

The logo for Ellipsis LLC is centered on a dark blue background. It features the word "ellipsis" in a white, lowercase, sans-serif font, with "LLC" in a smaller, uppercase, sans-serif font directly below it. The text is enclosed within a white, stylized elliptical shape that resembles a double-headed arrow or a pair of curved lines. To the right of the text is a blue, stylized icon consisting of several overlapping, curved lines that form a shape reminiscent of a double-headed arrow or a stylized 'V' shape. The entire logo is set against a large, light blue diamond shape that is part of a series of overlapping, semi-transparent diamond shapes that create a sense of depth and perspective, receding into the background.

ellipsis
LLC

ExV Agency
Metrics Report

March – June 2020



ExV Agency Initiatives

The ExV Agency has seen a 30% increase in audience reach and network engagement since March 2020

THE POWER OF COLLABORATION

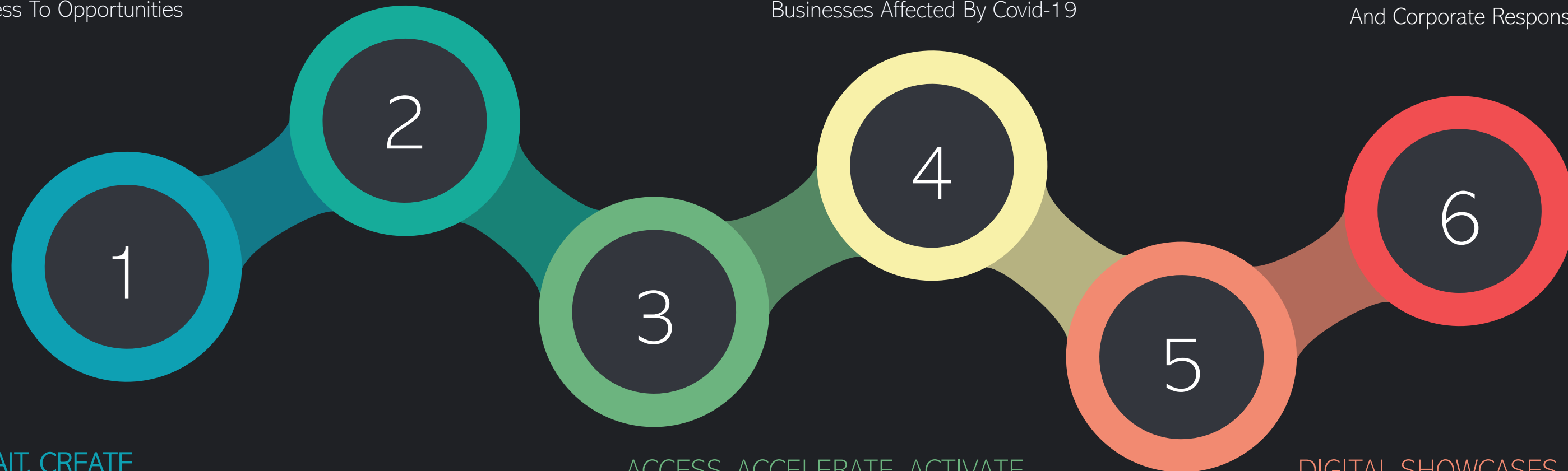
Creating Strategic Partnerships To Create Greater Access To Opportunities

NEW YORK SEEN

Visibility Initiative To Help NYC Businesses Affected By Covid-19

WOMEN BUILDING WOMEN

Our Non-Profit Focuses On Social Impact And Corporate Responsibility Initiatives



DON'T WAIT, CREATE

Marketing Strategies Aimed At Keeping Businesses Creative And Growing

ACCESS, ACCELERATE, ACTIVATE

A 30-day Marketing Campaign Focused On Boosting New Business Leads

DIGITAL SHOWCASES

Our Digital Showcases Helps Our Clients Pivot To Digital Fundraising/Engagement



Average Monthly Engagement

OVERVIEW

Visibility and strong marketing campaigns have been a game-changer for our clients during the pandemic. Our curated digital event showcases has redefined how businesses and non-profits are reaching fundraising goals and engaging with clients during COVID-19

ENGAGED NETWORK

Our diverse and international network is comprised of C-Suite Executives, Fortune 500 Companies and Small and Large Business Owners

VIMEO VIDEO CONTENT ENGAGEMENT

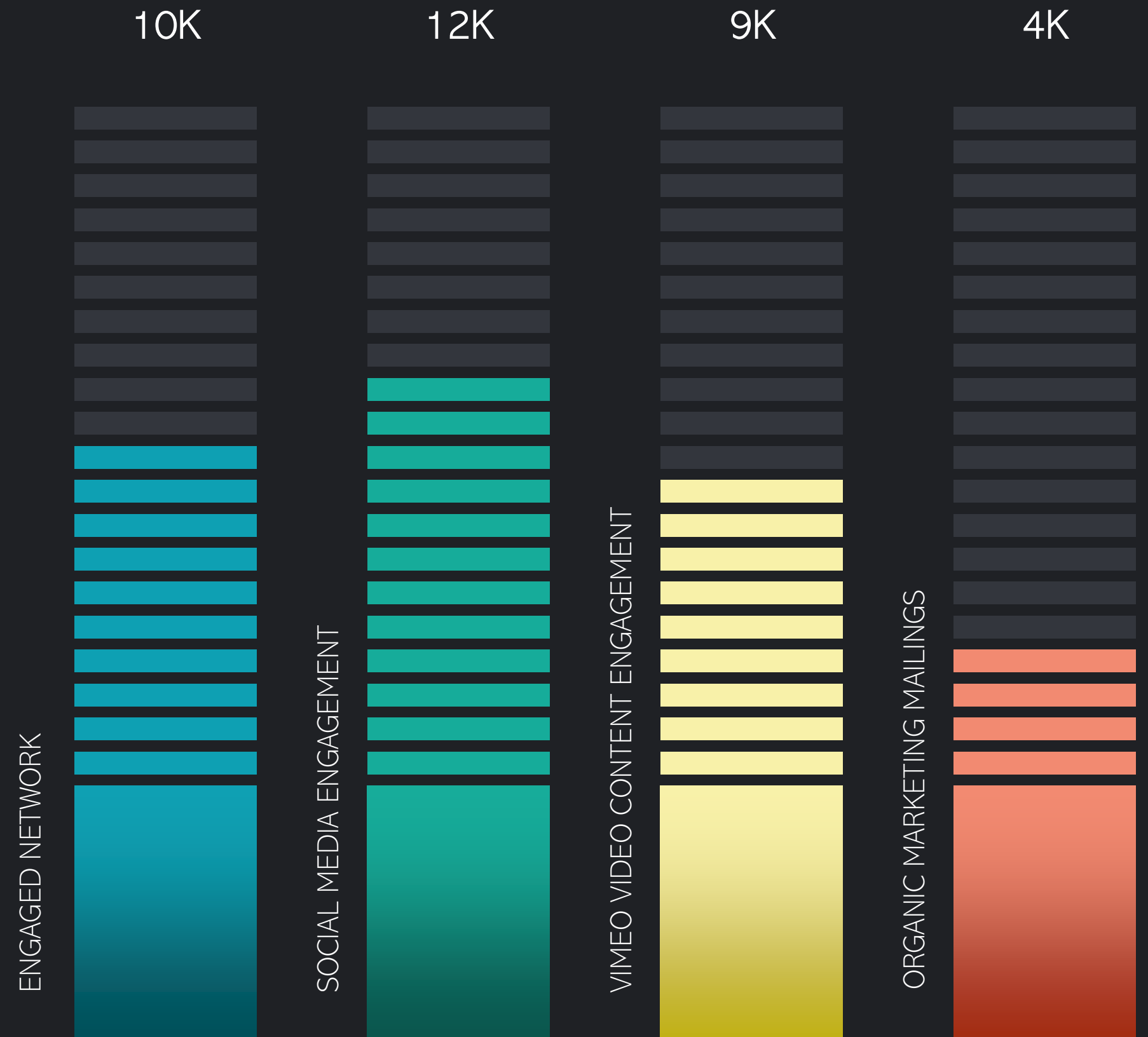
The ExV Agency creates unique content for each client. We do not believe in a one-size-fits-all approach. Our content is never lost in a sea of Zoom Meetings

SOCIAL MEDIA ENGAGEMENT

ExV Agency carefully curates messaging to attract new audiences to your posts by using innovative storytelling and compelling and dynamic visuals

ORGANIC MARKETING MAILINGS

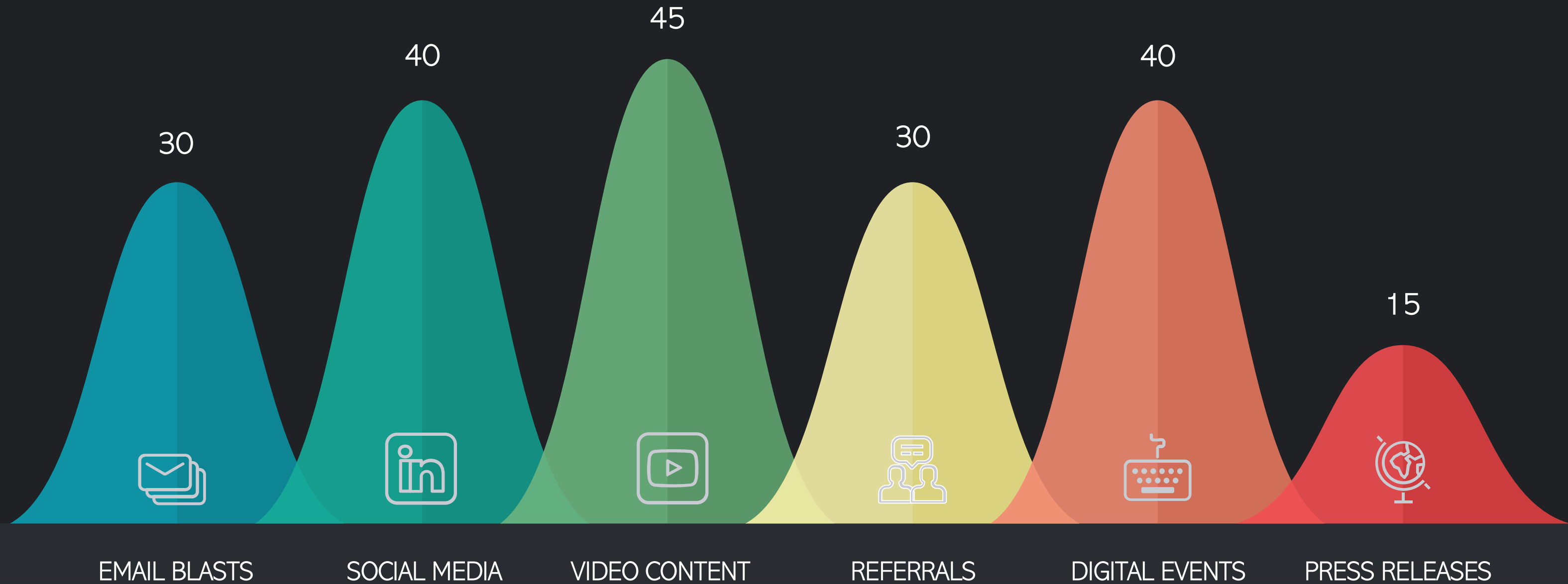
We create branded marketing content with announcements about initiatives or reopenings aimed at drawing clients and potential clients to your business





Average Monthly Leads

We've Grown Our Clients' Reach Every Month Since March 2020



- ExV Agency's short-term marketing strategies focus on 4-8 week campaigns to highlight key initiatives and grow our clients' networks organically
- Even during the pandemic, our visual "touch-points" of social media content, video content, press releases and email blasts, etc. have uncovered more than 200 potential, new leads for our clients during their collaboration with our agency



Case Study June 2020

The Wendy Hilliard Gymnastics Foundation ("WHGF") Digital Showcase:
Fundraising Goal - \$20K

WEEK 1

ExV Agency creates outline for digital event showcase, potential keynote speakers, ad and social media campaign and announcements

WEEK 2

ExV Agency aligns with strategic partners and equips the WHGF with the marketing tools to solicit interest, donations, participants and partnerships through mailings, social media, etc.



LIVE DIGITAL SHOWCASE REVIEW:

"Dear Karen and Frank,

Now that was a wild ride for me. You two are quite a team - and boy you get things done! It was a wonderful experience for all - folks had such a good time - and the donations keep coming in--

Thank you again,

Wendy Hilliard"

WEEK 3

All assets are sent to the ExV Agency video editing team to finalize video showcase, final video contributions are gathered from WHGF

WEEK 4

Release of digital showcase followed by a live ZOOM "dance party" with DJ, shout outs from celebrities and a celebration of the Foundation's work in the community



Book Your Consultation Today

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