



SOCIAL GROWTH & CONSISTENCY

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
CashNasty
... and more.

CELEBRITIES

Snoop Dogg
Ludacris
Lil Baby
Lee Brice
Darius Rucker
Quavo
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 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.

