

A person's legs are shown from the knees down, wearing brown trousers, white socks with a green and orange geometric pattern, and black sneakers with white laces. A bouquet of flowers, including a large pink carnation and smaller white and yellow flowers, is tucked into the waistband of the trousers. The background is a solid light brown color.

VOX POP

FULL SERVICE DIGITAL MARKETING

BRANDING

Let's kick this
off right...



Vox Pop Branding is...

where positive-impact
marketing is the rule,
not the exception.

About US

We create human-centric marketing initiatives that help companies identify and build their brand and customer base across their digital channels.

Motto: People...First Always

Mission: Helping small & guiding large.

Brand Promise: We help startups acquire the tools they need to build their brands while helping large organizations grow with purpose-driven messaging.





DATA DRIVEN MARKETING

POSITIVE IMPACT MESSAGING



WHAT SETS US APART?

We use data to create marketing hypotheses and improve strategies.

The longer a client is with us, the better their marketing becomes.

We want our messaging (and our client's messaging) to have a **positive impact on society.**

We focus on positive-impact messaging in **every** campaign.

#AlwaysTesting

The REANA Model

Reach

The effectiveness of the tactics you use to attract people to your site.

Engage

The ways in which customers or prospects are interacting with your brand.

Activate

Whether users are taking certain actions on your website, or following a certain path.

Nurture

Whether you're encouraging your visitors to return to your site and consume more of your content.

Acknowledge

Whether customers acknowledge your efforts advocate for your brand.

...it's how we crack the code for sustainable digital growth.





Right Time



Right Customer



Right Messaging
& Solution



WHAT TO EXPECT

Content Creation Process

1. Content calendar is created
2. Content is sent for approval
3. Content is scheduled
4. Ongoing engagement on digital channels



Content, Meet Strategy

1. Discovery Call - outlining goals and objectives with key stakeholders.
2. Assessment of current messaging vehicles and capabilities.
3. Development of the strategic marketing plan - including recommendations & projected outcomes.
4. Review and approval of social media marketing strategy.
5. Implementation of social media strategy.
6. Ongoing touch bases with team members & monthly reports.

BTW

WE'RE KNOWN FOR EXECUTING...

COORDINATED LAUNCHES:

Social Toolkits & Collaborative launches for robust mentor announcements

THE EVERYWHERE CAMPAIGN:

Retargeting paid campaigns to nurture leads and people who look like your existing users/applicants

CONTENT CAMPAIGNS BASED ON SOCIAL EVENTS & HOLIDAYS

Connecting to the macro and micro environments by paying attention to social media holidays and trends and tying them back to your brand.



#AlwaysWorking.

A photograph of two women sitting on chairs against a solid orange background. The woman on the left is wearing a yellow shirt and grey jeans, holding a pink book. The woman on the right is wearing a pink and white checkered shirt and grey jeans, holding a grey book. Both are using the books to hide their faces. The text "WHO WE'VE WORKED WITH" is overlaid in large white letters.

**WHO WE'VE
WORKED WITH**

We have a diverse portfolio of experience because we segment by messaging NOT industry or vertical

Our Client Portfolio Includes

- Saas/Mobile App companies
- Restaurants
- Professional Athletes
- Production Companies
- A Cannabis Delivery Service
- Nonprofits
- Beauty Salons
- Biotechnology Companies
- Political PACs
- & More



Brands We've Worked With

Past & Present

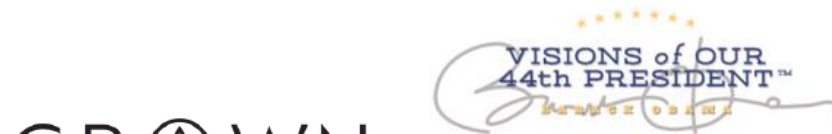


**BLACK
ECONOMIC
ALLIANCE
FOUNDATION**
WORK • WAGES • WEALTH

 **LBCEI** LONG BEACH CENTER FOR
ECONOMIC INCLUSION



**WE
THE
PEOPLE**
A Public Charter High School



soizz!

CROWN
FERTILITY



 **HATCHED**

**FUND
BLACK
FOUNDERS**



THE KINSHIP ADVISORS

L
JRUE & LAUREN
SOCIAL IMPACT FUND

PILLAR

A person is shown from the waist down, holding a pink skateboard with green wheels. They are wearing a pink and white checkered skirt. Their arms have several tattoos, including a large one on the left arm. The background is a solid light orange color. The text "CHECK OUT THIS GROWTH" is overlaid in white, bold, sans-serif font.

**CHECK OUT
THIS GROWTH**

LIVERAISE

0 : 100
content creators

We worked with LiveRaise to launch the app on the app store. The results?

0 : 50K
subscribers

LiveRaise went from 0 users to over 100 content creators and 50,000 subscribers in 4 months.

LIVE RAISE

APP STORE PERFORMANCE

Categories Top Charts

Paid Free Top Grossing

35 MyRadar NOAA Weather Radar, Forecasts & Storms
Weather
★★★★★ (4,932) [GET IT ON Google Play](#)

36 LiveRaise
Photo & Video [GET IT ON Google Play](#)

37 ROBLOX
Games
★★★★★ (11,775) [GET IT ON Google Play](#)

38 SHOWTIME
Entertainment
★★★★★ (8) [OPEN APP](#)

39 Yelp - Nearby Restaurants, Shopping & Services
Travel
★★★★★ (14,480) [OPEN APP](#)

Categories Photo & Video

Paid Free Top Grossing

1 YouTube - Watch Videos, Music, and Live Streams
Photo & Video
★★★★★ (578) [UPDATE](#)

2 Instagram
Photo & Video
★★★★★ (1,947,312) [UPDATE](#)

3 Snapchat
Photo & Video
★★★★★ (1,015) [UPDATE](#)

4 Google Photos - unlimited photo and vid...
Photo & Video
★★★★★ (1,010) [UPDATE](#)

5 LiveRaise
Photo & Video [OPEN](#)

**THAT'S IT.
FOR NOW...**

#TTYS

(TALK TO YOU SOON)



**Marketing Is Designed To
Bring People Into Something.**

SUE NAEGLE



We look forward to hearing from you.

Vox Pop Branding LLC
Small Business Marketing

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