EXECUTIVE
BRAND GROWTH

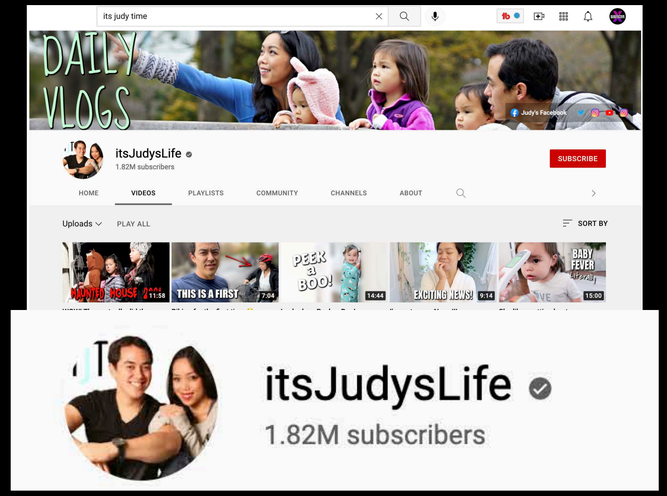
TRUSTED BY THE WORLD'S BEST

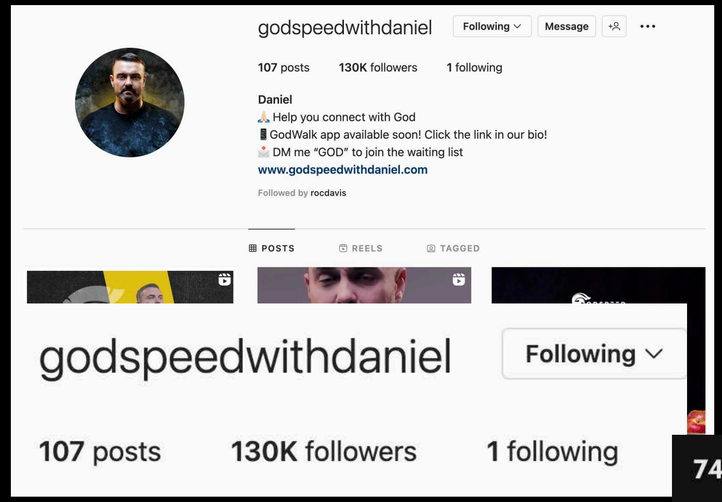
For HUMAN MARKETING IMPACT-DRIVEN BUSINESS LEADERS

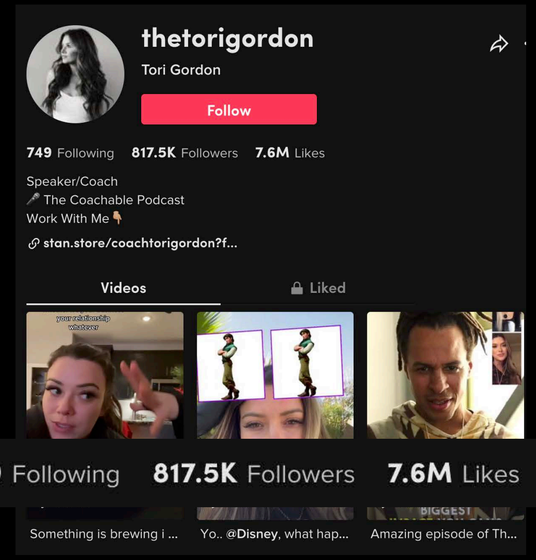
we specialize in providing the branding and organic marketing services that every business needs. Unlike other agencies that heavily rely on paid advertising, we focus on organic marketing strategies first to help you reach your target audience naturally. This means more cost-effective results and a higher return on investment for your business. With battle testing searchability and social proof, you are now able to 100x your paid ad efforts.

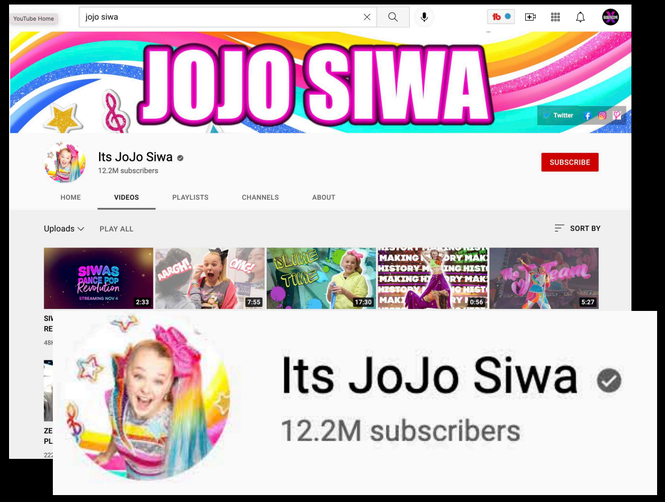
WE'VE LAUNCHED

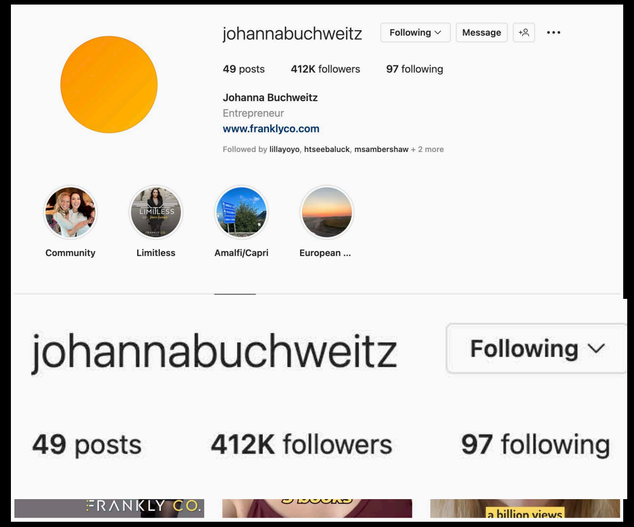
250+ WILDLY SUCCESSUL SOCIAL CHANNELS

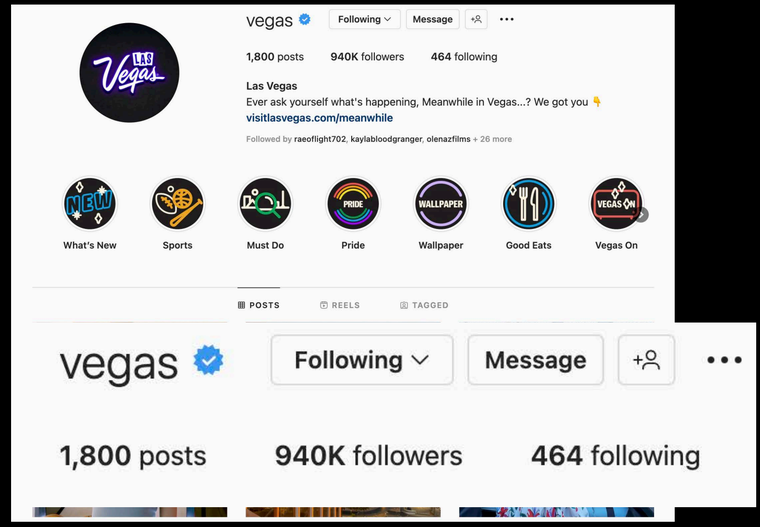








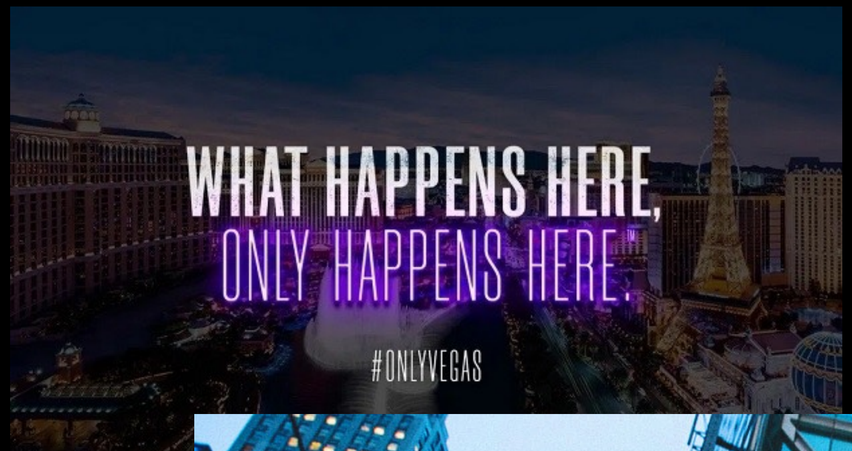


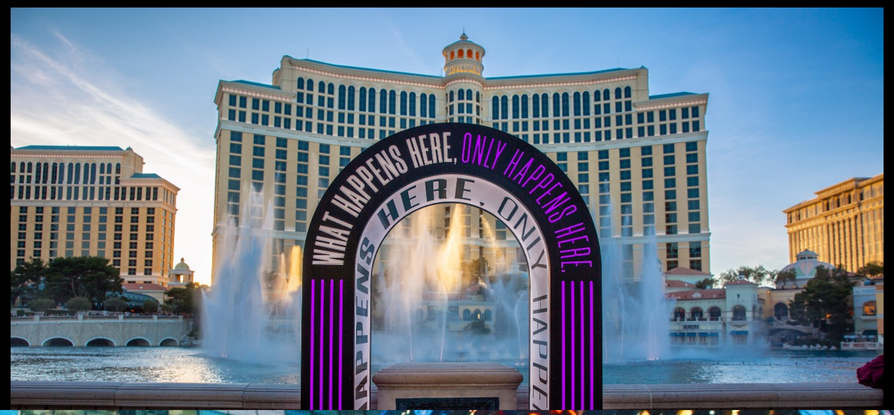


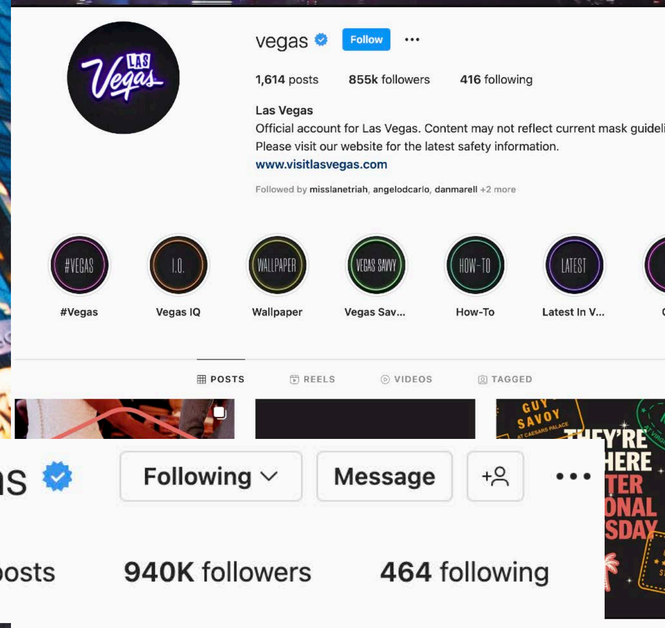
WE'VE REBRANDED VEGAS

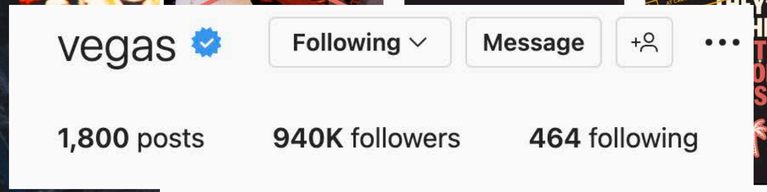
...DURING A PANDEMIC

WHAT HAPPENS IN VEGAS, ONLY HAPPENS IN VEGAS



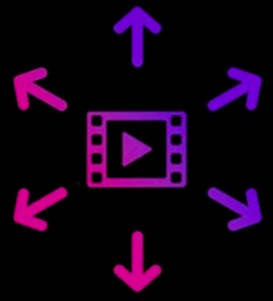






THE BRAND GROWTH METHOD™

3 – POST-PRODUCTION



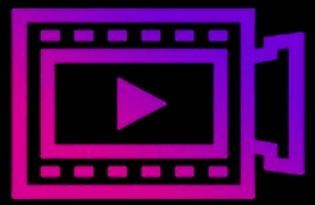
4 – DISTRIBUTION

5 – OUTREACH

TEST LEARN ADAPT OPTIMIZE

START HERE!

1 – PRE-PRODUCTION



2 – PRODUCTION

ExecutiveBrandGrowth.com

STRANGER TO SUPER FAN JOURNEY

EXPOSURE

ORGANIC: Organic Search, Social Media, Google Ranking, Youtube Ranking, Community Networking Groups, Blogs, Word-of-mouth, etc...

PAID: Ads, Display, Traditional, Influencer Marketing

DISCOVERY

Content focused, learning about the brand + company. Stalking mode: Social Proof

CONSIDERATION

Takes about 7-8 touch points of familiarity leading to enagement or action

CONVERSION

Conversation that leads to a decision

CLIENT RELATIONSHIP

Client service, fulfillment, satisfaction

CLIENT RETENTION

Giving the client a reason to stay. Looking to solve future problems for client

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BIGGEST CHALLENGE FOR 67% OF AMERICAN COMPANIES

WHERE MOST PAID ADVERTISING FAILS ONLY RETURNING 3%-5% CONVERSION RATES

REASONS WHY CUSTOMERS DON'T STAY OR PROMOTE COMPANIES

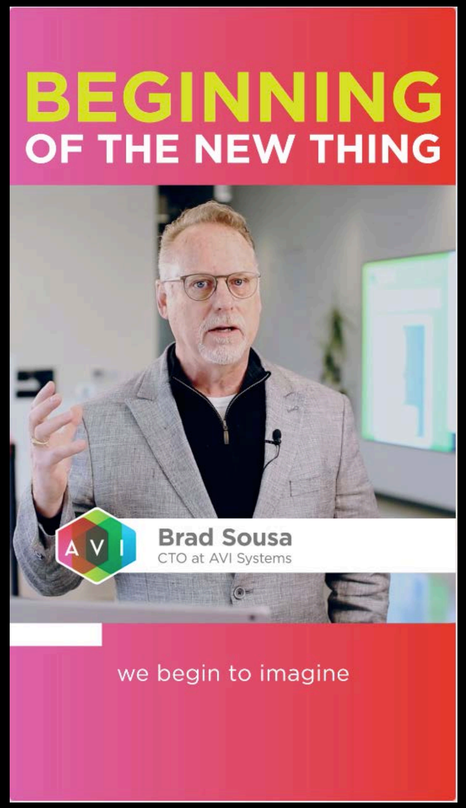
	TRADITIONAL AGENCY	EXECUTIVE BRAND GROWTH
Initial Launch Content	✓	✓
Centralized “Hero” Content	✓	✓
Branded Content	✗	✓
Micro-Content	✗	✓
Discoverable Content	✗	✓
Dedicated Account Manager	✗	✓
Repurposed Content	✗	✓
Multi-Platform Content	✗	✓
Evergreen Content	✗	✓
Dedicated Creative Team	✗	✓
Content Diversity	✗	✓
Hand-Hold Strategy & Support	✗	✓

WE ARE SPECIALISTS IN CONTENT PRODUCTION

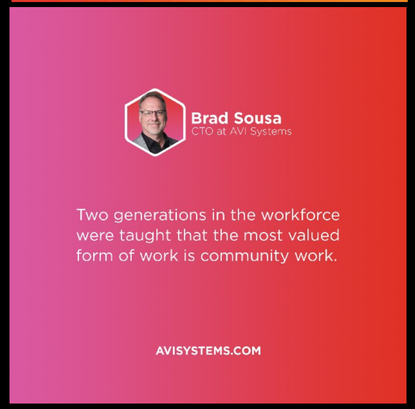
MULTI-PLATFORM APPROACH

Youtube + Linkedin

REELS + FB + SHORTS

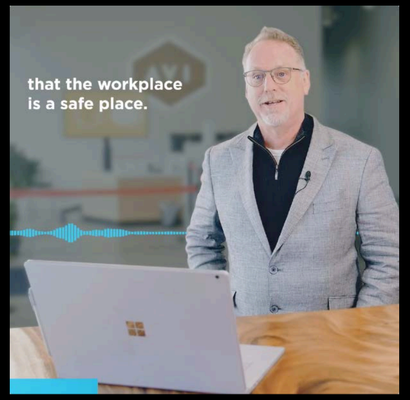


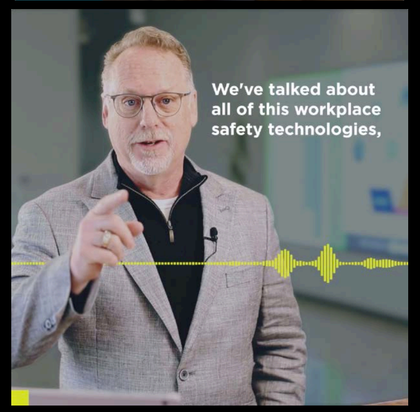
IG FEED + Li FEED + FB

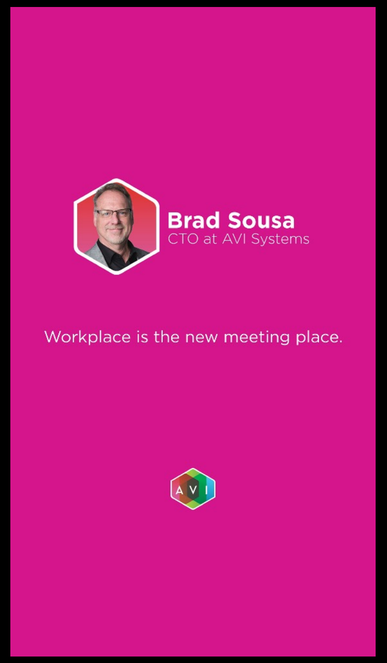


TWITTER + BLOG

PODCAST + ARTICLES







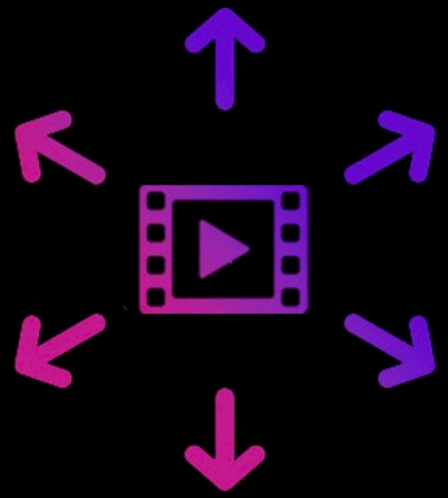
OUR CREATIVE LEADERSHIP

GENERAL HIERARCHY

Content Marketing Strategy

BRAND STRATEGY

CONTENT MACHINE

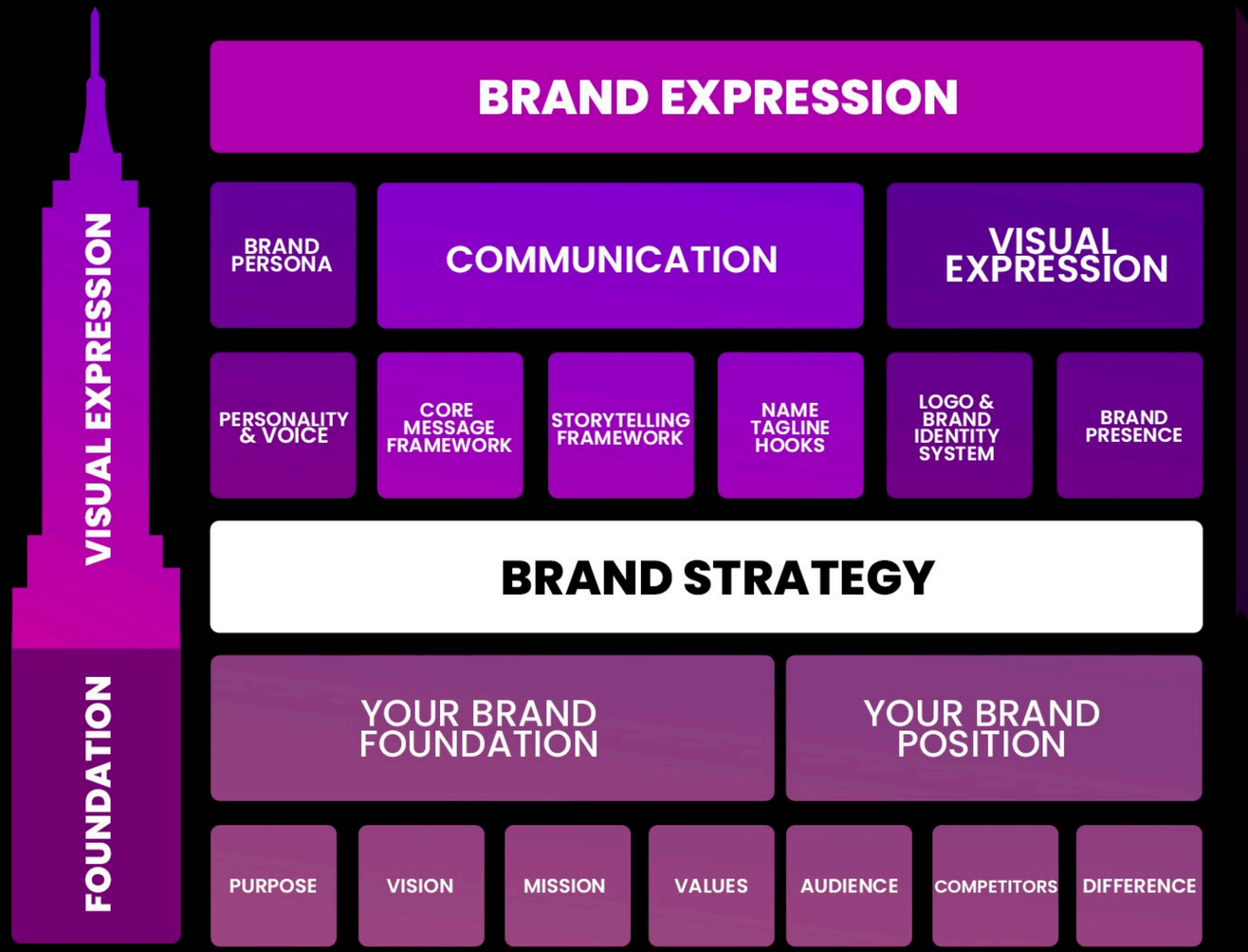


CONTENT DISTRIBUTION

EXECUTIVE BRAND GROWTH

BRAND STRATEGY

Discovery + Strategy



CONTENT MACHINE

Proprietary Content Ideation + Execution Methods

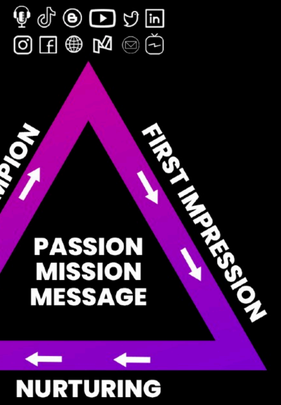
Long-Form Content
Visual Video
- Youtube - 3 min - 20 min
- Vlog - 5min
- IGTV- 9x16 (2 min) *Captions☒

Audio
Podcast - Full Length
Written
Blog - Transcribed
Publishing Frequency- 1x/week

Micro Content
Visual Video
- IG Feed - 1x1 (60 sec) *Captions
- IG Story - 9x16 (15 sec) *Captions
- FB - 16x9 (2-3 min)
- Linkedin - 16x9 (2-3min)
- TikTok - 9x16 (60 sec)☒

Audio - w/ Photo & Design
- IG Feed - 1x1 (60 sec) *Captions
- IG Story - 9x16 (15 sec) *Captions☒

Text - Quotes
- IG Feed - 1x1
- FB - 1x1
- Linkedin 1x1



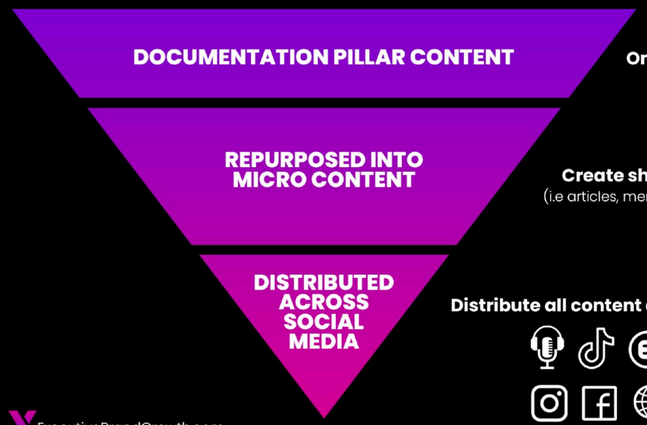
- Who's telling your story
- How do you make it easier for them to do that?
- Shareable Content
- Referrals
- Affiliate Program
- Incentive
- Masterminds
- Merch

- Social Profile
- Banner
- Bio
- Content
- Feel
- Message
- Drisruption
- Reccomendation
- Searchable Topics
- Asnwer Specific Questions

- Community
- CRM
- Conversations

- Email List
- Priate Group
- Membership

THE CONTENT PYRAMID

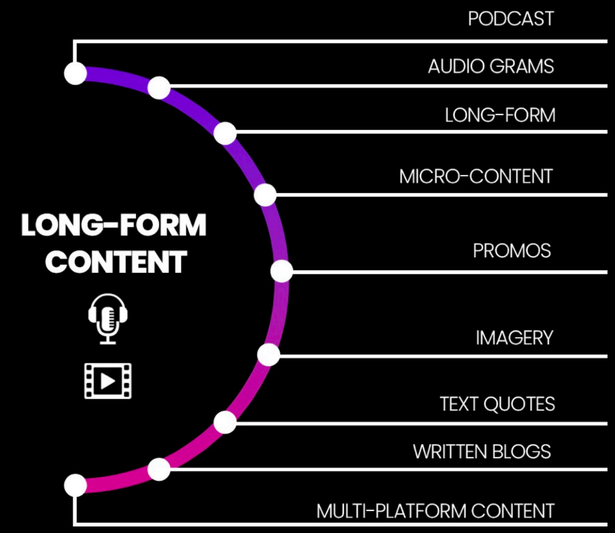


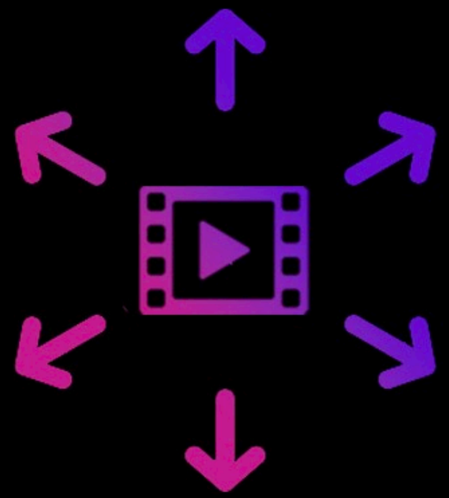
One long-form piece of content
(i.e daily vlog, Clubhouse, Q&A, Kenote, or podcast)

Create short-form pieces of content
(i.e articles, memes, images, quotes, stories, gifs, etc...)

Distribute all content on relevant social platforms

ExecutiveBrandGrowth.com



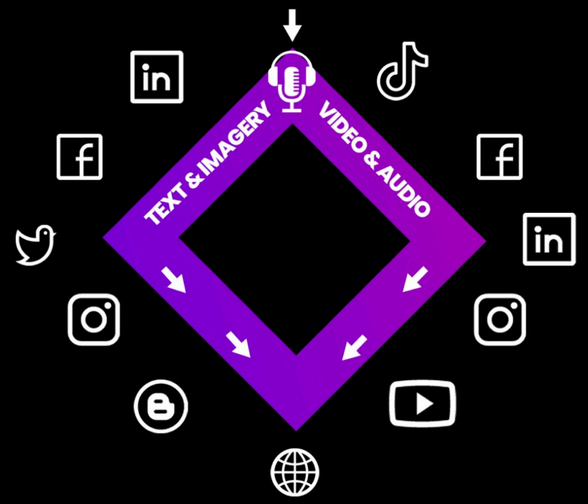


CONTENT DISTRIBUTION

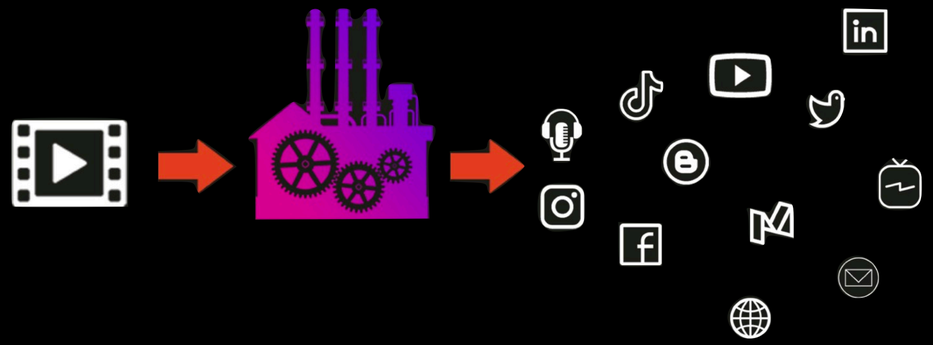
Our Content Machine

We know exactly what to do with your content

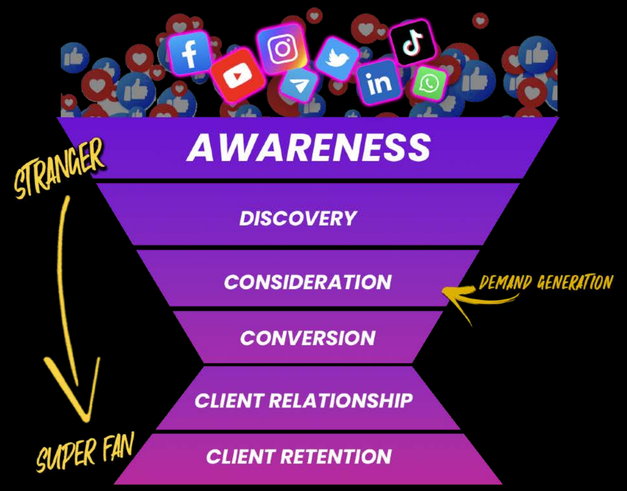
Content



Content Our machine Your Results



Top of Funnel
Awareness



ARE YOU READY FOR WILD GROWTH?