

honest.
MEDIA

SOCIAL
VANDALS

Capabilities Deck



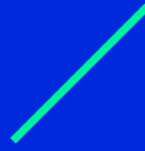
honestmedia.com

socialvandals.com

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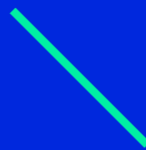
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Stark has his suit, Skywalker has The Force, Daniel has Mr. Miyagi.
Your business has Honest Media.

We see the potential your business has to be a titan in its field, but it needs tools, strategy, a guide to help it reach peak performance in the digital space. As a 360 digital marketing agency, Honest Media is a comprehensive service built to raise our clients to new heights.

Armed with bespoke creative products and proprietary digital strategies, you can trust your digital footprint is in expert hands, providing outstanding value, compelling content, and tangible results.



Our team has worked with

LONGINES



vevo



GUCCI



Panasonic



FOX



Sprint



Cartier



LVMH



incase





WHAT WE DO

Consulting + Strategy

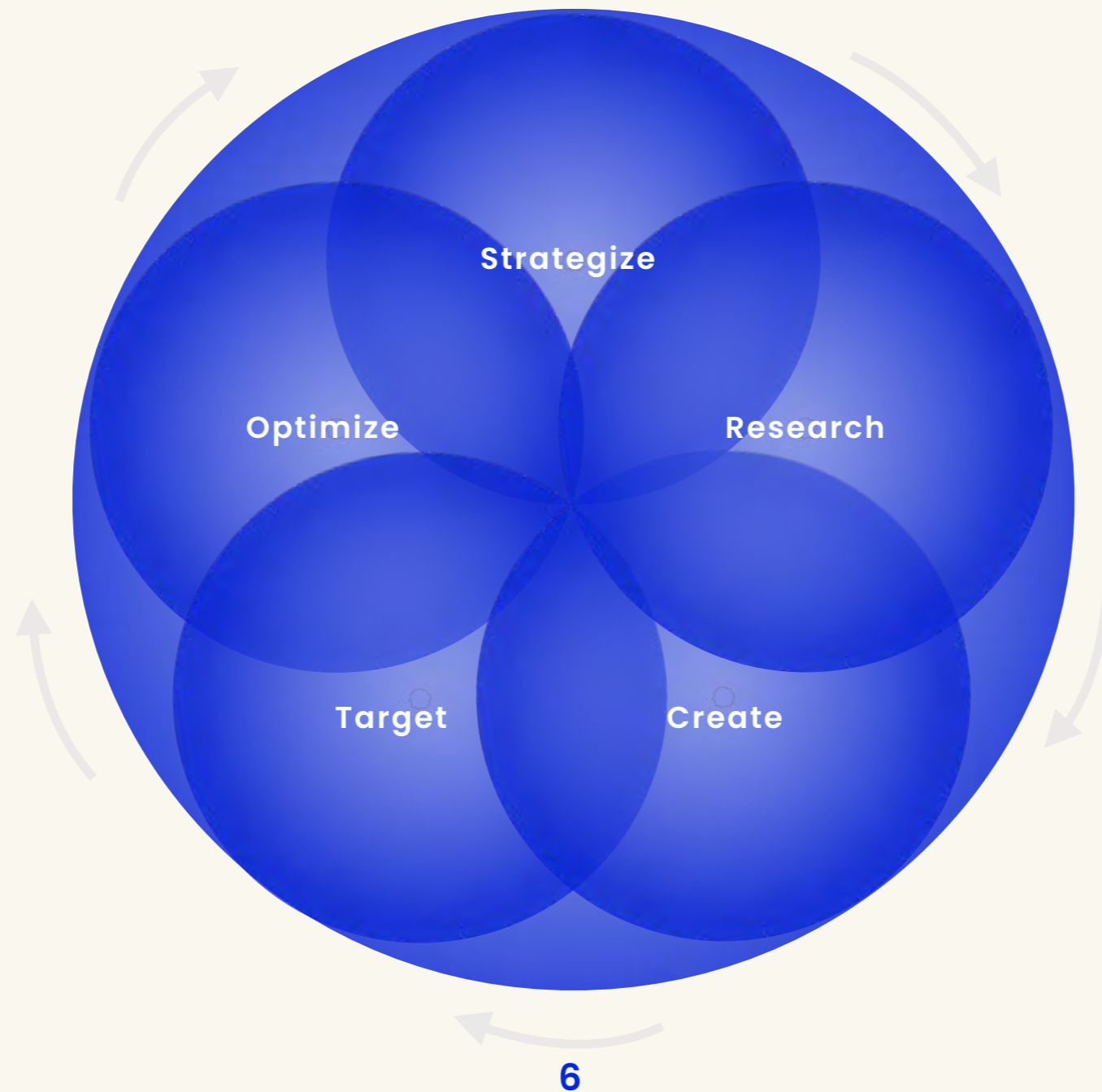
Creative + Content

Action + Results

Honest Media was created to identify, improve, and coordinate all necessary aspects of a business's digital footprint in one agile, focused system. Honest Media values relevant, heartfelt interactions crafted through the lens of clear and thoughtful strategy.

Building your Brand

A better way to grow your brand through a 360 approach.

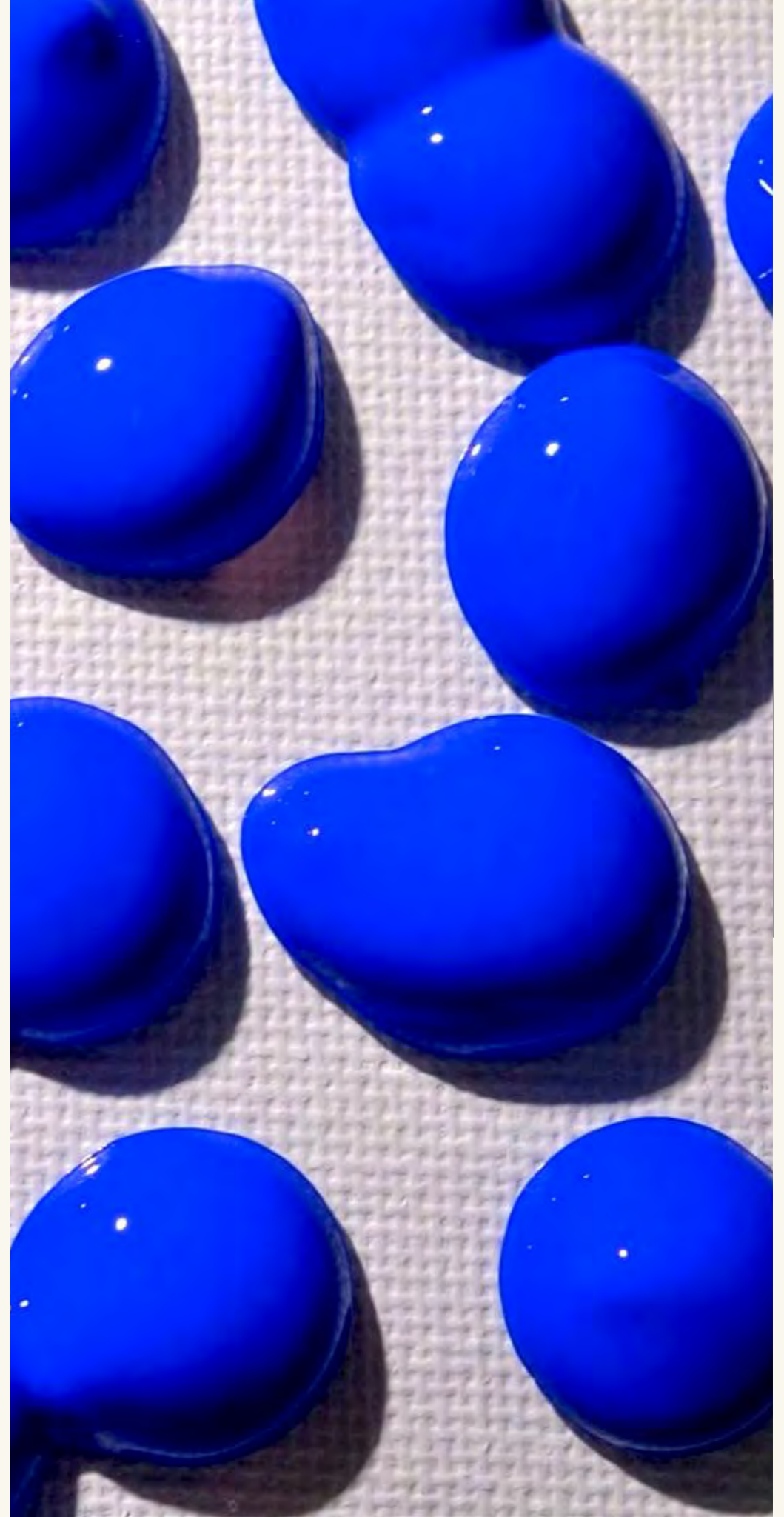


Consulting + Strategy

Achieve your goals.

We consult on effective and targeted methods of building and consulting **brand identity** and **awareness**.

We advise on, identify, and define each goal to carefully select the proper **marketing channels** to target potential clients.



Insight & Research

Navigate your audience.

Understanding the WHO WHAT WHY of your audience in targeted marketing allows us to grow your brand in an organic way. We provide monthly analysis to track your progress and ensure your satisfaction.



Content Creation

Be a Visionary.

Through the power of **SOCIAL VANDALS**, Honest Media's creative agency, we cultivate aesthetically pleasing branded content and engaging marketing materials.

From copywriting to graphic design to bespoke visuals, we use content to expand your brand well beyond your initial demographic.

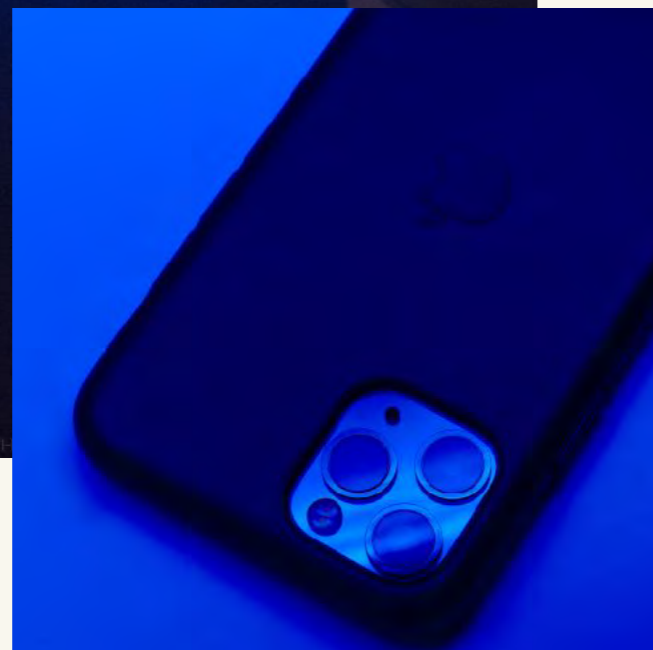


Data & Search Retargeting

Know where to aim.

Through targeted search and relevant keywords, we reach your best audience.

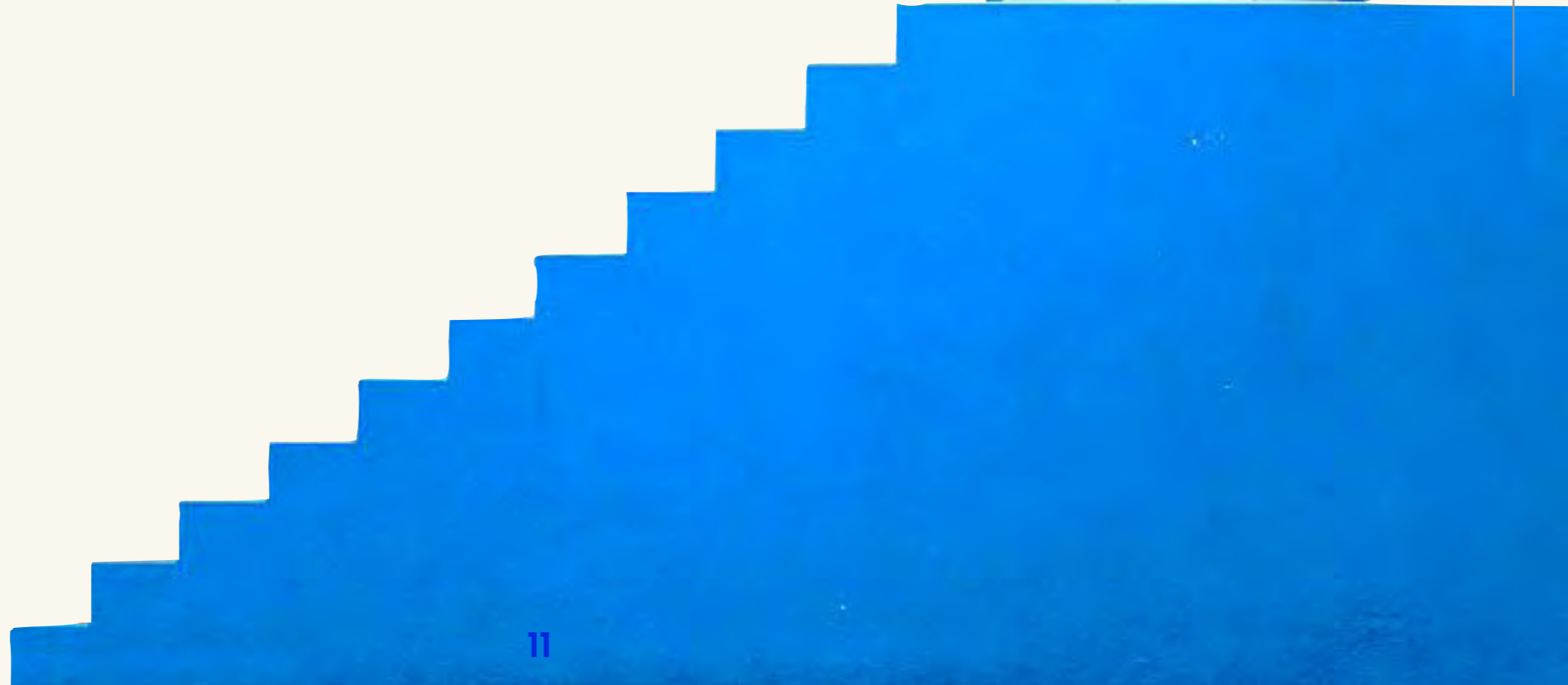
We use Facebook & Google's AI and machine learning abilities to build lookalike audiences and find your most relevant prospects to increase your reach



Analysis + Optimization

Always improving.

Through routine analysis we learn what works (and what doesn't) for your brand. Using advanced technology and optimizing strategy for better and better results.



Services We Offer

Offering content curation, creation & management for brands & creatives

Consulting + Strategy

- +Digital Space Solutions
- +Brand & Social Strategy
- +Social Media 360
- +Digital Activation Planning
- +Advertising Campaign Strategy

Creative + Content*

- +All Forms of Digital Media
- +Art Direction & Curation
- +Branding & Identity
- +Web Design & UX
- +Graphic Design
- +Motion Graphics & Animation
- +Video & Still Photography
- +Film Editing
- +Pre & Post Production
- +Casting

**via SOCIAL VANDALS – our creative agency)*

Actions + Results

- +Brand Management
- +Social Media Account Management
- +PR Communications & Solutions
- +Guaranteed Media Coverage
- +Digital Advertising Creations & Campaigns
- +Retargeting
- +Email Marketing
- +Advertising Campaign Management & Optimization
- +Reputation Management
- +Multi-Platform Optimization
- +Analytics

Want a peek behind the curtain?



Check out these sample services
to see what 360 means to us.

Social Media 360

Social Strategy & Consulting

Advising on effective and targeted methods of growing a media platform.

Define desired results and advice on how to reach and measure each goal.

Research & Data

Routinely run analysis on growths and strengths in addition to related hashtags and demographics.

Daily Posting Services

Posting your approved content from provided visual assets including captions and hashtags.

Analytical Report

Provide in-depth research and creative vision with an identity focused plan.

Copywriting & Research

Professional caption creation or editing in conjunction with relevant hashtags.

Selective Technology

Targeting demographics, individuals, locations, and groups, improving engagement and increase the number of followers, as well as overall social proof.

Art Direction & Feed Curation

Development of themes and arrangements of visual content that are pleasing and strategically engaging to the targeted demographic.

Content Creation

Creating original written and visual content that engage to your end-user



The Process

- Research
- Ideation
- Creation
- Execute

Where we use Content

- Social Media
- Websites
- Marketing
- Advertising
- Syndication

How we Create Content

- Art Direction
- Graphic Design
- Copywriting
- Photography
- Motion Graphics
- Videography
- Film Editing
- Branded Visuals
- Production
- Email Marketing
- Case Studies
- Content Promotion
- SEO Research

Paid Social Media & Web Marketing

Campaigns & Sales Funnels

Set-up

We'll set up your funnels to convert more effectively and efficiently with your target demographics.

360 Build Out

From high level to nitty-gritty, we consider all aspects of web marketing

- High quality sales funnels
- Custom funnel map and available graphical flowchart
- Complete automation and squid setup (Zapier)
- Landing page, sales page, and offer page optimization
- Testing of all pixel codes confirming functionality
- Defining core offers
- Up-sell options and price points
- Precise positioning

Funnel Management

We split test funnels for peak optimization and increased CPAs.

Ad Management

Leave the work to us. We run the ads, perform daily check ins, handle optimization and build out vertical and horizontal scaling strategies.

Brand Identity

Branding package

Professional branding and typography designed specifically for your company by our in-house graphic design team.

Logo Design

Identifying symbol/design created for your brand.

Graphic Design

Visual concepts used to develop overall layout and production for a brand/personality.



Letterhead Design

Professional heading with company branding.

Initial Marketing Text / Copy

Professional copy provided for marketing campaigns.

Web & Graphic Design

Web Design

Full service web design that includes webpage layout, content, production, graphic design, UX and e-commerce.

Motion Graphics

Creation of visual design elements for film, video and web animations and effects.

Light Graphic Design

Creation of visual elements and/or text based graphics.

Full Graphic Design

Visual concepts used to develop overall layout and production for a brand/personality.

Image Sourcing

Obtaining filler images that remain true to the brand identity

Live Photo Editing

Optimizing provided imagery for visual cohesion

**does not include full retouching.*

Photo & Video Production

List of photo and production services we provide

Photoshoots

Professional photography productions

Film & Motion Shoots

Professional film and video productions.

In-House Services

Director, Producer and fully equipped and functional photo studio with lighting, sound and editing capabilities

Location Scouting

Identify locations for shoots/productions and secure all required permits.

Casting Services

Source and secure talent for photoshoots and/or video productions.

Major Press Placement and Media Coverage

Sample Media Placement Plan

INCLUDES ARTICLE PUBLISHING & SEO BLOG

Month One

- **1-4 articles** written and published with client approval and maximum distribution
(Average 100 publishing outlets)
- Creation of special **SEO blog** and social media linking to build backlinks and **increase search results** while suppressing competition search results on Google and other search engines
- Cost includes research and drafting of two articles, creation of SEO blog and publishing of approved articles

Months Two-Six

- **1-4 articles** written and published **per month** with client approval and maximum distribution
(average 100 publishing outlets)
- Update and management of special SEO blog and **social media linking** to build backlinks and increase search results while **suppressing competition search results on Google** and other search engines
- Cost includes research and drafting of articles, maintenance and updates of SEO blog and publishing of approved articles

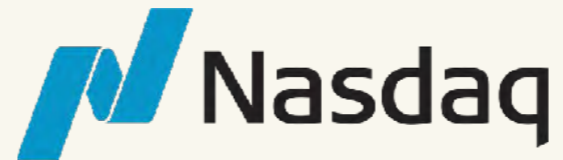
Media Outlets



Full list of media outlets
available upon request

Media Outlets

Each news article will be published on:



(Full list available upon request)

Let's Get Down To Business

We'd like to show you what we can do. Let us know what services you are curious about and we'll personalize a plan and a quote just for you.

hello@honestmedia.com