



CHAMP / CAST

# Helping Local Businesses Build Impactful, Authentic Brands

**Prepared by:**

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**Visit our website:** [champcast.co](http://champcast.co)

**Schedule a Call:** Write to [rachael@champcast.co](mailto:rachael@champcast.co)

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# CHAMP / CAST

## Welcome to Champ/Cast

Champ/Cast is a boutique marketing agency based in Charleston, built for bold brands and driven founders.

We offer social media management, email campaigns, podcast production, PR support, and full brand overhauls—from logo design to pitch decks. Our Bold Beginnings coaching program delivers actionable personal brand strategies and LinkedIn optimization to help you show up with purpose.

One of the biggest concerns we hear? “I don’t have the time, but I want to stay relevant.” That’s where we come in. We become an extension of your team, executing your vision while keeping everything organized in a client-friendly hub.

### Let’s dive in...

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# Our Core Services

## **BRAND STORYTELLING**

Strong business narrative and content that resonates

## **SOCIAL MEDIA STRATEGY**

Engaging content that builds a loyal audience

## **MARKETING CONSULTING**

Tailored solutions to optimize your brand's reach

## **PODCAST PRODUCTION**

Established voice of authority in your industry

## **VISUAL DEVELOPMENT**

From reels to long-form video, we craft high-impact visuals

## **DIGITAL ADVERTISING**

Data-driven ad campaigns on Facebook, Instagram, and YouTube to maximize brand visibility, lead generation, and conversions

## **SPECIAL PROJECTS**

Strategic Branding & Content Solutions

- Influencer campaigns
- Limited-series content launches
- High-impact event coverage
- Pitch decks / proposal kits
- Email marketing & automation
- Community-building campaigns
- Market research & audience insights
- Website & landing page copywriting
- Partnership & sponsorship strategy

# One-Off Offerings: Get What You Need, When You Need It

Need a quick content boost? We offer individual services designed to help you launch, refresh, or enhance your brand's presence.

- ✓ **Branded Photo Shoots**
- ✓ **Campaign Series of Reels**
- ✓ **Interview-Style Pieces**

- ✓ **Influencer / Lifestyle Shoots**
- ✓ **Graphic Design Services**

# Why Small Businesses Love Champ/Cast

"Rachael Baxter is an exceptional talent and a cornerstone of "The Laughing Philosopher" podcast. Her unmatched creativity, technical brilliance, and keen imagination elevate every episode. Rachael's dedication, hard work, and collaborative spirit make her an absolute dream to work with. She doesn't just edit voices, sound, and music — she crafts an unforgettable auditory experience. Simply extraordinary!"

—Dr. Robert Khoury

"Rachael Baxter and her team at Champ/Cast have truly transformed our church's social media presence. Her exceptional attention to detail, combined with her creative eye for capturing the perfect pictures and videos, has made a significant impact on how we connect with our audience online. What sets Rachael apart is her remarkable ability to thoroughly understand and embody our vision and purpose. She doesn't just create content; she crafts posts that truly reflect who we are as an organization."

—Point Hope Presbyterian

"Partnering with Champ/Cast as the social media manager and marketing team for Tempesta has been a game-changer. Their innovative strategies, creative content, and deep understanding of our mission to support women navigating menopause have elevated our brand to new heights. They've seamlessly connected us with our audience, breaking taboos and empowering women with every campaign. Champ/Cast is a powerhouse team that truly gets what it means to make an impact!"

—Tempesta

"Working with Champ/Cast for the production and marketing of the The KellFire Show has been an incredible experience. Their expertise, creativity, and attention to detail brought my vision to life in ways I couldn't have imagined. From seamless production to innovative marketing strategies, the team at Champ/Cast ensured every episode not only resonated with my audience but also elevated my brand. They are true partners in creating impactful, high-quality content. Highly recommend!"

—The KellFire Show

# What small businesses ask about marketing & working with us.

## **1. How can I stand out in a crowded market?**

Your story is your power. We craft a brand narrative that differentiates you from the competition, ensuring your unique voice is heard.

## **2. I don't have time to create content—how do I stay consistent?**

We handle everything from content creation to scheduling, so you can focus on running your business while maintaining a strong presence.

## **3. Do I need a podcast or video content?**

Short answer—yes! Audio and visual content are the most engaging ways to build trust with your audience. We help you produce high-quality, impactful episodes or reels that bring your brand to life.

## **4. How do I know if my marketing is working?**

We provide data-driven insights, helping you measure engagement, growth, and ROI—so you know what's working and what's not.

## **5. How do I get started?**

Easy. Book a discovery call, and let's map out a marketing strategy tailored to your goals.

## **6. What does it look like to work with Champ/Cast?**

We organize all content in a centralized, client-friendly format—making it easy to review, approve, and give feedback on marketing assets like social posts, videos, and email copy. Content is delivered 3-5 days ahead of schedule and stored in a shared hub for quick access and transparency.

# Getting Started

## 4-Phase Approach

### PHASE 1

#### **DISCOVERY AND STRATEGY**

Exploratory Call  
Marketing Solutions  
Investment Discussion

### PHASE 2

#### **RESEARCH AND CONCEPT BUILD**

Marketing Audit  
Market Research  
Content Development

### PHASE 3

#### **CONTENT AND DESIGN**

##### **Development**

We produce high-quality content including videos, podcasts, social media graphics and ad creatives.

##### **Review**

We refine the work based on your feedback to ensure alignment with your vision.

### PHASE 4

#### **EXECUTION AND TRACKING**

##### **Implementation**

We distribute and manage your content across platforms.

##### **Analytics**

We monitor performance, track engagement, and adjust strategies for maximum impact.



# Meet the Founder

Rachael Baxter is a seasoned marketing strategist, editorial leader, and entrepreneur with 15+ years of experience in driving growth, shaping brand narratives, and enhancing customer journeys. She is passionate about the power of storytelling, design, and connection to create meaningful impact.

Her expertise spans industries including finance, healthcare, entertainment, technology, and media—helping companies transform innovation into compelling campaigns. With a strong background in brand activation, creative direction, rebranding, and podcast production, Rachael thrives in fast-paced environments, delivering results that resonate.

One of her most notable accomplishments was serving as Co-Founder and Editor-in-Chief of Conscious Magazine. Under her leadership, the publication became a trusted platform for cultural dialogue, launched multiple print editions in 350+ Barnes & Noble stores nationwide, and built a dynamic digital presence. Her editorial vision helped elevate Conscious into a global resource for thought leaders and creatives.

Through Champ/Cast, Rachael continues to help brands refine their voice, engage their audiences, and create lasting impact with strategic storytelling and marketing expertise.



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Thank you.

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