

BLOGGING BLK GIRL



BBG

MY SERVICES.
YOUR GOALS.
EXCEEDED.

My services are customized for your goals. I get to know the core values of my client's brand and then draw on my experience in digital media to create a personalized online marketing service for you.

MEDIA PLANNING

Once I have developed a media campaign formed on a foundation of a client's objectives and research, the plan is put into action. Based on market conditions and clients goals I determine how to plan the most efficient media for my clients.



SOCIAL MEDIA

A key element in developing a long-term, successful partnership is to continuously look for opportunities to further grow the success of my clients. Based on intimate knowledge of my clients' brands, goals, and services, I provide social media strategy, consultation, and execution services that enable brands to develop social media opportunities that focus on awareness and engagement, and extend the reach of other media campaigns.



ANALYTICS

I have a distinct focus on media accountability. I offer exhaustive research, tracking, and analysis of all client media efforts which come together to provide a complete view of marketing's impact. I am able to measure both within channel and across channel performance enabling me to improve a specific media channel and the entire marketing mix.



EMAIL MARKETING

Email marketing is more than just a "blast," it's an opportunity to develop a relationship with prospects. I recognize that effective email marketing requires proper planning, stewardship and reporting in order to achieve my client's goals. With a strategic partnership with multiple marketing automation platforms and email management platforms I offer clients a best-of-breed email marketing solution. My Email Service Provider (ESP) provides integration with other technologies like Simply Measured and Followerwonk to allow me to implement cross-channel reporting.



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