




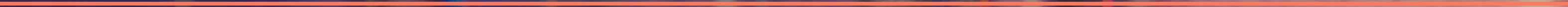
MEDIA+MARKETING
DIGITAL • PUBLIC RELATIONS • ADVERTISING



CAPABILITIES DECK

FRACTIONAL MARKETING AND COMMUNICATIONS.
COMPLETE SOLUTIONS.

Get Started 





WELCOME TO JF MEDIA+MARKETING

Welcome to JF Media+Marketing! We are husband and wife team Jeremy Flynn and Elicia Dover. We're Fractional Marketing and Communications Directors, meaning a part-time directors at a part-time cost. Jeremy brings more than 14 years of national marketing experience, a BBA in Marketing, MBA and energy to help your business reach its goals. Elicia is a national award winning journalist and brings more than 14 years of experience in communications and storytelling and reputation management.



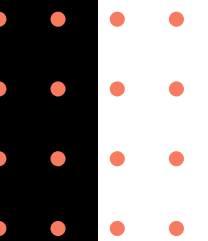


FRACTIONAL MARKETING FRACTIONAL COMMUNICATIONS



WHAT IS FRACTIONAL MARKETING AND COMMUNICATIONS?

When you hire a Fractional Executive, your company gets an experienced professional without the cost of a full-time employee. This can be extremely valuable to companies where having a full-time employee would not make sense or to replace a full-time position.



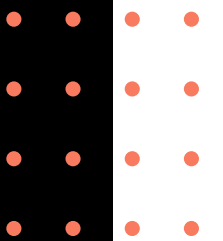


FRACTIONAL MARKETING FRACTIONAL COMMUNICATIONS



HOW DOES IT WORK?

A Fractional Executive can help you accomplish the same things as a traditional employee, but in a way that makes more sense for your company.



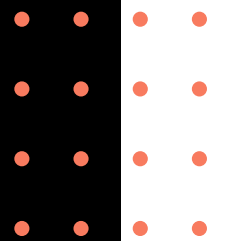


FRACTIONAL MARKETING FRACTIONAL PUBLIC RELATIONS



WHO NEEDS A FRACTIONAL EXECUTIVE?

The primary purpose of hiring a Fractional Executive is for companies who can't justify the expense of a full-time employee. These companies still have a need for an experienced professional to elevate their company, renew or redefine their brand, communicate effectively or meet growth goals.



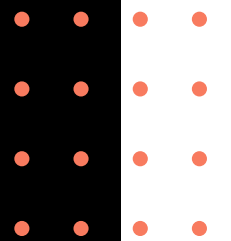


FRACTIONAL MARKETING FRACTIONAL COMMUNICATIONS



WHY NOT JUST HIRE AN AGENCY?

A Fractional Executive is approachable, invested and most importantly in-house. If you have an agency of record, we can work with this agency to bring cohesive expertise from your internal side of the business, allowing you to focus more on daily business needs. If you do not have an agency, we can execute the same services but do so for you in-house.





MARKETING SERVICES

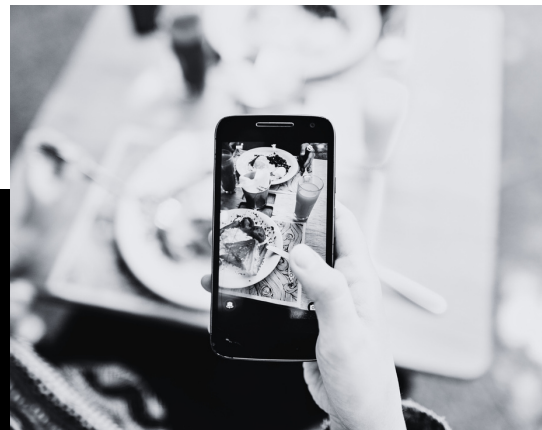
At JF Media+Marketing, each marketing plan is custom crafted to reach defined objectives and goals. No two business are alike and the same goes for each and every marketing strategy that is designed.



**MARKETING
STRATEGY**



**BRANDING
+
IMAGING**



**SOCIAL
MEDIA
MANAGEMENT**



**SOCIAL
MEDIA
ADVERTISING**



**DIGITAL
ADVERTISING**



**TRADITIONAL
ADVERTISING**



MARKETING STRATEGY

JF Media+Marketing uses a comprehensive approach to identify key strategies and growth sectors for your business. From there, we work to formulate a unique marketing model to achieve maximum results in customer engagement and conversion by identifying target demographics and communicating your message in a way to reach these potentials. Each industry deserves its own focus and your business deserves its own custom approach.



IDENTIFY KEY STRATEGIES

Research national and geo-fenced market trends applied toward industry analytics and target demographics.



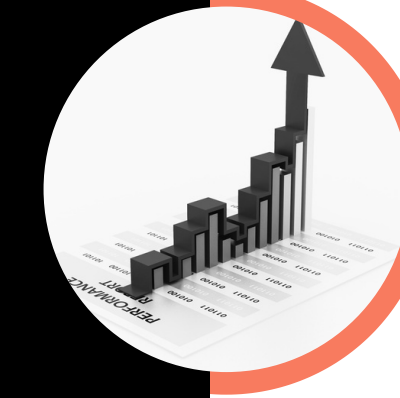
FORMULATE MARKETING MODEL

Formulate a custom marketing model to reach these target demographics through the most effective and efficient mediums.



LAUNCH DYNAMIC MARKETING MIX

Launching a dynamic marketing campaign to achieve maximum results based on these target demographics.



MONITOR RESULTS + ADAPT

Continuously analyze and monitor results, making appropriate pivots when necessary to optimize each effort.

JF

BRANDING + IMAGING

Branding for a business goes far beyond its insignia. We work with you to find the voice of your business and communicate that effectively through all marketing efforts.



DISCOVER BRAND USP(S)

Unique selling points (USPs) are those competitive advantages each brand has against its competition. We work to define and highlight each USP.



TELL THE BRAND'S STORY

Behind every brand there is a heartbeat and reason for existing. We narrate this story and create rapport with the brand.



IMPLEMENT IN ALL FACETS

A story is only as good as it is told and that is our intent in all marketing efforts.



CREATE CONSISTENCY

From websites to social media and everywhere in between, consistency is key when building a brand's message.



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SOCIAL MEDIA MANAGEMENT

Social media has quickly become one of the most important opportunities to market businesses. We take the lead to give you more time to focus on what you do best, run your business. By using compelling photo and video content, we strive to grow your business by reaching your customers at their fingertips.



STRATEGY

With ever-changing algorithms and best-practice strategies, we follow researched and proven methods to maximize engagement with organic content.

EXECUTION

We work with each brand to curate the most engaging photo and video content while making sure it reaches the right customer with the right message at the right time.

INTERACTING WITH YOUR AUDIENCE

Social media is just that, social. We interact with your audience to engage them as if they were talking to the brand in-person.

REPORTING

Because social media is an ever-changing world, we monitor and report on each platform's performance monthly to achieve the maximum engagement.



JF

SOCIAL MEDIA ADVERTISING

Meet demand where it exists by igniting your social media efforts with paid social media ads. We work to identify your target audience by building custom and look-a-like audiences, optimize tracking and manage all paid social media advertising by creating and executing each campaign.



CREATE THE AUDIENCE

Data is one of the most important tools a marketer can use when running social media ads. We work with each brand to identify their target audience.



CREATE THE ADS

From writing copy to A-B testing creative elements, we are committed to building ads that resonate with the brand's customers.



OPTIMIZE THE ADS

Now that the ads are created and running the real work begins. We continuously track and optimize ads to achieve the best results in the most efficient way.



REPORTING

Each month we will prepare and distribute a comprehensive report that details all KPIs for each campaign.



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DIGITAL ADVERTISING

SEM, CPM, CTR it all sounds overwhelming. At JF Media+Marketing, we break it down for you and explain the correct techniques to reach your maximum potential by utilizing Google Ad platforms.



CREATE AUDIENCE

Much like social media ads, we go back to the data for more mining, filtering, identifying and targeting.



CREATE THE ADS

By identifying the brand's advertising objective we build a robust campaign using all available tools in the Google suite.



OPTIMIZE THE ADS

Optimizing ads is where the real work begins with daily monitoring of performance, filtering through Google recommendations and analyzing conversion tracking.



REPORTING

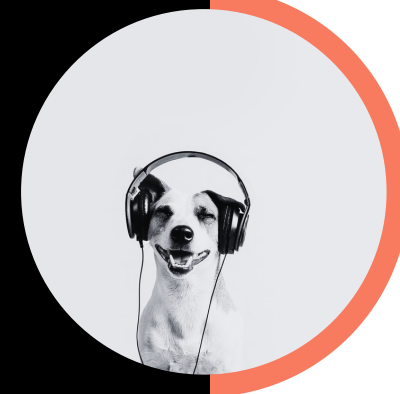
Each month we will prepare and distribute a comprehensive report that details all KPIs for each campaign.



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TRADITIONAL ADVERTISING

With more than 13 years of experience in local and national media buying and placement, we offer effective plans with various options for TV, radio, OTT (over-the-top, OOH (out-of-home) and more.



IDENTIFY AUDIENCE

We begin identifying each audience segment and where they can effectively be reached through traditional mediums.



ANALYZE THE OPTIONS

By utilizing universal measuring across multi-channel campaigns from digital to traditional media, we choose the best options for the wholistic marketing strategy.



PLACE THE BUY

From there, we place media based on our analysis of all options and in the most prime locations to achieve the best reach and frequency possible.



ADDED VALUE

A little-known secret to seasoned media buyers is the ability to leverage added value. Giveaways, trade, etc. can extend a brand's campaign for no additional cost.





COMMUNICATION SERVICES

There is an art to getting your story and brand recognized. After working for 15 years on the receiving end of non-stop PR pitches in the news industry, we know what it takes to gain media attention. We not only create compelling and media grabbing content, but we also manage each brand's reputation.



PUBLIC RELATIONS



PRESS EVENTS



CRISIS MANAGEMENT



MEDIA COACHING





PUBLIC RELATIONS

At JF Media+Marketing, we understand the importance of effective public relations in today's competitive tumultuous landscape. With our strategic approach, proven techniques and unparalleled experience, we can help you create a positive and lasting impression.



MEDIA RELATIONS

Through years of experience, we have established relationships with journalists and media outlets that allows us to foster a positive connection with each brand.



EARNED MEDIA

We work to receive exposure and coverage through unpaid, third-party sources such as media outlets, journalists, bloggers, influencers, or social media users.



REPUTATION MANAGEMENT

Shaping and influencing the public perception of an individual, brand, or organization through monitoring, assessing, and actively managing consumer relationships.



COMMUNITY CONNECTIONS

engaging with community members, organizations, and stakeholders to address their needs, concerns, and expectations.



PRESS EVENTS

On certain occasions, a press event can be a useful tool to get a brand's message boosted in a short-period of time. At JF Media+Marketing we create specifically tailored events to the media that aim to generate media coverage and shape public perception.



MEDIA ATTENDANCE

Inviting and encouraging participation from journalists, reporters, editors, and other media professionals from relevant media outlets.



INFORMATION SHARING

Create opportunities for organizations to present information in a controlled and structured manner.



MEDIA KITS

Distributing detailed information, background materials, product specifications, images, and any other relevant content that journalists may need to cover the event.



Q&A

An interactive exchange, allowing journalists to seek clarifications or gather additional information.

CRISIS MANAGEMENT

When unexpected challenges arise, having a well-prepared crisis communication strategy is vital. Our experts can help you navigate difficult situations, providing timely and effective communication to protect your brand's integrity.



RISK ASSESSMENT

When a crisis occurs, the first step we take is to assess all risks to create the proper response.



COMMUNICATION PLAN

Once risk is assessed, we then build a communication plan that is concise and most importantly consistent amongst all those representing the brand.



RAPID RESPONSE

During times of crisis, time is of the essence. We execute our communication plan swiftly to prevent any further negative momentum.



DIFFUSE THE SITUATION

Once the communication plan is executed, we work to diffuse the situation through alleviating negativity through media and owned channels of communication.

JF

MEDIA COACHING

At JF Media+Marketing, we lean on our vast experience to offer media coaching which allows for guidance, preparation, and practice to effectively communicate and interact with the media. It aims to equip individuals with the necessary skills and confidence to deliver key messages, handle interviews, and navigate media interactions in a polished and strategic manner.



MESSAGE DEVELOPMENT

Media coaching involves crafting clear and concise key messages that align with the organization's objectives and values.



INTERVIEW TECHNIQUES

We provide techniques and strategies to excel during media interviews through preparation, managing nerves, maintaining composure and staying on message.



NON-VERBAL COMMUNICATION

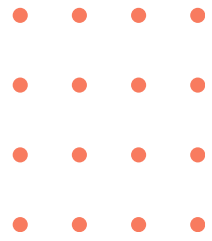
Individuals are trained to project confidence, establish rapport with the interviewer and effectively convey their message through non-verbal cues.



MOCK INTERVIEWS

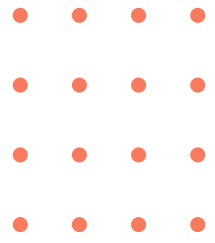
Simulated interview scenarios which provides an opportunity to refine messaging, delivery and response techniques.





OUR WORK





THANK YOU +CONTACT INFORMATION

Thank you for your interest in JF Media+Marketing.
We look forward to the potential of working with
you and your business.



JEREMY FLYNN

501.413.1174
JEREMY@JFMEDIAANDMARKETING.COM
JFMEDIAANDMARKETING.COM

