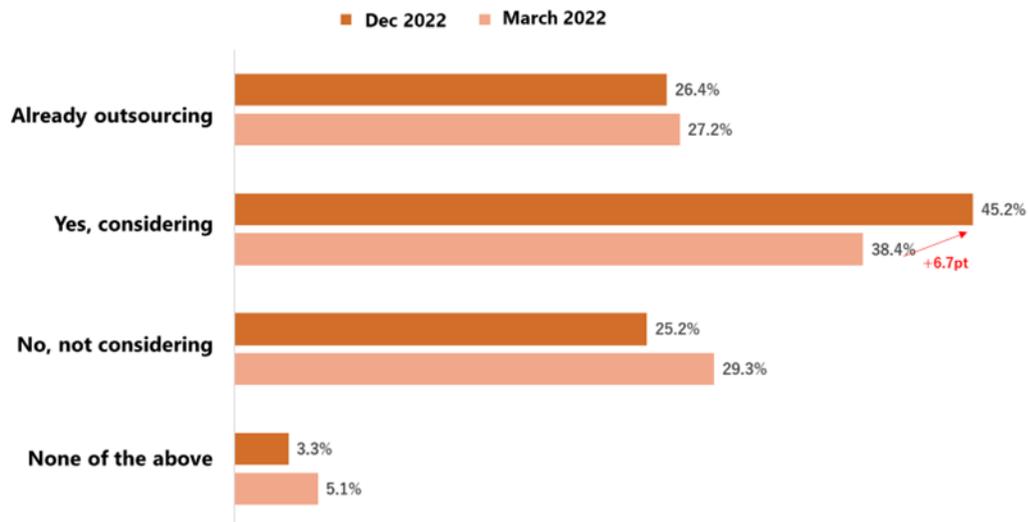


CCI has decided to capture this opportunity and deliver a social media strategy workshop and a hands-on guide for daily social media operations. The online workshop is designed to help launch and scale social media marketing, including a presentation given by our social media professionals, speaking about the latest updates and features of different social media platforms, how to rise above their algorithms and create a winning posting strategy.

The following are the key survey findings regarding the needs for outsourcing of social media operations.

45.2% of marketing professionals said in December 2022 that they are considering outsourcing social media operations, up from 38.4% in March 2022.

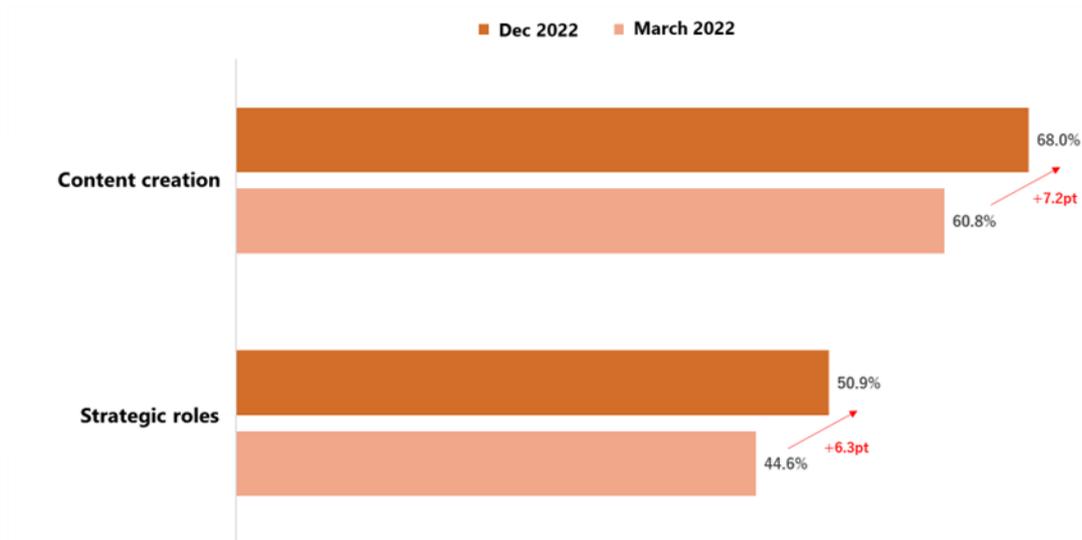
Are you considering outsourcing social media operations?



The survey found that social media content creation and strategy building are the tasks that marketing professionals most want to outsource. In general, strategic roles are becoming more in demand than operational ones.



What tasks do you want to outsource?



CCI remains committed to providing high quality and value-added services to help our clients maximize their marketing ROI.

About CCI Social AdTrim

CCI Social AdTrim offers social media marketing consulting services. Our one-stop support will guide you every step of the way to social marketing success, helping with planning optimized to each of the different platforms.

Contact: PR Office, CARTA HOLDINGS Inc.

Inquiry form is available at <https://cartaholdings.co.jp/en/contact-ir/>