

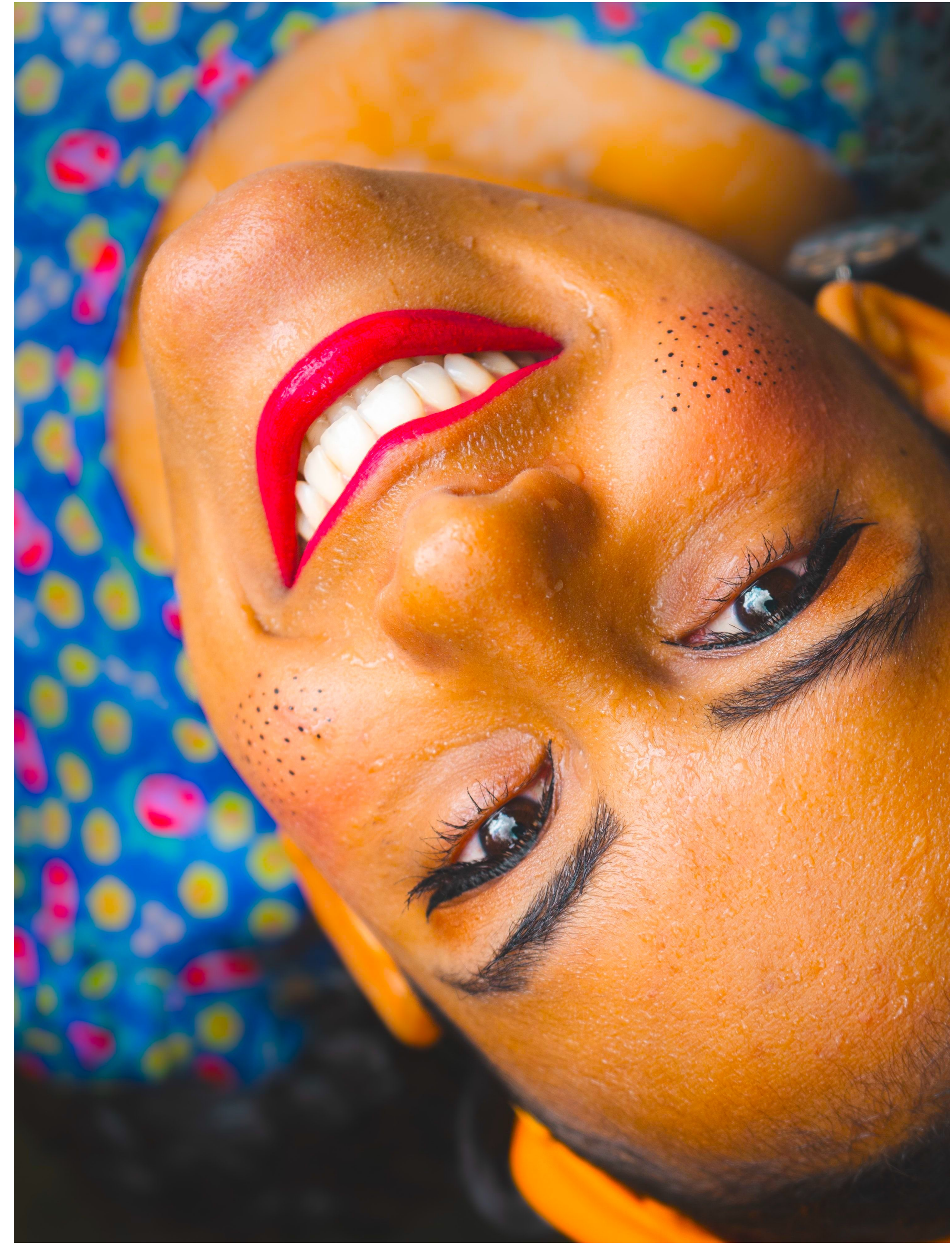
HELLO AUTHENTIC

GROWING A BRAND WITH PURPOSE.



OUR MISSION

TO CREATE EMOTIONAL CONNECTIONS WITH
PURPOSE TO INSPIRE PEOPLE TO ACT.



OUR VISION

**TO PARTNER WITH PEOPLE WE BELIEVE IN THROUGH
CREATING INNOVATIVE CONTENT, DYNAMIC SOCIAL
MEDIA AND AUTHENTIC SALES & MARKETING
STRATEGIES.**





WHAT WE DO



BRANDING STRATEGIES

REPUTATION MANAGEMENT

SOCIAL MEDIA MARKETING (SMM)

CREATIVE CONTENT

SEARCH ENGINE OPTIMIZATION (SEO)

WEBSITE BUILD OR RE-DESIGN

STAFF & MEDIA TRAINING

HOW WE EVOLVE BRANDS

Phase 1: Audit, Research, Plan

- Exploratory meeting
- Brand & organizational review
- Website analytics & competitive analysis
- Strategic plan & creative routes

Phase 2: Deliverables

- Develop & execute strategic plan
- Weekly check-in's with updated data traffic reports
- Frequent communication with us on targets

Phase 3: Analyze, Adjust and Refine

- Review data, fluctuations in the market, changes in Google's algorithm to make the most logical choices



WHO WE ARE



HALLIE HEEG



GROWTH DIRECTOR

Founder of 2 for-profit and 1 non-profit organizations in the mental and behavioral health field (incl. raising >US\$20m from VCs). [Executive & Team Training, Start-up](#)

Executive leader with over 18 years of expertise in generating new businesses and ideas, developing and implementing [sales & marketing strategies](#), [reputation management](#), B2B and B2C marketing and events, and [brand value creation](#).

Account Management to organizations including [NRECA](#), [Amtrak](#), [BNSF](#), and [American Airlines](#). [Account Management and Customer Engagement](#)

Expert guest interviewee on media platforms such as [CW6](#), [Dr.Drew](#), [Health InvestorUK](#), [TBNUK](#), [Path to Authenticity](#), and Katie Couric to name a few. [Content Marketing, SEO](#)



OPHELIA FROUD



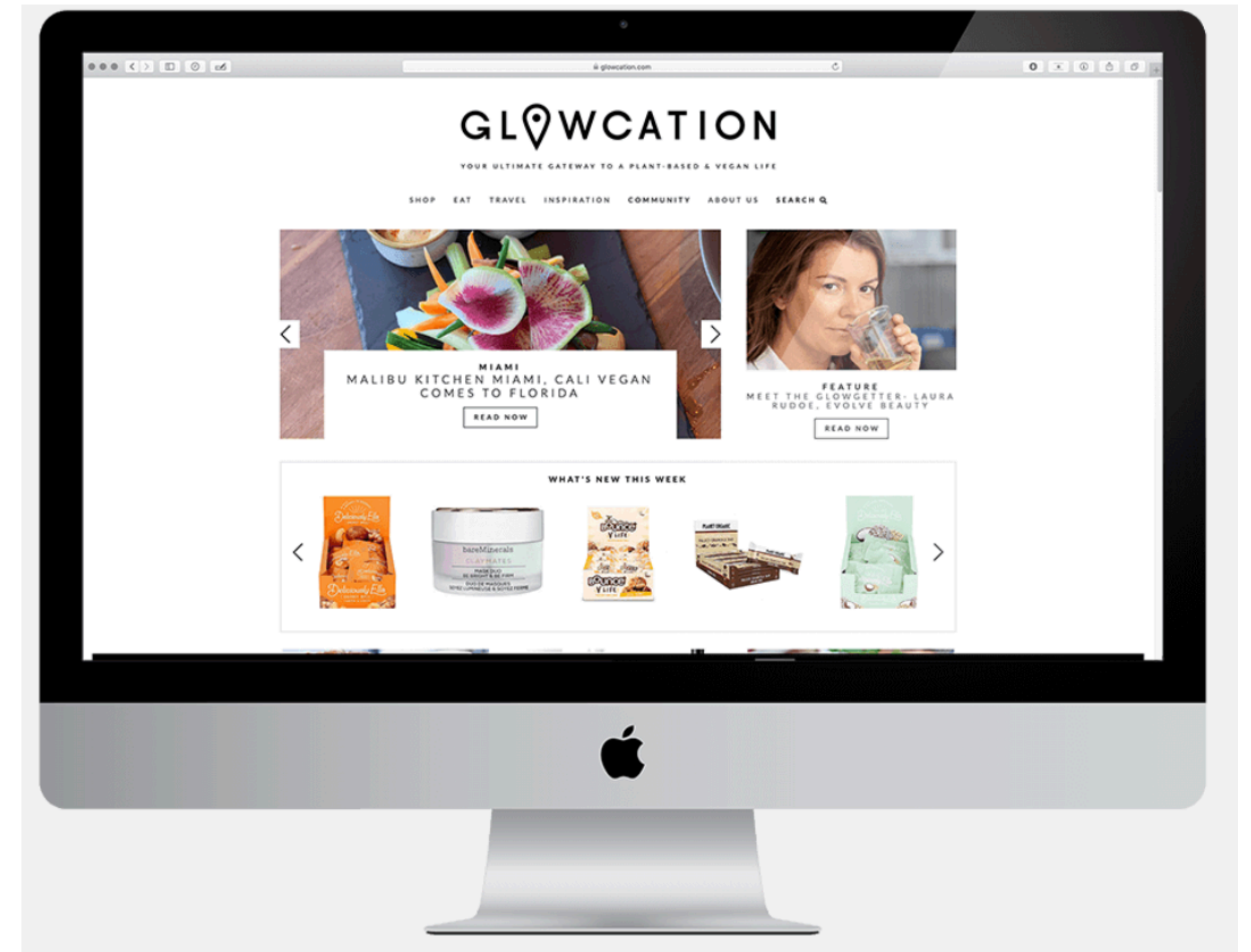
CREATIVE DIRECTOR

BBC Producer/Director for 13 years creating BBC1 TV content from consumer journalism shows including Watchdog to UK telethon Children in Need. *Content creation and Media Training skills.*

Mail on Sunday feature journalist for 10 years specialising in women in business. *Pitching, interviewing and writing skills.*

Google accelerator place winner. Founder of Glowcation. Associate Editor of Get the Gloss. *Tech development, Social Media and Web creation plus SEO skills.*

Top 50 Female Founders Award





WHY YOU NEED US

“THE VIRUS HAS CHANGED THE WAY WE INTERNET”, THE NEW YORK TIMES, APRIL 7TH, 2020

THE INTERCONNECTED CUSTOMER

44m

active social media users
in the UK

74%

of people use social media
when making purchasing
decisions

90%

of users say video helps
them make a purchase
decision

3x

more leads content
marketing generates vs
traditional marketing

60%

of marketers create at
least one piece of new
content daily

93%

of all online experiences
start with search engine

WHAT WE CHARGE

We are a small and nimble company who create bespoke packages for clients. We are happy to work on an hourly rate or agreed retainer for longer term projects. For specific projects, like web builds we can work for a fixed fee.

Monthly budgets will fluctuate depending on the outcome of Phase 1 and the results we are seeing in Phase 2. At any point you can add services to your plan.

GET IN TOUCH

TO DISCUSS YOUR BRAND IN MORE
DETAIL PLEASE CONTACT:

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