

#### **MY CAREER**

Over 25 years of creative brand experience with 10+ years of experience in the Social Media space.

The value I bring to TBNR is just that, 25 years of do's and don'ts.

I have learned how to increase revenues, team bandwidths, and organization by working smarter.

I'm confident I will surpass expectations and KPIs, because that is what I have a track record of achieving on the projects I've been blessed to worked on.

I understand how to have an authentic experience with your audience. I love aligning with teams and clients whose sole purpose is to help create success.

I want to share TBNR's passion, I want to tell your story. A story of continued success.

#### WHO I'VE WORKED WITH

AT&T Disney Star Wars Walking Dead Deadpool 2 Nissan **Twitch EA Sports** 

2K **American Airlines** 

Match.com Denny's

NFL MLB

NBA

Verizon Microsoft

L.L. Bean

Fossil

Adidas

Burberry

Michael Kors Karl Lagerfeld

Liverpool FC

Dallas Cowboys

Dallas Mavericks **Dallas Stars** 

Pepsico

Dr. Pepper

Starbucks State Farm

**NASCAR** 

Nintendo

Playstation

Xbox Atari

Oreo

Philips Norelco

Snickers Champion

**Bud Light** 

SAP

Under Armor **New Balance** 

Pizza Hut

**DKNY** 

Diesel

Frito Lay Lenovo

HEB

Miller Lite

**Bud Light** 

Complexity

... and more.

#### **INFLUENCERS**

Ninja TimtheTatman Castro Cloakzy Baka Brothers Jordan Fisher Ronnie2k **AMP Agent** Goldenboy Jeff Favignano AA9Skillz

Kris London ZackTTG

CashNastv

... and more.

#### **CELEBRITIES**

**Snoop Dogg** Ludacris Lil Baby Lee Brice **Darius Rucker** Ouavo Lil Bow Wow Lil Yachty Juice Wrld ... and more.

#### **ATHLETES**

Kareem Abdul-Jabbar Lebron James Steph Curry **Anthony Davis Tony Stewart** Kurt Busch Kyle Busch Tom Brady **Drew Brees Chad Ochocinco** Michael Irvin **Tony Romo Donovan Mitchell Ben Simmons** JuJu Smith-Schuster Greg Olsen Patrick Peterson Nate Burleson Von Miller Cam Newton **Derwin James** Trevon Diggs Tyreek Hill Sadio Mané ... and more.

# LOOKING AT THE BIGGER PICTURE

Impressions and reach are good metrics, but the king of them all is engagement.

Engagement mixed with increased watch time should always be a top goal to add to organic growth and increased rank in the algorithm.

Posting transparent and authentic content is the only way to keep the audience engaged in both length of time watched and creating content that demands a response.

#### **LISTEN UP!**

**Social listening** is the biggest test of authenticity and transparency. Proving that you care enough what your fans say.

If you want engagement from your followers you have to be willing to engage with them.

It's a great way to immediately identify if something is gaining traction and social listening does just that.

#### **RAISING AWARENESS**

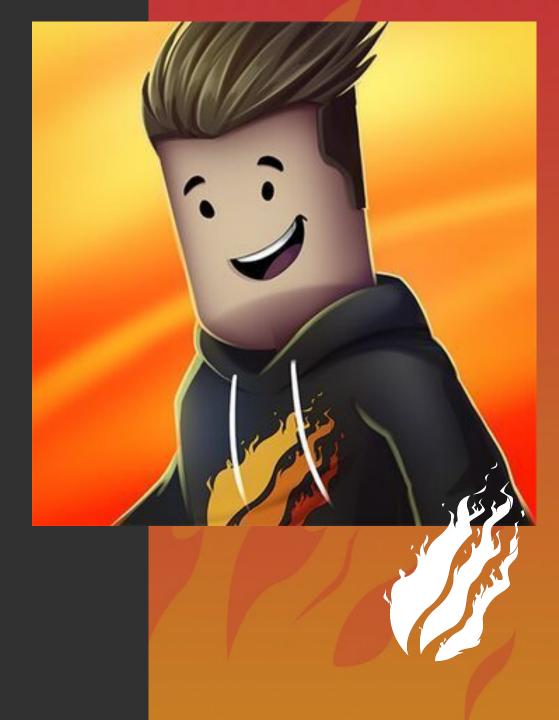
Raising awareness is key to reaching new viewers and fans.

How do you reach fans that aren't living in the Minecraft and Roblox space?

The brands and causes you align with can get you "out of the box" and into into potential new followers social feeds.

Activating authentically is a great way to gain fans.

Simple fact: You can't gain followers if they don't know who you are or what you stand for.



#### **LOW HANGING FRUIT**

The fastest way to grow and expand reach is to diversify the platforms you currently post on.

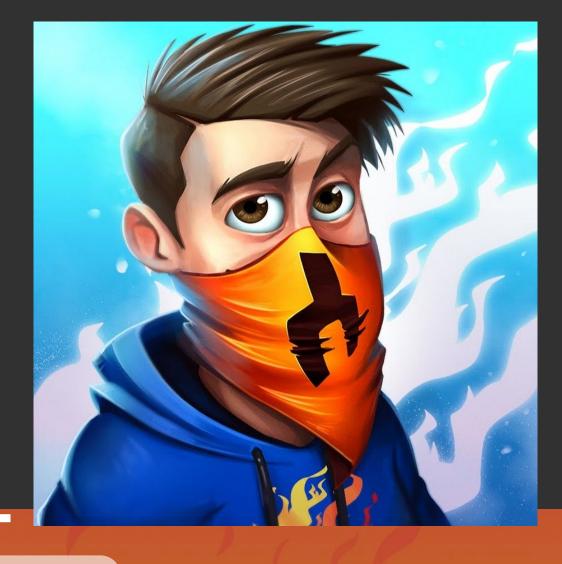
First of all I noticed Twitter wasn't being utilized to its full potential currently. Most social platforms have now adjusted their algorithm and focus to more of a creator mindset.

Keep TBNR's audience updated by including interesting POVs, sneak peeks, behind the scenes snippets or bloopers from video content. This provides entertainment and pushes them back to the original content.

Ninja and Timthetatman, for example, have noticed huge growth in video impressions and ad revenue with Twitter being one of main driving forces.

Also far as I could tell, Instagram wasn't connected to Facebook. This potentially is costing seven figure impressions and growth per month. With cross promotion of stories and reels, this is very low-hanging way to increase growth immediately.

More reach also increases the ability to increase ad and sponsor revenue because your optics of your following also grows.



### **GOALS**



Grow community through engagement by creation moments of interaction that lead to increased fandom and retention.



Increase KPIs and revenue organically. Increased revenue through sponsored content that fits the strategy of the brand.



Increase average watch time to raise the rank and engagement of short form video across all platforms.

#### **IT MATTERS**

Consistency on social media isn't just nice to have: it's a must for long-term success.

Many **YT Creators** struggle to stay truly consistent, this is a opportunity to set TBNR apart.

A cadence that fits the followers schedule with best days and times. Fitting the majority's routines with occasional off peak time posts are recommended for growth.

Creating threaded stories and programming that fans can continue to come back to and even binge.

The opportunity on TikTok, provides your audience with fresh daily content and is the best way to use the algorithm in your favor and end up on the For You Page.

Consistency sets your creative apart from even more established creators and is a great way to take market share away from your competitors in a saturated space.

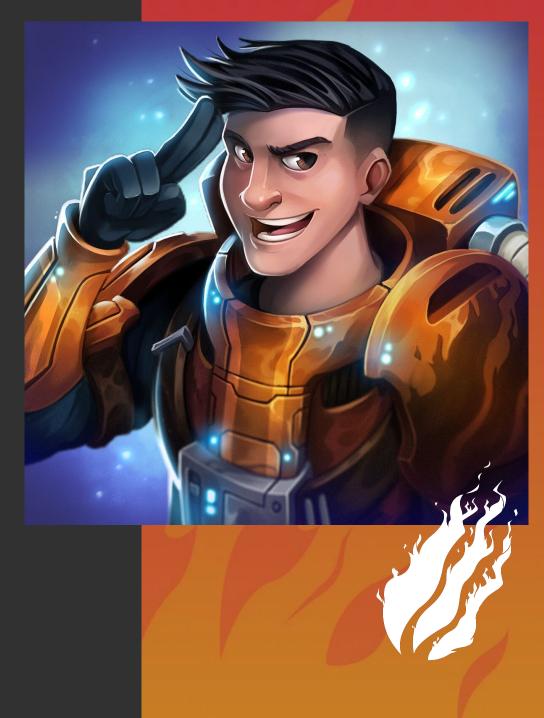
The goal is to consistently stay on top of trends within your community. Not just memes, but the trends fans truly care about.

It all goes back to keeping up with **social listening** to relate trends back to the brand.

### LEAVE ROOM FOR EXPERIMENTING

By posting every day, you can identify which content creates the highest **engagement** & impressions.

It's a crucial strategy to leave space for new ideas, series, and sponsored content which amplifies unique value to subscribers.



#### 1. CONSISTENCY

Establish a consistent posting schedule, posting frequency and content quality.

Set an expectation for followers to look forward to the next post.

It's key to have a consistent schedule to set expectations with your audience.

Each platform will have its own frequency and cadence.

#### 2. CONTENT DIVERSITY

Engagement is no longer limited to one type of post or video form.

If you want growth you have to diversify the content across all platforms just not the successful ones.

This adds opportunities to increase your engagement rates and organic growth.

### 3. PROMOTE CROSS-PLATFORM

Don't silo yourself to short form alone. Different social platforms all have unique strengths.

Increase reach to different audiences by highlighting your YouTube presence on all social platforms.

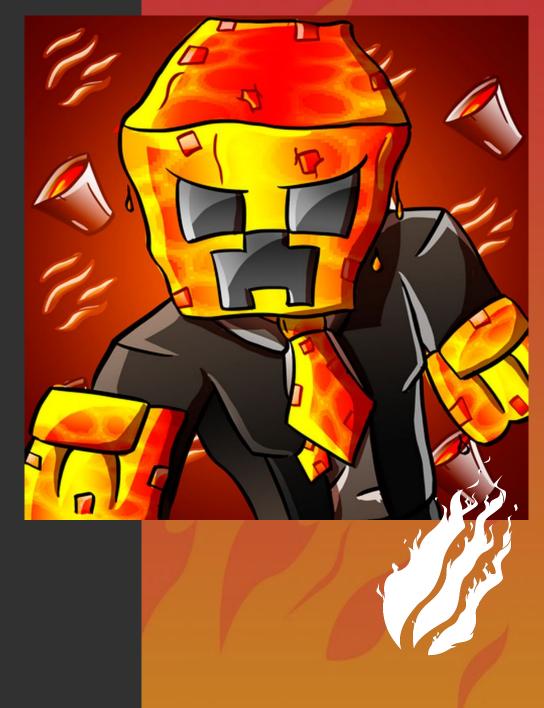
With the correct social tools and scheduling it's easy to make sure each piece of content has the widest reach possible.

# 4. INCREASE ENGAGEMENT TIME

Growing your social organically by actively engage on your account.

Take time to interact with followers and repost user-generated content.

Surprise and delight still works.



If TBNR provides followers with a deeper connection you're more likely to gain a loyal following that extends beyond social media.

A recent Sprout study found that when followers feel connected to the brand, they're **68**% more likely to recommend it to a friend.

#### **5. INCREASE BANDWIDTH**

Making short-form videos may be easier nowadays, but social teams are still stretched thin—in fact, bandwidth is one of their top challenges.

A director's job is to eliminate wasted time by using the right tools. You can schedule on different platforms, like TikTok and Instagram Reels, at the same time.

Years of experience of what not to do and how to do things right is the value added with the right director. Experience saves time.

## 6. BUILD ACCOUNTABILITY

Setting goals around KPI and analytics allow tracking for the social team to see if they are hitting the mark.

A data-driven approach to social media means understanding what's moving the needle in terms of engagement, clicks and revenue.

#### 7. RAISE AWARENESS

Partnering with the right brands and other influencers that align with TBNR's values can increase opportunities that new followers can learn about TBNR.

Brand awareness will build KPIs that score consistent engagement.

This will also raise revenue.

