



BMA | MARKETING
CORE SERVICES





BMA | BUILDING BETTER BRANDS.

BMA | **CORE SERVICES**
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OVERVIEW

Thank you for inquiring about BMA's marketing services. This document is an overview of our core services and marketing capabilities.

For more details on **any specific service or something you don't see within our CORE SERVICES**, please request additional information from your **BMA representative**.

Brand Identity Development

At BMA we seek to educate, clarify and enable your company to succeed through making your brand: identifiable, cohesive, consistent and fun. Throughout the process of your brand development we will work closely with you to get your feedback and ensure you are presenting your company the way you truly intended.

We Will Work Directly With Your Team To:

- UNDERSTAND YOUR BRAND.
- DISCOVER AND RESEARCH THE MARKET.
- STRATEGIZE AND PLAN YOUR BRAND.
- CREATE BRANDING GUIDELINES.
- CREATE BRANDING ASSETS.
- DELIVER AND INTEGRATE INTO YOUR CHANNELS.

What Brand Identity Services Do We Offer?

1. ENTIRE BRAND IDENTITY DEVELOPMENT
2. BRANDING ELEMENT CREATION
3. PERSONAS AND MARKET AUDITS
4. DEVELOP, PLAN & EXECUTE BRAND LAUNCH
5. APPLY BRANDING TO CHANNELS

Social Media Advertising

Social media has taken over as the defacto promotion space for online advertising for large companies, and individuals alike. BMA offers full strategy consultation and implementation of campaigns from start to finish. We can also adapt to serve as your plug and play team, when support is needed on plans already set into motion. By implementing social media advertising into your marketing funnels, testing and refining your campaigns, ad spend budgets can be used to great effect in gaining ground on your competition.

We Will Work Directly With Your Team To:

- DEFINE TESTING AND LAUNCH DEMOGRAPHICS.
- PROVIDE ANALYTICS ON CAMPAIGNS AND TESTS.
- POSITION CONTENT FOR AUDIENCE IDENTIFICATION.
- REFINE AND IMPROVE CAMPAIGNS.
- SUPPORT COORDINATION OF POSTS.

What Social Media Advertising Services Do We Offer?

1. A/B SPLIT TESTING
2. AUDIENCE CREATION
3. ENGAGEMENT STRATEGIES & VIRALITY
4. ANALYTICS, TRACKING & DATA-MINING

Online Presence and Websites

Your online presence is a key component to converting and communicating your brand, service, or product(s). This presence is all about how you convey your brand online to ensure that everything is consistent and working together to provide customers a great experience. Beginning with optimizing your website, and expanding your reach with email marketing, social media and funnels, BMA can help you drive traffic and conversions.

We Will Work Directly With Your Team To:

- PLAN YOUR SITEMAP AND PAGE DIRECTION.
- CONSIDER AND IMPROVE UI/UX.
- MAKE SURE WEBSITE CAN CONVERT.
- APPLY BRANDING AND TONE TO SITE.

What Online Presence and Web Services Do We Offer?

1. STATIC HTML WEBSITE
2. CMS BASED WEBSITE
3. CONTENT MANAGEMENT
4. HOSTING AND DATA MANAGMENT
5. SYSTEMS ADMINISTRATION
6. DEVELOPER OPERATIONS
7. CUSTOM DEVELOPMENT
8. SEARCH ENGINE OPTIMIZATION (SEO)

Thought Leadership Program

One of the most effective ways to market your business is through building a personal brand online. If you as a founder have a large audience (think Elon Musk), your company will gain traction from its association with you. Investing in your digital personal brand is one of the most beneficial services a founder can do for themselves in today's market. Founders are usually pretty insightful when it comes to their industry of choice, yet they often don't have the time or bandwidth to share that insight. Let our talented team of writers create a platform for your founder to stand on.

We Will Work Directly With Your Team To:

- INTERVIEW YOUR LEADERS.
- CREATE COPY FROM THEIR PERSPECTIVE.
- DETERMINE KPIs.
- PUBLISH HIGH QUALITY CONTENT.
- CREATE CONVERSATION.
- CROSS POLLINATE ARTICLES.

What Thought Leadership Services Do We Offer?

1. BLOG AND ARTICLE UNDERWRITING
2. PERSONAL BRANDING AND TONE
3. CONTENT AND PR EXPOSURE STRATEGIES
4. INTERVIEW PLACEMENTS
5. CROSS-PROMOTION WITH INFLUENCERS

Digital Strategy

Too many businesses waste time, money, and resources on advertising, content, and services without a cohesive, carefully planned marketing strategy. From the onset, a great marketing strategy requires a deep dive into target audiences and their behaviors. A solid, thorough strategy will also include competitor analysis, trackable goals for all campaigns, and ongoing reoptimization.

We Will Work Directly With Your Team To:

- ACHIEVE CLARITY OF GOALS.
- PROVIDE AUDIENCE ANALYSIS.
- PROVIDE BUDGET ANALYSIS.
- CREATE A BRAND VOICE.
- PROVIDE COMPETITIVE ANALYSIS.

What Digital Strategy Services Do We Offer?

1. PPC Ads (FB, IG, TW, YT, AdWords)
2. SOCIAL MEDIA MARKETING
3. SEO & KEYWORDS
4. INFLUENCER MARKETING
5. COPYWRITING
6. EMAIL MARKETING
7. CONTENT CALENDARS
8. SOCIAL ACCOUNT MANAGEMENT

Community Development

Paid advertising works best when you already have an organic community and dedicated fan base. At BMA, we use our keen sense of what people crave to craft brand experiences that capture your audience's attention and scale your exposure.

We Will Work Directly With Your Team To:

- DEFINE COMMUNITY GUIDELINES.
- DEFINE CUSTOMER SERVICE TONE.
- PLAN HOW ENGAGEMENT ACTIVATES COMMUNITY.
- IDENTIFY TARGET DEMOS AND GROUPS TO ACQUIRE.
- PLAN FUNNEL INTEGRATIONS.

What Community Development Services Do We Offer?

1. ENGAGEMENT AND RETENTION STRATEGIES
2. COMMUNITY CHANNEL CREATION
3. EMAIL MARKETING AND NEWSLETTERS
4. CHANNEL GAMIFICATION
5. AUTOMATED RESPONDERS
6. CHANNEL ADMINISTRATION

Ad Placements and Media Buys

We offer a wide range of media outlet opportunities and placements through our network. Each placement is unique in its own way, as many of our vendors offer a range of placements ranging from sponsored posts to featured articles. Let us know if you are interested in a specific publication and we can give you a detailed breakdown of the opportunities.

What Ad Placements and Media Buys Do We Offer?

1. PREMIUM BANNER ADS
2. FEATURED ARTICLES
3. ROS (RUN OF SITE)
4. BRANDED CONTENT
5. SOCIAL MEDIA PUSHES
6. BRANDED PODCASTS
7. PODCAST SPONSORSHIPS
8. SPONSORED POSTS

PLACEMENTS



Content Marketing

Great content is at the intersection of consistency and quality. The content you distribute is what tells your audience who you are, what you think, how you feel about certain trending topics. It is also a chance to show potential customers your expertise and why they should support you. Anyone can throw together a few graphics and blogs, but creating content that resonates, while selling your products for you, that's our specialty.

We Will Work Directly With Your Team To:

- DEFINE BEST STRATEGIES AND SEO PRACTICES FOR BRAND.
- CREATE ENGAGING CONTENT THAT TELLS YOUR STORY.
- TEST AND ANALYZE THE EFFECTIVENESS OF CONTENT.
- OPTIMIZE TO DIRECT CUSTOMERS THROUGH YOUR SALES FUNNEL.
- ADAPT, INTERACT WITH, OR COMMENT ON MARKET TRENDS.

What Content Marketing Services Do We Offer?

1. HIGH PERFORMANCE CONTENT STRATEGY PLANNING
2. COMPETITION AND MARKET ANALYSIS
3. CAMPAIGN TRACKING AND MONITORING
4. CONTENT PLANNING AND ASSET CREATION
5. CAMPAIGN COORDINATION CALENDARS
6. CONTENT DISTRIBUTION PIPELINE PLANNING
7. CROSS BRAND CONTENT PROMOTIONS

Creative Services

At BMA we are used to working from napkin idea to the final delivery, and along the way there are many pieces of media that need to be created. We have an internal team of professional creatives with a broad set of experiences across many forms of media. For any projects that require additional support we have partnerships with respected media groups, so that we can operate modularly and at scale.

What Creative Services Do We Offer?

1. GENERAL GRAPHIC DESIGN
2. SOCIAL MEDIA CONTENT DESIGN
3. LOGOS & BRANDING MATERIALS
4. PITCH DECKS & DOCUMENT DESIGN
5. BANNERS, AD, AND PROMOTIONAL DESIGN
6. EDUCATIONAL & EXPLAINER VIDEOS
7. ANIMATED REELS
8. AUDIO PRODUCTION
9. PHOTOGRAPHY - LIFESTYLE, PRODUCT, ETC.
10. CREATIVE DIRECTION AND CONTENT PLANNING

Marketing Funnels

If you want your company's sales process to run efficiently AND be cost-effective, then you're going to need a well-designed, functional sales-marketing funnel. Marketing funnels take in prospects through interactions that help to increase your conversion. It is made up of several stages through which would-be customers move, starting with awareness, then interest, then evaluation, then commitment, and finally a sale!

We Will Work Directly With Your Team To:

- IDENTIFY HIGH VALUE DEMOGRAPHICS TO TARGET IN FUNNEL STAGES.
- DETERMINE BEST FUNCTIONS FOR THE SALES FUNNEL.
- CRAFT COMPELLING CONTENT TO DRIVE CONVERSION.
- REFINE FUNNELS TO KEEP THEM LEAN AND EFFICIENT.
- HELP TEST FUNNELS, IN NEW AND POTENTIALLY LUCRATIVE MARKETS.

What Marketing Funnel Services Do We Offer?

1. EXPERT FUNNEL PLANNING
2. A/B SPLIT TESTING
3. ROI MEASUREMENTS
4. KPI GOALS AND DELIVERABLES
5. CAMPAIGN TRACKING AND MONITORING
6. BIG PICTURE RECOMMENDATIONS

Events

BMA invites you to join us in enriching the international and Los Angeles communities across many industries, by participating in the creation of fun, immersive and impactful events. With 50+ events held a year on calendar between BMA and our partners, we can maximize your organic traction. We offer full promotional services from creation of giveaways and promotional items to placements at events. Whether you would like to sponsor, present, or create an event, BMA can organize and provide everything needed.

We Will Work Directly With Your Team To:

- INTEGRATE YOUR BRAND WITH PRE-ESTABLISHED SPACES AND EVENTS.
- PROVIDE OPPORTUNITIES FOR PROMOTION, DISPLAY AND SPONSORSHIPS.
- STRATEGIZE USER EXPERIENCE OF THE BRAND AT EVENTS.
- HELP REPRESENT THE BRAND'S GOALS AND MOTIFS IN REAL-WORLD SETTINGS.
- EXPOSE THE BRAND TO NEW AUDIENCES.

What Event Services Do We Offer?

1. EVENTS PLANNING AND EXECUTION
2. SPONSORSHIP OPPORTUNITIES
3. PROMOTIONAL ITEMS DESIGN AND FULFILLMENT
4. CUSTOM EVENTS CREATION (POP-UPS, PARTIES, TRADE EVENTS, PANELS)



WHAT'S NEXT?

What services are right for your brand's goals?
Let's discuss your next steps!