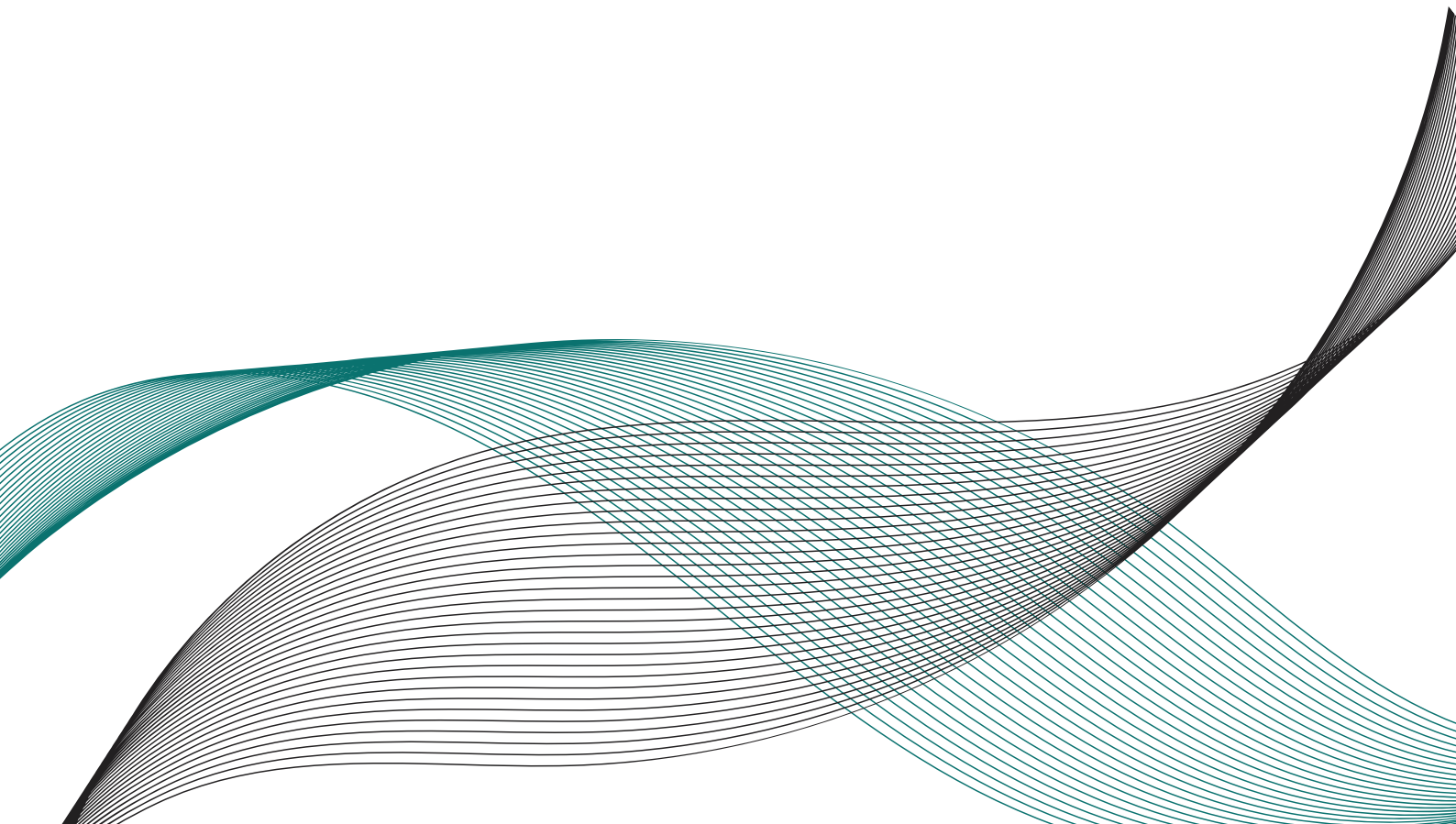


LOCAL LINE COLLECTIVE

SOCIAL MEDIA APPROACH &
CONCEPT





Kat Demaline - Founder

It all started with one word: "local." Our mission is to support businesses that celebrate their distinctiveness. Together, we'll pinpoint your target audience and extend a virtual invitation, inviting them to join us at the table.

With my extensive background as a former restaurant operations manager and an in-house creative specialist in social media, I've immersed myself in every facet of the restaurant industry. Utilizing this experience, our social strategy revolves around showcasing the vibrant personalities behind the brands, illuminating the unyielding determination and boundless passion that emanate from your business.

SERVICES

SOCIAL STRATEGY

Discovering Your Ideal Audience - We meticulously analyze your existing social media presence, utilizing our experience and social analytics to engage and attract new consumers. Our services encompass ongoing content planning, community management, brand consistency maintenance, public announcements, and thorough social media audits.

INFLUENCER MARKETING

Harnessing the Power of Media's Eyes and Ears - We leverage the influential figures at the forefront of today's media landscape, offering both peer-to-peer reviews and the buzz generated by trendsetting profiles. We seamlessly connect our brands with influencers capable of activating the largest audiences in their respective fields, while crafting a unique strategy to optimize paid media campaigns.

CONTENT CREATION

Showcasing Your Distinct Craft - Let us guide potential customers to your business organically through captivating imagery. Our services include creative direction, monthly photography sessions, strategic vision development, and bold positioning to grab attention. We deliver high-impact photos with vivid colors, complemented by visually striking video content suitable for reels and TikTok.

BRAND DEVELOPMENT

The Bedrock of Your Go-To-Market Strategy - Allow us to delve into your vision, encompassing brand goals, purpose, differentiators, and, perhaps most importantly, your brand's distinctive character. We'll work together to lay the foundation for your company's go-to-market approach and establish a winning long-term strategy.

MEDIA