

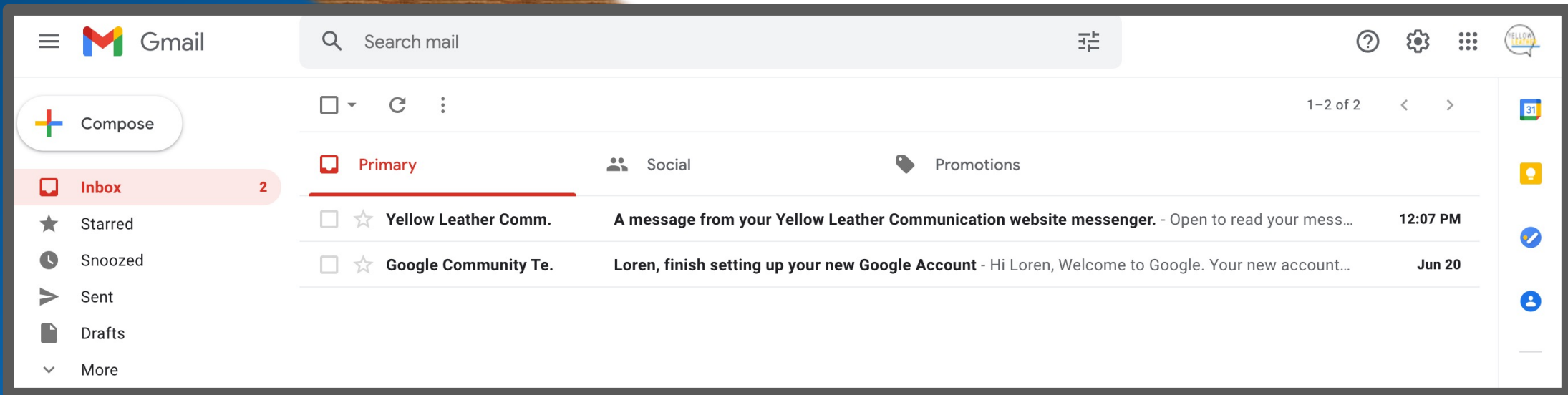
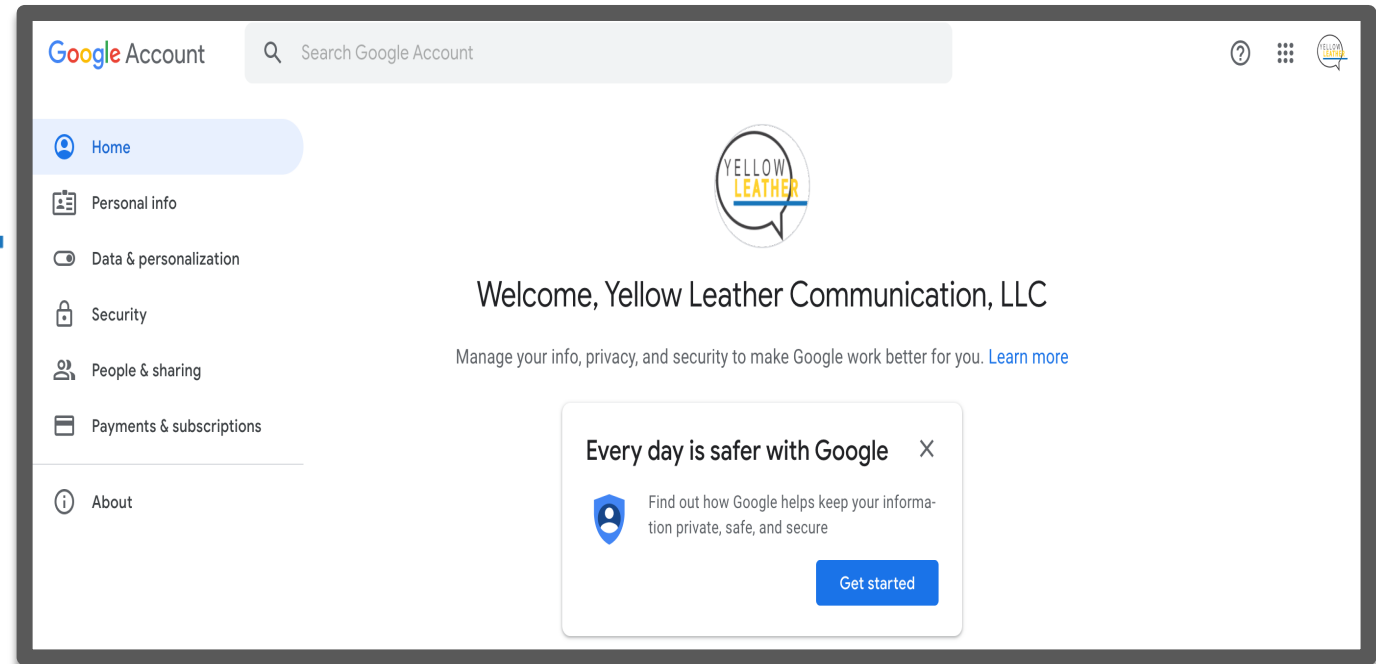


START WITH A STORY. STRUCTURE IT.  
STRATEGIZE DELIVERY. STUN AUDIENCES.

[www.yellowleathercommunication.com](http://www.yellowleathercommunication.com)

# YELLOW LEATHER










## GMAIL






## FACEBOOK


### Manage Page


-  Yellow Leather Communication
-  Page
-  News Feed
-  Updates  
New updates
-  Ad Center
-  Inbox
-  Business Apps
-  Resources & Tools
-  Manage Jobs






### Yellow Leather Communication

@YellowLeatherCommunication · Advertising/Marketing

 Edit Contact Us

 Promote

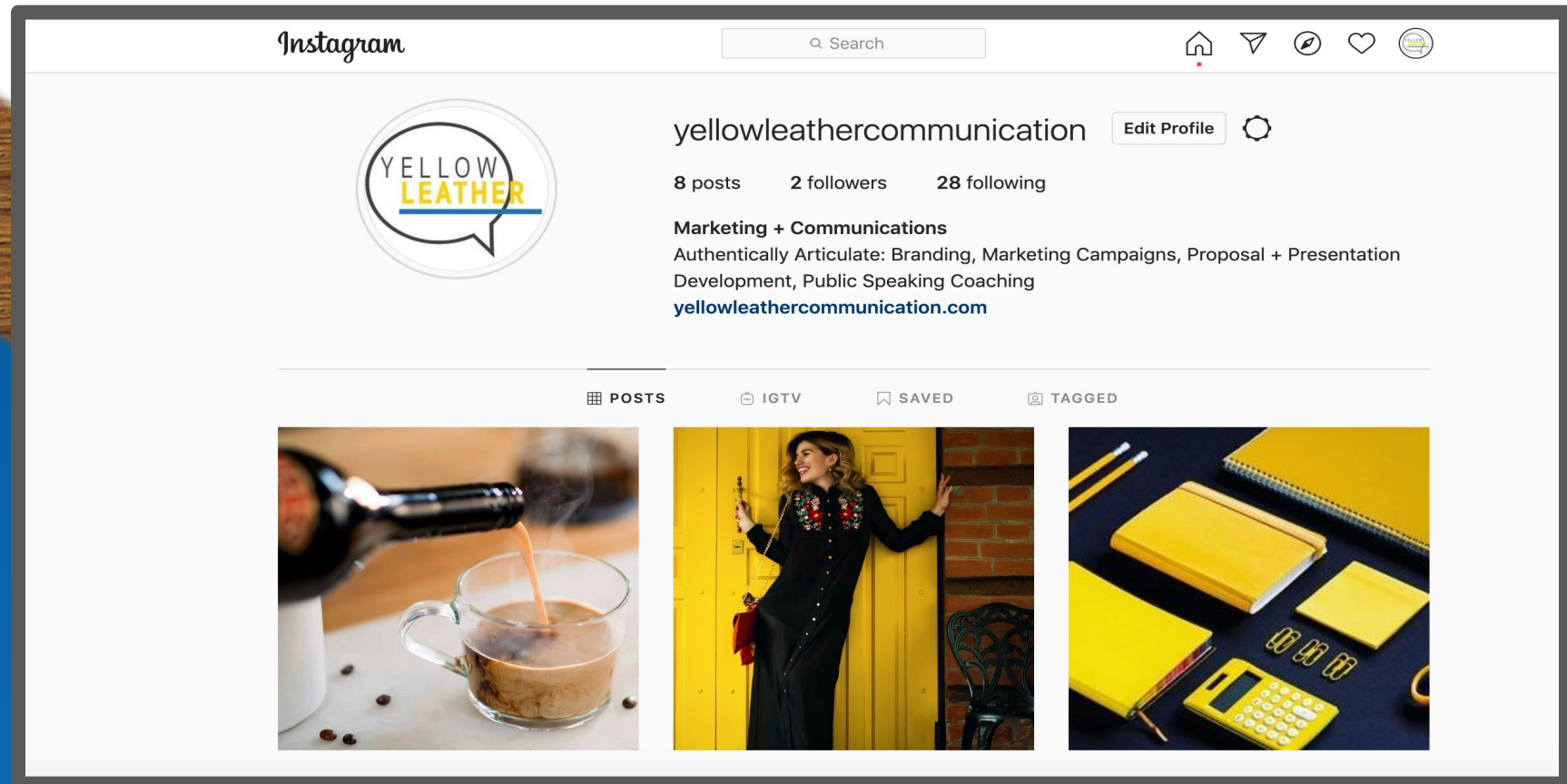
 







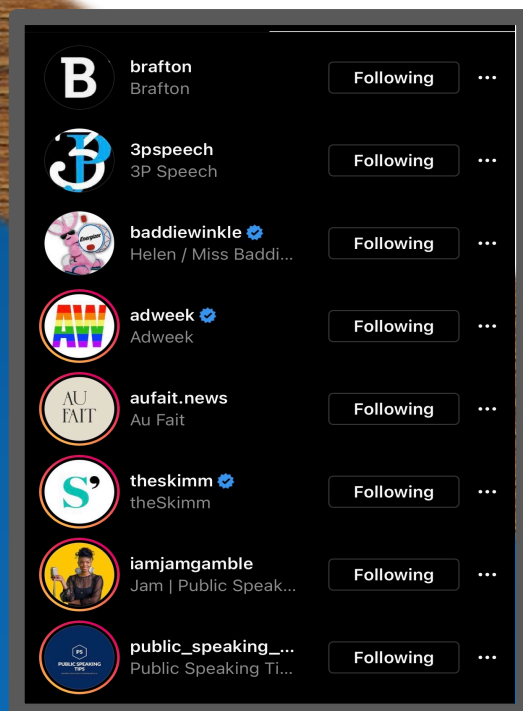
## INSTAGRAM



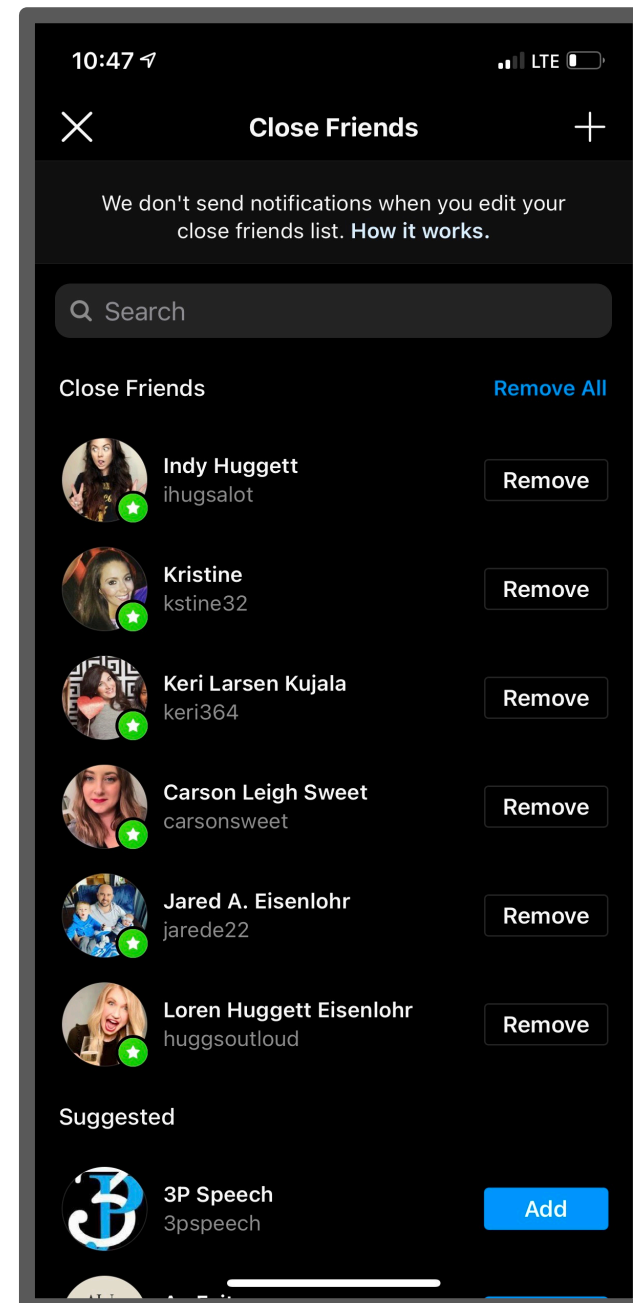
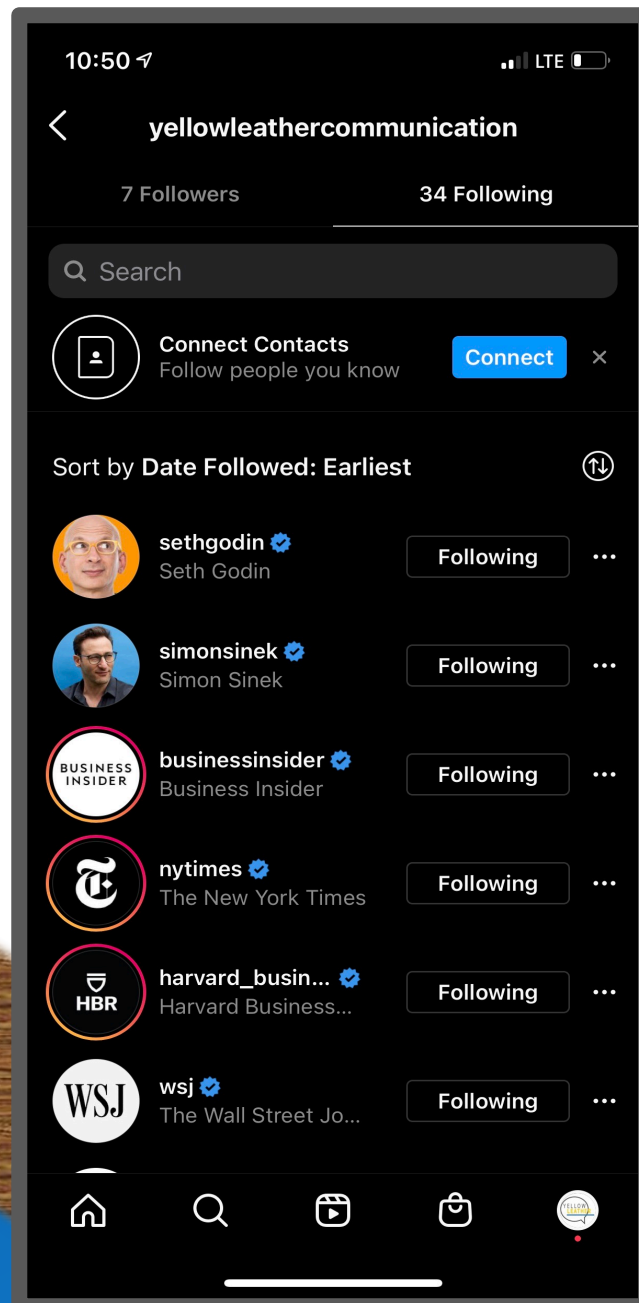


# YELLOW LEATHER

## INSTAGRAM FOLLOWING + CLOSE FRIENDS

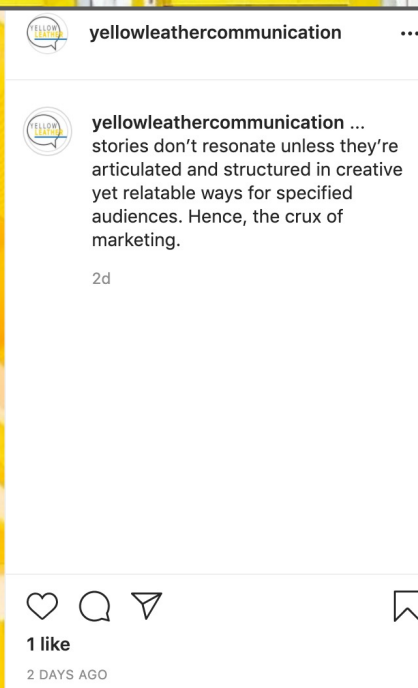
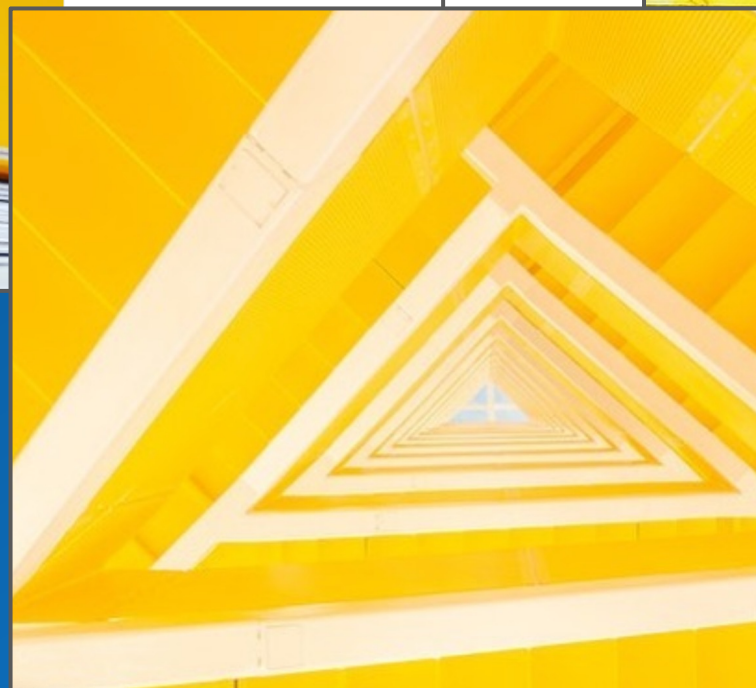
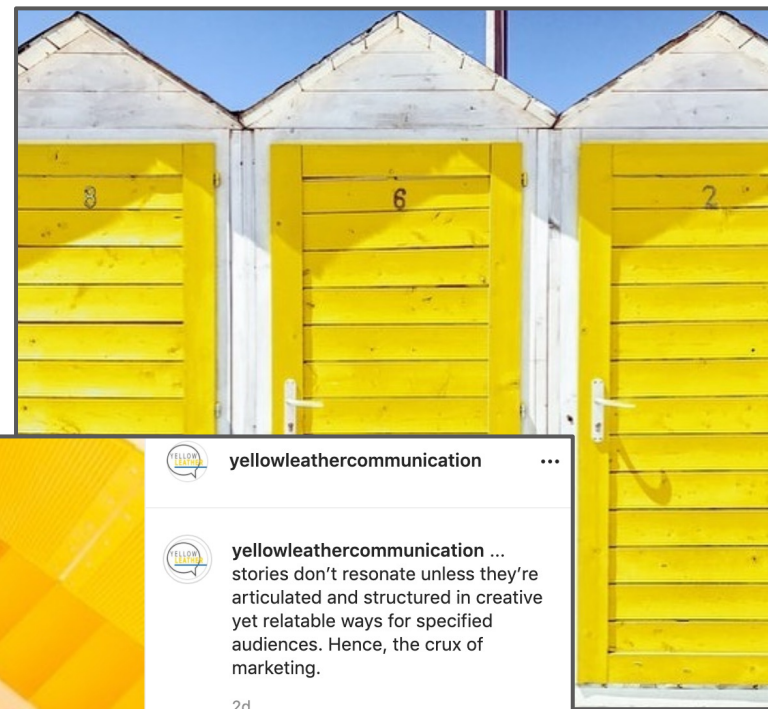
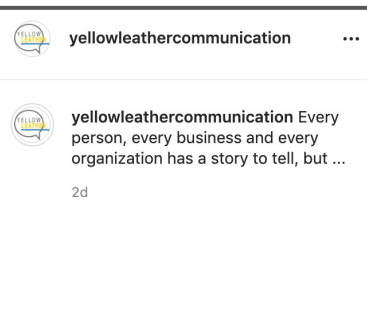
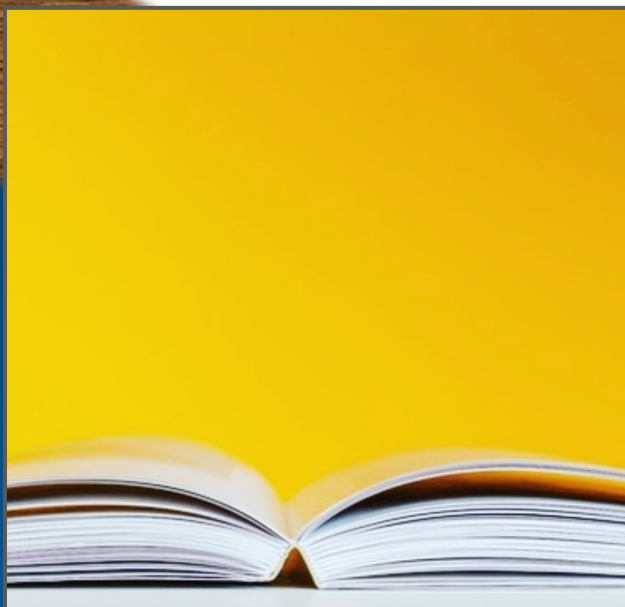


VALUE  
ADDING



# YELLOW LEATHER

## INSTAGRAM ORIGINAL CONTENT (3/8)





# YELLOW LEATHER

## INSTAGRAM ORIGINAL CONTENT (6/8)



**yellowleathercommunication** ...  
Bear Lake, Michigan

**yellowleathercommunication** Creative writing + new ideas often come when our minds are allowed to escape.

#marketing #branding #communication  
#uniquecontent #authenticstories  
#companystory #authenticity  
#tellyourstory  
#socialmediamanagement  
#publicspeaking #speechcoach  
#salespitch #marketingcampaign  
#logodesign  
#grandrapidsmarketingagency  
#authenticallyarticulate

1 like  
2 DAYS AGO



**yellowleathercommunication** ...

**yellowleathercommunication** Open new doors with an authentically articulated marketing campaign. Consistency is key for brand awareness. Genuine stories are key for connection and conversion. .

#marketing #branding #communication  
#uniquecontent #authenticstories  
#companystory #authenticity  
#tellyourstory  
#socialmediamanagement  
#publicspeaking #speechcoach  
#salespitch #marketingcampaign  
#logodesign  
#grandrapidsmarketingagency

1 like  
2 DAYS AGO



**yellowleathercommunication** ...

**yellowleathercommunication** We don't aim to simply satisfy; we shoot for and achieve the POW + the WOW!  
#surpriseanddelight

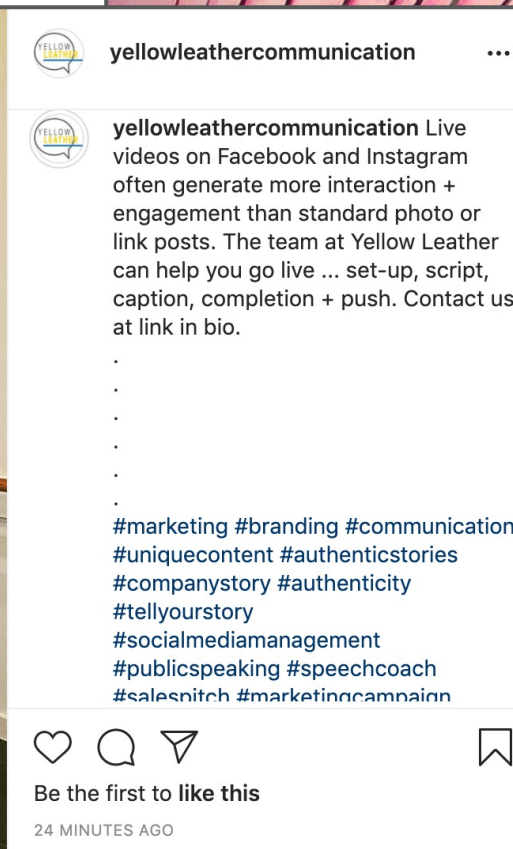
#marketing #branding #communication  
#uniquecontent #authenticstories  
#companystory #authenticity  
#tellyourstory  
#socialmediamanagement  
#publicspeaking #speechcoach  
#salespitch #marketingcampaign

Be the first to like this  
1 DAY AGO



# YELLOW LEATHER

## INSTAGRAM ORIGINAL CONTENT (8/8)



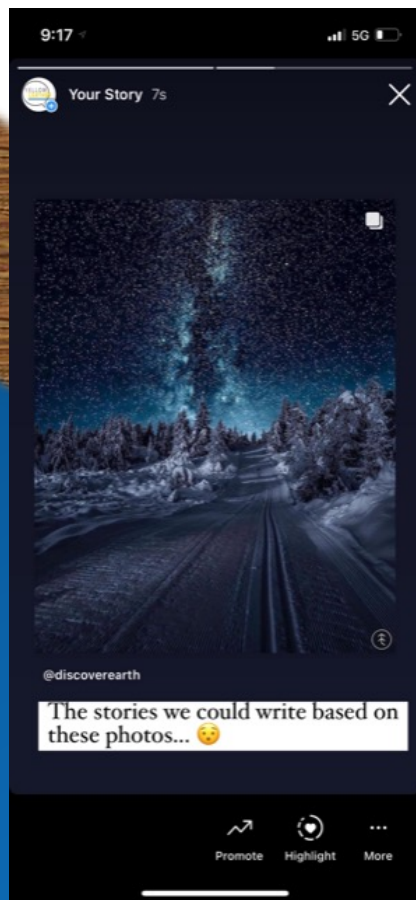
# YELLOW LEATHER

## INSTAGRAM SHARES TO STORY/"RETWEETS"(4/8)

@SIMONSINEK



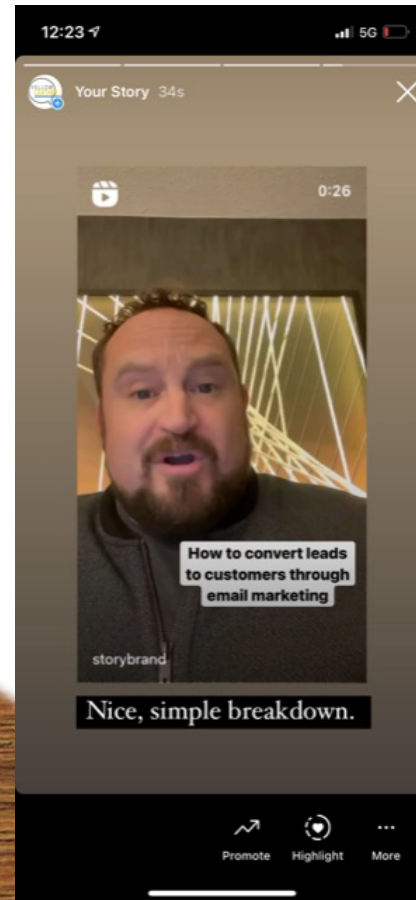
@DISCOVEREARTH



@PUBLIC\_SPEAKING\_TIPS



@STORYBRAND





# YELLOW LEATHER

## INSTAGRAM SHARES TO STORY/"RETWEETS"(8/8)

@NYTIMES

@THESKIMM

@HARVARD\_BUSINESS\_REVIEW

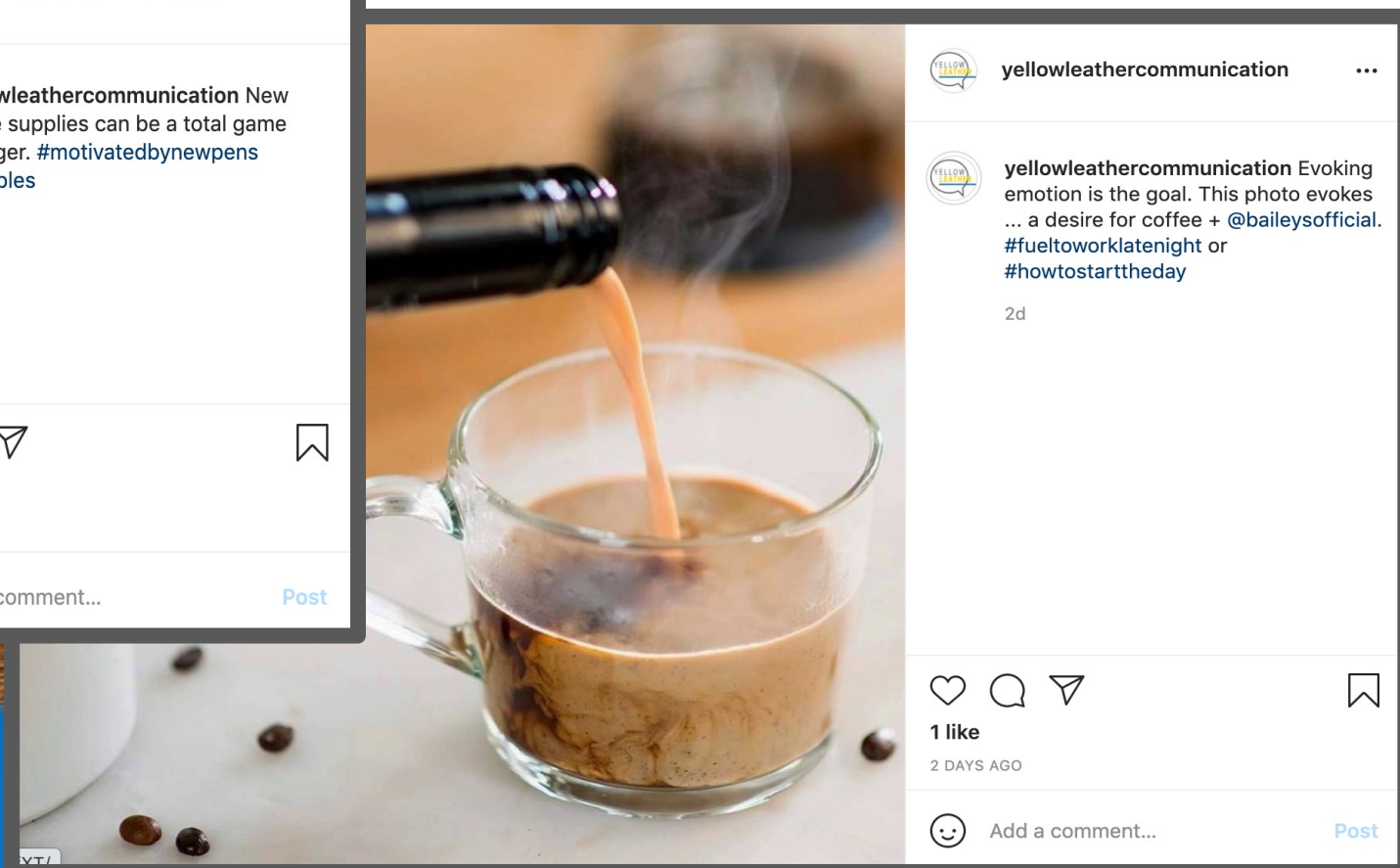
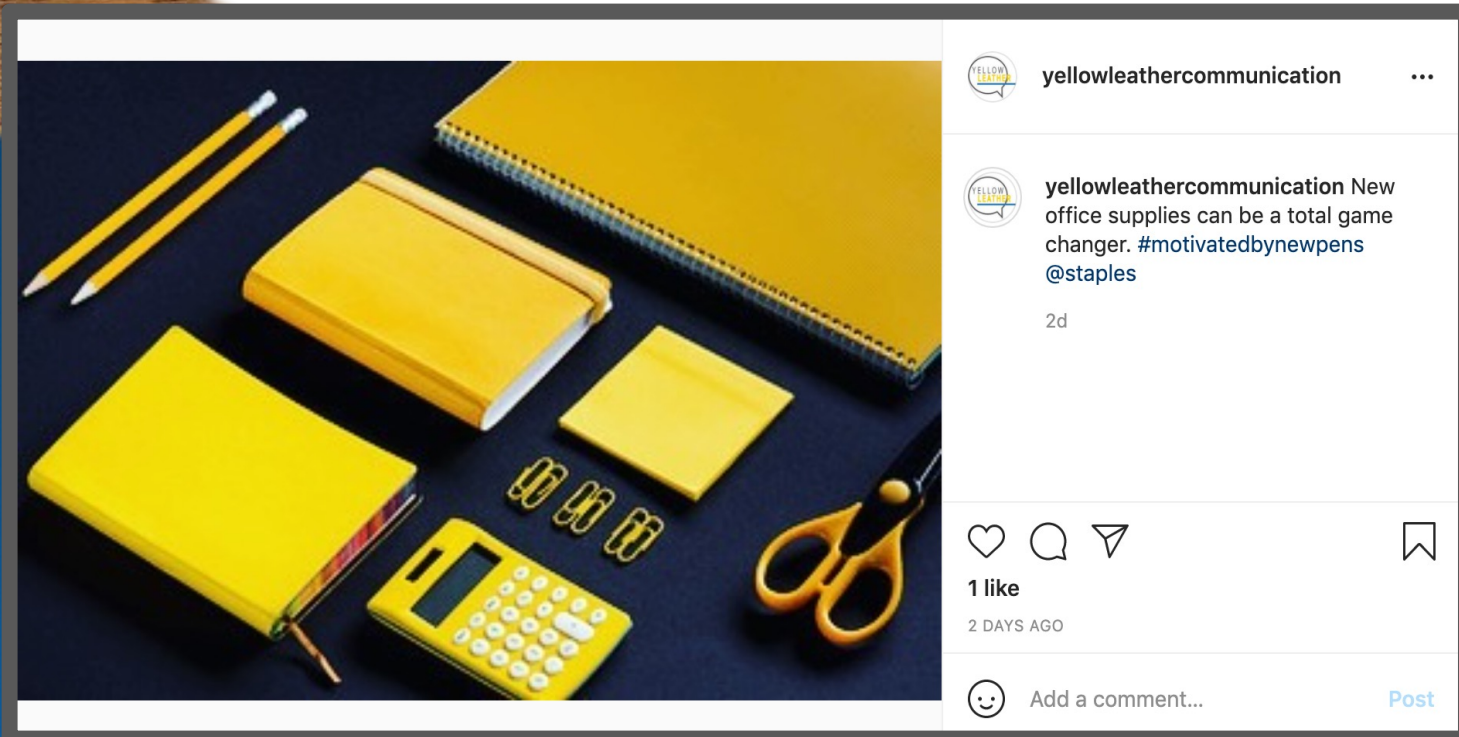
@THEBUSINESSSHACKS





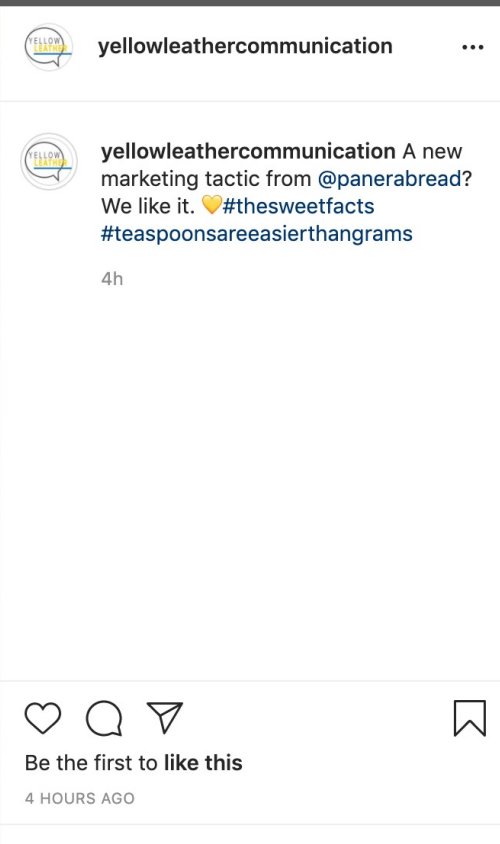
# YELLOW LEATHER

## INSTAGRAM MENTIONS (@'s) (2/8)



# YELLOW LEATHER

## INSTAGRAM MENTIONS (@'s) (4/8)





# YELLOW LEATHER

## INSTAGRAM MENTIONS (@'s) (6/8)



 yellowleathercommunication ...

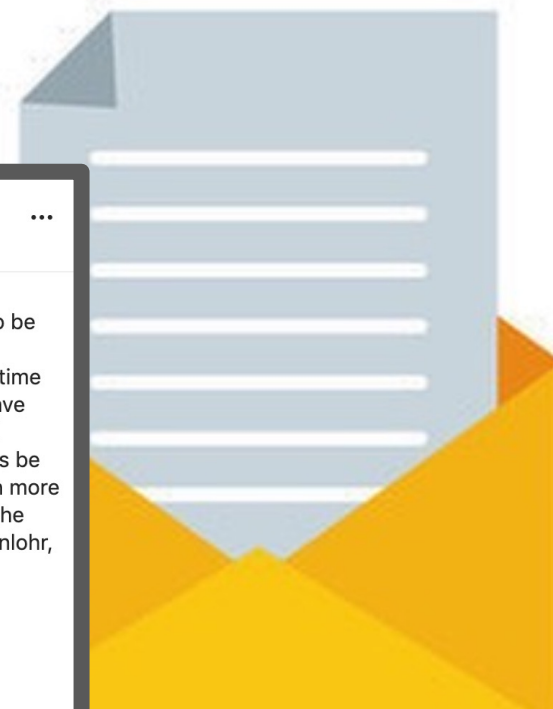
 yellowleathercommunication "To be honest, I started Yellow Leather because I was let go from my full time job during COVID. Since then, I have poured myself into marketing and communications. There will always be more to learn, but I know so much more now than I did then - both about the industry and myself." - Loren Eisenlohr, Founder @huggsoutloud

3d




Be the first to like this

3 DAYS AGO



 yellowleathercommunication ...

 yellowleathercommunication As @storybrand has taught us ... when it comes to email marketing, start with a sales campaign (focus on closing the deal) and then move into a nurture campaign (build trust).

.  
. .  
. .  
. .  
. .

#marketing #branding #communication  
#uniquecontent #authenticstories  
#companystory #authenticity  
#tellyourstory  
#socialmediamanagement  
#publicspeaking #speechcoach  
#salespitch #marketingcampaign  
#logodesign



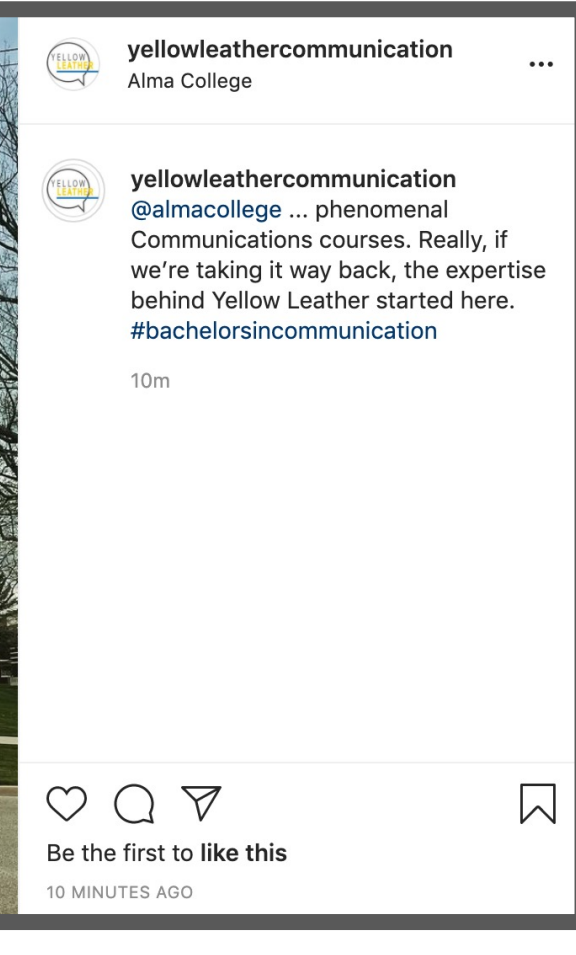
Be the first to like this

15 MINUTES AGO



# YELLOW LEATHER

## INSTAGRAM MENTIONS (@'s) (8/8)



# YELLOW LEATHER

## HOOTSUITE FACEBOOK STREAMS SCHEDULED POST + BITLY URL

### Streams

[+ New board](#)  
[Twitter quick search](#)

**MY BOARDS**

Facebook Page: Yellow Leath...

Instagram Business: yellowlea...

**Facebook Page: Yellow Leather Communication**

[Add stream](#) [Add social network](#) [View as: Standard](#)

**My Posts** Yellow L...

**Yellow Leather Communication**  
3 days ago

Yellow Leather Communication updated their cover photo.

[Boost Unavailable](#)

Write a comment...

**Yellow Leather Communication**  
3 days ago

Yellow Leather Communication updated their profile picture.

**Scheduled** Yellow Lea...

Loren Eisenlohr scheduled

**Yellow Leather Communication**  
in 5 mins

It's easy to say that marketing should be authentic and that your marketing is nothing but authentic; however, we often get caught up in the "what we should be doing" mentality and create seemingly obligatory content. Is that authentic? The question becomes ... how can we turn the "I'm supposed to create this" into "This is my authentic story related to what's happening"?  
<https://bit.ly/AuthenticallyArticulate>  
[Read less](#)

[In the 'Age of Cynicism,' Your Marketing Must Be Authentic](#)  
[bit.ly](#)

[Edit](#)

**Activity** Yellow Leathe...

Comment to Yellow Leather Communication

**Yellow Leather Communication**  
View full post · 3 days ago

Yellow Leather Communication updated their cover photo.

Write a comment...

**Yellow Leather Communication**  
View full post · 3 days ago

Yellow Leather Communication updated their profile picture.



# YELLOW LEATHER

## HOOTSUITE INSTAGRAM STREAMS SCHEDULED POST

### Streams

New board

Twitter quick search

#### MY BOARDS

Facebook Page: Yellow Leather...

Instagram Business: yellowle...

Instagram Business:  
yellowleathercommunication

Add stream

Add social network

View as: Standard

**My Posts** yellowleat... ...

**Marketing + Communications** @yellowleathercomm  
unication  
2 hours ago  
@waltdisneyworld may be the best example of consistent + epic branding and marketing. It's as if magic is built into every representation of @disney,...  
[Read more](#)

**Scheduled** yellowleather... ...

Loren Eisenlohr scheduled  
Tomorrow at 8:00am  
Start with a story. Structure it. Strategize delivery. Stun audiences. Make it happen at link in bio.  
.  
.  
.  
.  
.  
#marketing #branding #communication #uniquecontent  
[Read more](#)

**#contentmarketing** y... ...

**Instagram User**  
[View on Instagram](#)  
Terms of the day: Search Engine Marketing (SEM)  
Need to be fluent in marketing terms for your ventures?  
Follow us for more content like this! :D  
[#sociallionadvertising](#)  
[Read more](#)

### Search Engine Marketing (SEM)



SEM is an internet marketing practice that uses paid advertising to promote websites by increasing their visibility in search engine result pages (SERP).


Search...






## HOOTSUITE SCHEDULED POSTS + BITLY URL


**Scheduled** Yellow Lea...   ...


 **Yellow Leather Communication**  
Jul 1 at 11:00am

The way Brafton breaks this down is incredibly helpful. They even assess how easy or difficult it is to create each of the 14 types of visual content they suggest.  
<https://bit.ly/14typesofvisualcontent>  
[Read less](#)






14 Types of Visual Content To Use in Your Content Marketing Strategy [Infographic + SlideShare] | Brafton  
bit.ly


 Loren Eisenlohr scheduled


 **Yellow Leather Communication**  
Jul 7 at 12:00pm

Jordan Carson has been in the public eye for 10+ years. She is her own brand. In this intimate interview, we talk about the pressures she faces and how she deals with viewer opinions.  
<https://fb.watch/6rw7FE3itH/>  
[Read less](#)




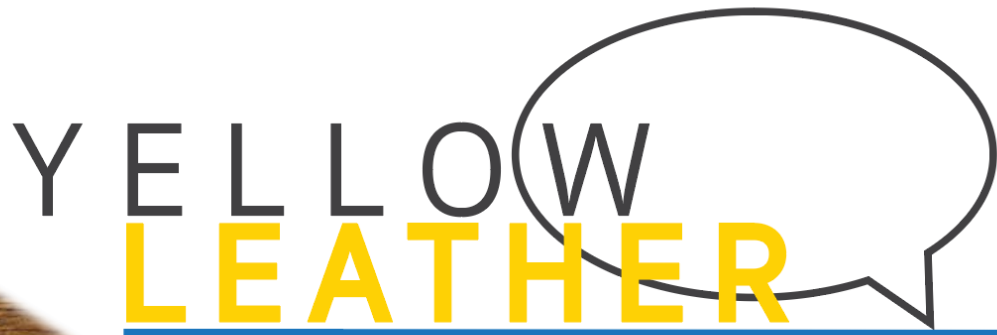
 **Scheduled** yellowleather...  ...

 Loren Eisenlohr scheduled

 Jul 3 at 10:00am

Cheers to the weekend! Grab your beverage of choice and go create something awesome. 🍷





# MAILCHIMP

## PREVIEW: YELLOW LEATHER LAUNCH (1)

Template preview mode Yellow Leather Launch (1)

Desktop

Mobile

Inbox



Branding.  
Marketing Campaigns.  
Proposal + Presentation Development.  
Public Speaking Coaching.

### Start with a story. Structure it. Strategize Delivery. Stun Audiences.

Every marketing agency will tell you that they want to hear and share your story. This may be true and the sentiment is likely there. However, unless your story is structured and delivered in a way that resonates with your audience, it won't do much for you. Simply sharing your story isn't enough.

At Yellow Leather, we'll strategize how we share your story for maximum impact. Your customers will not only know your brand, they'll want to be a part of your brand.

Text "make it happen" to (214) 205-0784, and we'll ... make it happen for you and your brand.

Meet Yellow Leather



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You can [update your preferences](#) or [unsubscribe from this list](#).





## MAILCHIMP PREVIEW: THANK YOU FOR SUBSCRIBING

Mailchimp Template Test - "Thank you for subscribing." Inbox x

yellowleathercommunication@gmail.com via mailchimpapp.net  
to me ▾

12:37 AM (1 minute ago) ☆ ↩ ⋮

[View this email in your browser](#)



**Thank you for signing up to get fun things to read and watch!**

We're excited to get to know you, too!

Every Tuesday morning, we'll send you an interesting video, a helpful marketing tip or free resources that you can use to create your own visual content. If anything happens to really spark your interest or if you're questioning what you receive, text us at (214) 205-0784.

To kick things off, click below to watch Loren, founder of Yellow Leather, talk about losing her job. Don't worry, it's not an entirely sad story, and besides, now we're here ... meeting you!



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You can [update your preferences](#) or [unsubscribe from this list](#).

# YELLOW LEATHER

## FACEBOOK AD MANAGER CAMPAIGN + AD SET: ENTREPRENEUR\_SMALL BUSINESS

Yellow Leather Launch\_Lead Gen > Entrepreneur\_Small Business > 1 Ad

Edit Review

### Campaign Name

Yellow Leather Launch\_Lead Gen  
ID: 6226401101046

### Special Ad Categories

No categories declared

### Buying Type

Auction

### Objective

Lead generation

#### Ad Set Name

Entrepreneur\_Small Business

Create Template

#### Lead method

How do you want to connect with people?

- ☒ Instant Forms  
Let people submit a form to become leads.
- ☐ Automated Chat  
Let people message your business to become leads.
- ☐ Calls  
Let people call your business to become leads.

#### Page

Choose the Facebook Page you want to promote.

#### Facebook Page

Yellow Leather Communication

### Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience

### Branding + Marketing Services\_Expansion On

#### Location - Living In:

United States: Detroit (+25 mi), Grand Rapids (+25 mi), Kalamazoo (+25 mi), Lansing (+25 mi), Traverse City (+25 mi) Michigan

#### Age:

25 - 60

#### Exclude:

Interests: Brand management, Branding agency or Advertising agency, Job title: Social Media Strategist

#### People Who Match:

Interests: Small business, Sales, Owner-operator, Small and medium enterprises, Self-employment, Startup company, Entrepreneurship or Business, Behaviors: Small business owners, Field of study: Project management, Employers: Business Owner or Business Owners, Job title: Business Owner, Owner, Project management, Owner/Manager/CEO, Founder/Manager, Own Business, Owner and CEO, Project Leader, Project Director, Project Manager, Senior, Project Coordinator or Founder, Industry: Sales

#### Detailed Targeting Expansion:

On



# YELLOW LEATHER

## FACEBOOK AD MANAGER CAMPAIGN + AD SET: ENTREPRENEUR\_SMALL BUSINESS

### Budget & Schedule

#### Budget

Lifetime Budget



\$250.00

USD

#### Schedule ⓘ

##### Start Date

Jul 12, 2021

🕒 8:00 AM

Eastern Time

##### End

Jul 31, 2021

🕒 8:00 PM

Eastern Time

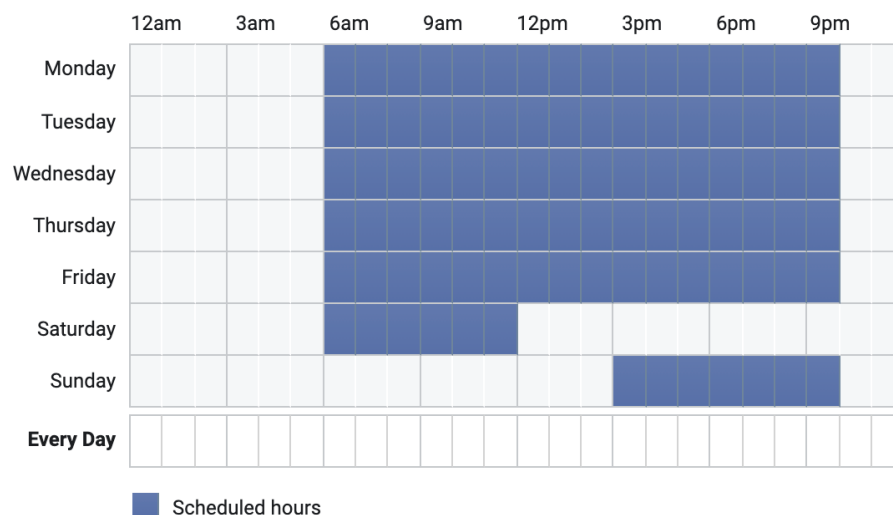
[Hide Options](#) ▲

#### Ad Scheduling

☒ Run ads on a schedule

We'll schedule your ads based on the time zone of the person seeing it.

For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.



#### Placements

☐ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

#### Devices

All devices

#### Platforms

☐ Facebook

☒ Instagram

☐ Audience Network

☐ Messenger

#### Asset Customization

9 / 12 placements that support asset customization

[Select All](#)

# YELLOW LEATHER

## FACEBOOK AD MANAGER CAMPAIGN + AD SET: ENTREPRENEUR\_SMALL BUSINESS

### Optimization & Delivery

★ See updates

#### Optimization for Ad Delivery

Leads ▼

#### Cost Control (optional)

\$X.XX

USD

Facebook will aim to spend your entire budget and get the most leads using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[Hide Options ▲](#)

#### When You Get Charged

Impression

#### Delivery Type

Standard

### Audience Definition



Your audience is defined.

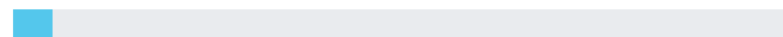
Potential Reach: 2,800,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

### Estimated Daily Results

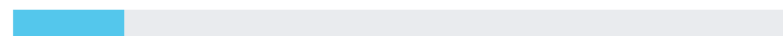
Reach ⓘ

**204 - 596**



Leads ⓘ

**2 - 12**







# FACEBOOK AD MANAGER

## AD SET 1, AD 1: AUTHENTICALLY ARTICULATE.

### Ad Setup

Create Ad

### Format

Choose how you'd like to structure your ad.

- ☒ Single Image or Video  
One image or video, or a slideshow with multiple images

### Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

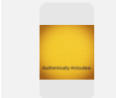
### Media

9 Placements



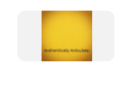
#### Feeds, In-Stream Videos

5 Placements



#### Stories and Reels

2 Placements



#### Search Results, Instant Articles

2 Placements

### Primary Text

1 of 5

Authentic stories are great, but with structure and strategy, you'll stun audiences. We're ready to listen ... and take your brand to the next level.

+ Add Options

[Text Suggestions](#)

### Headline · Optional

1 of 5

Authentically Articulate Branding + Marketing


+ Add Options

### Description · Optional

Drop your email, tell us your story and we'll help you stun audiences.


### Display Link · Optional

www.yellowleathercommunication.com

 **Yellow Leather Communication** ...

Sponsored · 

Authentic stories are great, but with structure and strategy, you'll stun audiences. We're ready to listen ... and take your brand to the next level.






Authentically Articulate.

FORM ON FACEBOOK

Authentically Articulate Branding + Marketing

SUBSCRIBE

 Like  Comment  Share



# FACEBOOK AD MANAGER

## AD SET 1, AD 2: DON'T WORRY.

### Ad Name

Don't Worry.  
ID: 6226488313046

### Facebook Page

Yellow Leather Communication

### Instagram Account

yellowleathercommunication

### Format

Carousel


### Lead Form


Subscribe Form 4/22


### Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

### Carousel Cards ⓘ

- 

1.png  
Enter headline, description and URI
- 

2.png  
Enter headline, description and URI
- 

3.png  
Enter headline, description and URI

### Edit Placement

Select a placement to edit

- ☐ Automatically show the best performing cards first
- On Facebook News Feed, Instagram Feed and Instagram Stories, the carousel card that performs best will be shown first. For all other placements, cards will appear in the order you arrange them.

### Primary Text ⓘ

1 of 5

There is a story behind you and your brand, and your prospective customers want to hear it. Don't worry ... we're listening experts. Tell us your story. We'll structure and strategize to ensure your story leads to your success.

+ Add Options

[Text Suggestions](#)

### Call to Action

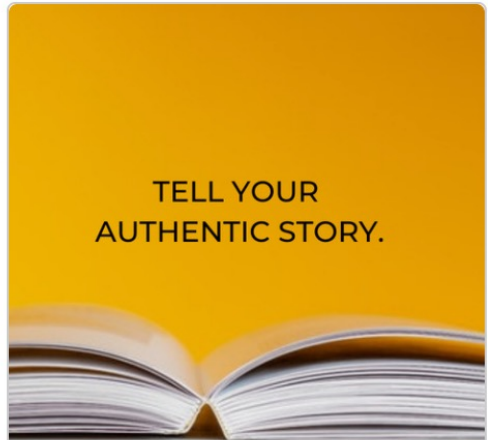
Subscribe



**Yellow Leather Communication**

Sponsored · 🌐

There is a story behind you and your brand, and your prospective customers want to hear it. Don't worry ... we're listening experts. Tell us your story. We'll structure and strategize to ensure your story leads to your success.



TELL YOUR  
AUTHENTIC STORY.

FORM ON FACEBOOK

SUBSCRIBE



Like



Comment



Share





YELLOW  
LEATHER

# FACEBOOK AD MANAGER

## AD SET 2: SALES PROFESSIONAL\_ PUBLIC SPEAKER

### Ad Set Name

Sales Professional\_Public Speaker

[Create Template](#)

### Lead method

How do you want to connect with people?



Instant Forms

Let people submit a form to become leads.



Automated Chat

Let people message your business to become leads.



Calls

Let people call your business to become leads.

### Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

**Use Saved Audience** ▼

### Presentation + Public Speaking\_Expansion On

#### Location - Living In:

United States: Detroit (+25 mi), Grand Rapids (+25 mi), Kalamazoo (+25 mi), Lansing (+25 mi), Traverse City (+25 mi) Michigan

#### Age:

25 - 60

#### Exclude:

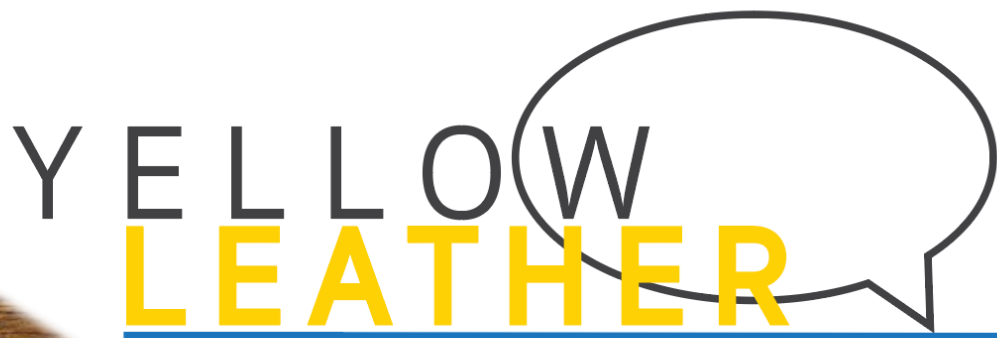
Job title: Motivational speaker

#### People Who Match:

Interests: Sales, Sales presentation, Public speaking, Career development, Training, Training and development, Business development, Entrepreneurship, Business, Communication, Personal development, Professional development or Business-to-business, Job title: Business Development Executive, Business Development Officer, Business Development Specialist or Business Development Director, Industry: Sales, Business and Finance or Arts, Entertainment, Sports and Media

#### Detailed Targeting Expansion:

On



# FACEBOOK AD MANAGER

## AD SET 2: SALES PROFESSIONAL\_

### PUBLIC SPEAKER

#### Page

Choose the Facebook Page you want to promote.

#### Facebook Page

Yellow Leather Communication

+

You've accepted Facebook's Lead Ads Terms for this page.

View Terms

#### Budget & Schedule

##### Budget

Lifetime Budget

\$250.00

USD

##### Schedule ⓘ

###### Start Date

Jul 12, 2021

8:00 AM

Eastern Time

###### End

Jul 31, 2021

8:00 PM

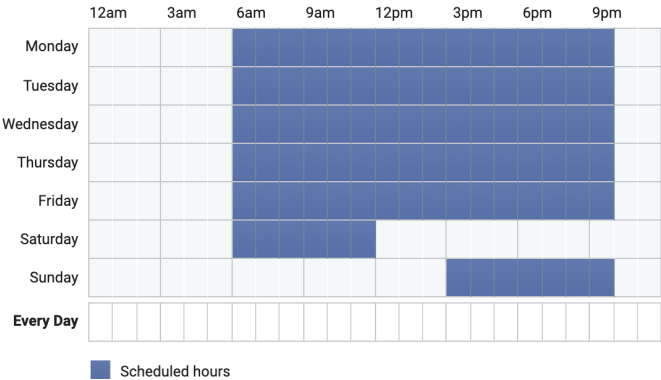
Hide Options ^

##### Ad Scheduling ⓘ

☒ Run ads on a schedule

Use viewer's time zone

We'll schedule your ads based on the time zone of the person seeing it. For example, if you select 8am to 5pm, we'll only show your ads to people from 8am time.



#### Placements

- ☐ Automatic Placements (Recommended)  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☒ Manual Placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

#### Devices

All devices

##### Platforms

☐ Facebook

☒ Instagram

☐ Audience Network

☐ Messenger

##### Asset Customization

7 / 10 placements that support asset customization  
[Select All](#)

# YELLOW LEATHER

## FACEBOOK AD MANAGER AD SET 2: SALES PROFESSIONAL\_ PUBLIC SPEAKER

### Optimization & Delivery

#### Optimization for Ad Delivery

Leads

#### Cost Control (optional) ⓘ

\$X.XX

USD

Facebook will aim to spend your entire budget and get the most leads using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[Hide Options](#) ▲

#### When You Get Charged

Impression

#### Delivery Type

Standard

### Audience Definition



Your audience is defined.

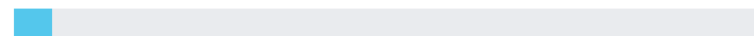
Potential Reach: 2,800,000 people ⓘ

Your criteria is currently set to allow detailed targeting expansion. ⓘ

### Estimated Daily Results

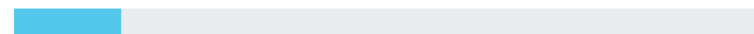
Reach ⓘ

**200 - 585**



Leads ⓘ

**2 - 12**







# FACEBOOK AD MANAGER

## AD SET 2, AD 1: SAY THE SAME THING.

### Ad Setup

Create Ad

### Format

Choose how you'd like to structure your ad.



Single Image or Video

One image or video, or a slideshow with multiple images

### Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

### Media

7 Placements



Feeds

3 Placements



Stories and Reels

2 Placements



Search Results, Instant Articles

2 Placements

### Primary Text

1 of 5

We're here so you don't ... ummm ... say the same thing over and over again. Specializing in proposal and presentation development. Let's chat.

+ Add Options

### Headline

1 of 5

Presentation Development

+ Add Options

### Description · Optional

Specializing in proposal and presentation development.

### Display Link · Optional

[www.yellowleathercommunication.com](http://www.yellowleathercommunication.com)

**Yellow Leather Communication**  
Sponsored · 

We're here so you don't ... ummm ... say the same thing over and over again. Specializing in proposal and presentation development. Let's chat.



YELLOW  
LEATHER

This is a gif.

FORM ON FACEBOOK  
**Presentation Development**  
Specializing in proposal and pres...  
[LEARN MORE](#)



# FACEBOOK AD MANAGER

## AD SET 2, AD 2: PUBLIC SPEAKING FEAR.

### Ad Setup

Create Ad

### Format

Choose how you'd like to structure your ad.

- ☒ Single Image or Video  
One image or video, or a slideshow with multiple images.

### Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

### Media

9 Placements



#### Feeds, In-Stream Videos

5 Placements



#### Stories and Reels

2 Placements



#### Search Results, Instant Articles

2 Placements

Edit



### Primary Text

1 of 5

Some people fear public speaking more than death ... you don't have to be one of them. We specialize in public speaking coaching. Let's chat ... privately, then on stage.

+ Add Options

### Headline - Optional

1 of 5

Public Speaking Prep

+ Add Options

### Description - Optional

1 of 5

We specialize in public speaking coaching.

+ Add Options

### Display Link - Optional

www.yellowleathercommunication.com

 **Yellow Leather Communication** Sponsored

Some people fear public speaking more than death ... you don't have to be one of them. We specialize in public speaking coaching. Let's chat ... privately, then on stage.



FORM ON FACEBOOK  
**Public Speaking Prep**  
We specialize in public speaking c...

LEARN MORE

