



About Us:

Do it Deva is a boutique consulting agency dedicated to helping businesses thrive through strategic insight and creative innovation. Led by CEO DeVasha Lloyd, with over 25 years of expertise in media, business strategy, and entrepreneurship, the agency offers a tailored approach to empower brands across various industries.

At Do it Deva, we believe in merging strategic thinking with creativity to deliver impactful solutions. Our services range from end-to-end production consulting for entertainment projects, to thought leadership marketing that enhances professional brands through social media, publishing, and media exposure. We also specialize in healthcare media solutions, crafting patient-centric campaigns and educational content that engage audiences and adhere to compliance standards.

With a commitment to collaboration, precision, and client success, Do it Deva is your partner in transforming vision into reality and driving sustainable growth. Whether refining brand narratives or executing complex campaigns, we are dedicated to delivering results that exceed expectations.

Our Services:

Do it Deva offers a comprehensive suite of consulting services designed to elevate brands, drive growth, and deliver impactful results:

- **Business Strategy & Branding:** We help businesses define their vision, refine their market positioning, and develop tailored strategies that drive growth. Our branding services focus on crafting compelling narratives that resonate with target audiences, ensuring your brand stands out in a competitive market.
- **Creative Consulting:** From concept to execution, we provide end-to-end production services for media projects across television, film, digital, and print. This includes creative direction, content development, and talent curation, as well as securing sponsorships and funding for entertainment projects. Our expertise ensures a seamless process from idea to final product.
- **Healthcare Media Solutions:** Leveraging our background in healthcare, we develop specialized media solutions for health-focused organizations. This includes patient-centric campaigns, educational content, and marketing strategies that comply with healthcare regulations. We excel at creating engaging content that educates, informs, and drives patient engagement.
- **Thought Leadership & Marketing:** We work with business leaders to enhance their professional brands, offering services such as social media strategy, full-scale book publishing, podcast creation, and media exposure (e.g., TV and digital platforms). Our goal is to help clients build credibility, reach new audiences, and position themselves as authorities in their industries.

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Business Strategy & Branding

At Do it Deva, we specialize in helping businesses define a clear, compelling vision that aligns with their core values and long-term goals. Our approach to business strategy starts with in-depth market research and competitive analysis to identify opportunities for growth and differentiation. We work closely with clients to craft strategies that address their unique challenges, whether it's entering a new market, launching a new product, or scaling existing operations.

Our Business Strategy Services Include:

- **Vision & Goal Setting:** We guide businesses in clarifying their mission, vision, and objectives, ensuring all strategic initiatives are aligned with long-term success.
- **Market Analysis & Positioning:** By assessing industry trends, competitors, and target audience insights, we help clients refine their market positioning, identify their unique value proposition, and carve out a distinct place in the market.
- **Growth & Expansion Strategies:** We develop customized plans for scaling businesses, whether through market expansion, product diversification, or strategic partnerships. Our data-driven approach ensures that growth is sustainable and aligned with business capabilities.

Our Branding Services Include:

- **Brand Identity & Messaging:** We create cohesive brand identities that communicate a business's values, personality, and promise. This includes everything from logos and taglines to color schemes and visual elements that capture the essence of the brand.
- **Storytelling & Content Creation:** Crafting a compelling brand narrative is key to connecting with audiences. We develop brand stories that resonate, creating content that is authentic, engaging, and memorable across all platforms—digital, print, and social media.
- **Brand Positioning & Rebranding:** For businesses looking to redefine themselves, we offer rebranding services that revitalize the brand's image, modernize its appeal, and ensure it speaks effectively to current and new audiences. We also provide strategies for introducing new brands into the market, ensuring a smooth and impactful launch.

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Creative Consulting

Do it Deva offers comprehensive creative consulting services that take projects from initial concept to final execution, ensuring a seamless and professional outcome across television, film, digital, and print media. Our approach is rooted in strategic creativity, allowing us to transform ideas into compelling visual and narrative experiences that captivate audiences and deliver results.

Our Creative Consulting Services Include:

- **Creative Direction & Concept Development:** We work with clients to develop innovative ideas that align with their brand vision and goals. Our team guides the creative process, from brainstorming concepts to storyboarding and scripting, ensuring that every element serves the overall project narrative and engages the target audience.
- **End-to-End Production Services:** We handle all aspects of media production, including pre-production planning, on-set direction, and post-production editing. Whether it's a commercial, documentary, web series, or promotional video, we ensure a smooth and efficient workflow, managing all technical and creative elements to bring the vision to life.
- **Content Creation & Copywriting:** Our team excels at creating content that tells a story, whether through video scripts, articles, social media posts, or marketing materials. We focus on creating authentic, impactful content that resonates with the audience and reinforces the brand's message.
- **Talent Curation & Procurement:** Finding the right talent is essential for any project's success. We leverage our extensive network to secure actors, presenters, voice-over artists, musicians, and other creative professionals who bring the project to life. We also manage negotiations, contracts, and scheduling to ensure seamless integration.
- **Securing Sponsorships & Funding:** We assist clients in obtaining the necessary funding and sponsorships for their projects. From pitching to potential investors to negotiating deals with brands, we ensure that projects have the financial support needed to succeed. Our expertise in this area allows us to connect creative visions with business opportunities.
- **Event Production & Live Experiences:** Beyond traditional media, we also specialize in producing live events, from brand activations and product launches to concerts and theatrical performances. Our event production services cover everything from venue selection and event design to technical logistics and on-site management, creating memorable experiences that engage audiences.

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Healthcare Media Solutions

At Do it Deva, we specialize in delivering comprehensive media solutions tailored to the healthcare sector, backed by over 25 years of experience in healthcare media and a deep understanding of industry regulations and challenges. Led by DeVasha Lloyd, who holds an MBA in Healthcare Management, our team combines strategic insight with a creative approach to develop campaigns that effectively engage, educate, and empower patients and healthcare professionals alike.

Our Healthcare Media Solutions Include:

- **Patient-Centric Campaigns:** We design campaigns that prioritize the needs and experiences of patients, focusing on education, awareness, and engagement. Whether launching new health initiatives, promoting wellness programs, or increasing awareness for clinical trials, our campaigns are crafted to resonate with patients, making complex health topics accessible and relatable. We ensure content is both empathetic and informative, fostering trust between healthcare providers and patients.
- **Educational Content Development:** With experience working alongside prestigious organizations such as the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN), American Medical Women's Association (AMWA), and the American College of Obstetricians and Gynecologists (ACOG), we understand the nuances of creating accurate, evidence-based educational materials. Our team develops content that informs healthcare professionals and patients, supporting knowledge-sharing, preventive care, and patient self-advocacy. This includes articles, videos, webinars, and e-learning modules that are clear, engaging, and clinically accurate.
- **Healthcare Compliance & Regulatory Expertise:** Navigating healthcare regulations like HIPAA is crucial for any media strategy in the medical field. Leveraging our background with leading companies such as Everyday Health and WebMD, we are well-versed in creating compliant content that adheres to strict industry standards. We ensure all campaigns and materials meet regulatory requirements, providing clients with peace of mind and maintaining the integrity of patient information.
- **Health System Partnerships & Collaborative Initiatives:** We connect healthcare organizations with strategic partners to amplify their impact. By building partnerships between hospitals, clinics, patient advocacy groups, and industry stakeholders, we enable clients to extend their reach and influence. Our collaborative approach fosters community engagement, promotes best practices, and enhances the delivery of healthcare information across networks.
- **Marketing Strategies for Healthcare Providers:** We help healthcare providers, medical practices, and health-focused organizations refine their marketing strategies to reach their target audiences effectively. From digital marketing campaigns and social media management to content marketing and public relations, our strategies are tailored to drive patient engagement, enhance brand visibility, and establish authority in the healthcare field.

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Thought Leadership & Marketing

At Do it Deva, we specialize in helping business leaders, executives, and entrepreneurs establish and elevate their presence as thought leaders. Our comprehensive approach is designed to build credibility, expand influence, and position clients as authoritative voices in their industries.

Our Thought Leadership & Marketing Services Include:

- **Full-Scale Book Publishing & Ghostwriting:** Publishing a book is a powerful way to solidify thought leadership. We guide clients through every step of the process, from concept development and ghostwriting to editing, design, and distribution. Our partnerships with industry-leading imprints like Forbes Books, Greenleaf Books, INC., and Fast Company allow us to offer high-quality publishing solutions that reach targeted audiences. Whether clients need assistance in articulating their ideas or are looking to enhance their visibility through a book launch, we provide the expertise and support to make it happen.
- **Print Advertising & Sponsored Content:** In addition to digital platforms, we help clients build authority through strategic print advertising and sponsored content. Leveraging our experience in creating impactful campaigns, we place thought leadership articles, features, and ads in respected publications that align with our clients' brands. This approach complements digital efforts, providing a multi-dimensional marketing strategy that reaches diverse audiences.
- **Podcast & Webinar Production:** For those looking to expand their thought leadership through audio and visual content, we offer end-to-end podcast and webinar production. From content planning and scripting to recording, editing, and distribution, we manage every detail. Our goal is to help clients deliver engaging, insightful conversations that build their authority, attract followers, and enhance their personal brands.
- **Social Media Strategy & Management:** We craft tailored social media strategies that amplify clients' expertise and reach. By developing a content plan that aligns with the client's thought leadership goals, we ensure consistent engagement with followers across key platforms like LinkedIn, Twitter, and Instagram. Our team manages social media profiles, curates content, and leverages analytics to optimize reach and interaction.
- **Media Exposure & Public Relations:** Visibility is crucial for thought leaders, and we work to get our clients the right kind of exposure. Through strategic media outreach, we secure opportunities for TV appearances, interviews, guest articles, and speaking engagements, positioning clients as experts in their field. Our connections across the media landscape help clients expand their reach and gain recognition on platforms that matter most to their industry.
- **Personal Branding & Image Consulting:** Building a strong personal brand goes beyond just content creation; it involves a cohesive visual and narrative identity. We assist clients in refining their brand, from visual aesthetics to core messaging, ensuring they present a consistent and polished image across all media channels. Our image consulting services help clients define their professional persona and enhance their reputation.

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Engagement Fees

- **Initial 1-Hour Consultation: *Complimentary***
A no-cost session to establish rapport, explore ideas, and assess fit.
- **Strategy Session: *\$250/hr, 1-hour minimum***
An in-depth session to clarify your goals and develop tailored strategic approaches. Includes a non-disclosure agreement (NDA) for confidentiality.
- **Short-Term Projects and Referrals: *\$2,500 - \$5,000***
Targeted, project-based engagements for clients needing focused support. We provide strategic advice, problem-solving, and referrals to trusted partner businesses for specialized expertise or resources.
- **Full Project Engagement: *Monthly Retainer Starting at \$4,500/month (3-month minimum)***
Includes a minimum of 25 hours of dedicated consulting and project work. Services are customized to suit the scope and scale of your project, with fees adjusted based on complexity, team involvement, and any outsourced support required.

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