



**Portfolio + More Info**



# Hello!

We are excited about the opportunity to work with you!

On the following pages you'll find information about the services we offer as well as descriptions of deliverables, project timelines and examples of our work.

Please let us know if you have any questions!

*Thanks!*

*Kerri Gaither*

**Kerri Gaither, M.A.**

Owner & Chief Traffic Controller

[Kerri@BambooMarketing.net](mailto:Kerri@BambooMarketing.net)



# Quick Links to Things

Navigate with the links below to learn more about the services we provide:

[Social Media Management Examples](#)

[Blogging](#)

[Web Design](#)

[Graphic Design](#)

[How it Works](#)

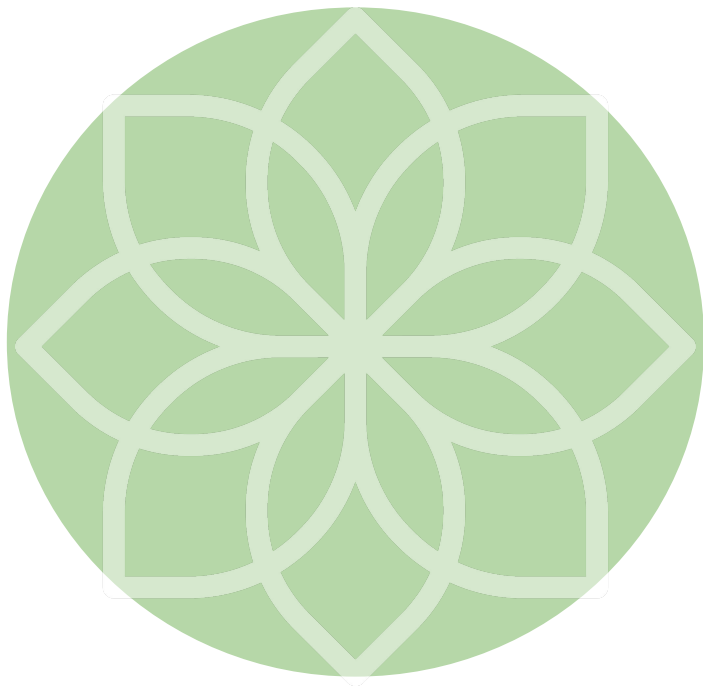
BAMBOO MARKETING

# All the things we do...

Social Media Management, Design, + more



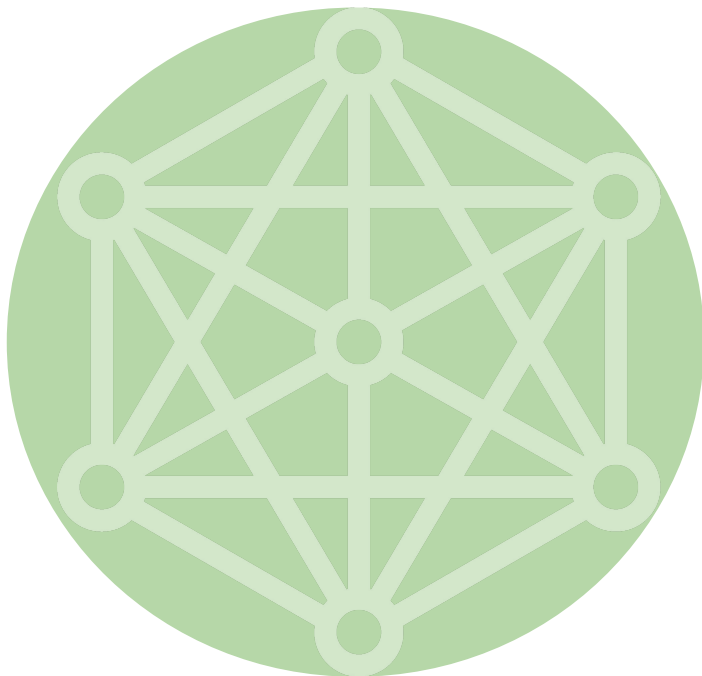




## Your brand, your way.

We understand and appreciate the importance of representing your brand to clients. And also tapping into their own brands in all content. We pride ourselves on matching your style, colors, tone, fonts, and imagery to create a seamless and engaging presentation of your brand to customers.

The following are examples of branded content social media we've created for clients in the past that have gotten them wonderful results.



# Covering all industries.

With 7+ years' experience, we've touched upon nearly every industry. [Click the link below to see examples from a specific industry in our example slides:](#)

[Beauty](#)

[Wedding](#)

[Fashion](#)

[Real Estate](#)

[Blogging / Consultant](#)

[eCommerce](#)

[Travel](#)

[Technology](#)

[Legal](#)

[Healthcare](#)

[Medical](#)

[HR](#)

[eCommerce -Food](#)

[NeuroBehavioral Sciences](#)

...and more! Please ask if there is another example industry you'd like to see.



# Helping you grow...

Click the link below to see examples from  
a specific platform in our example slides:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[LinkedIn](#)

[Pinterest](#)

[Google My Business](#)

# Engaged Feeds = Buying Customers

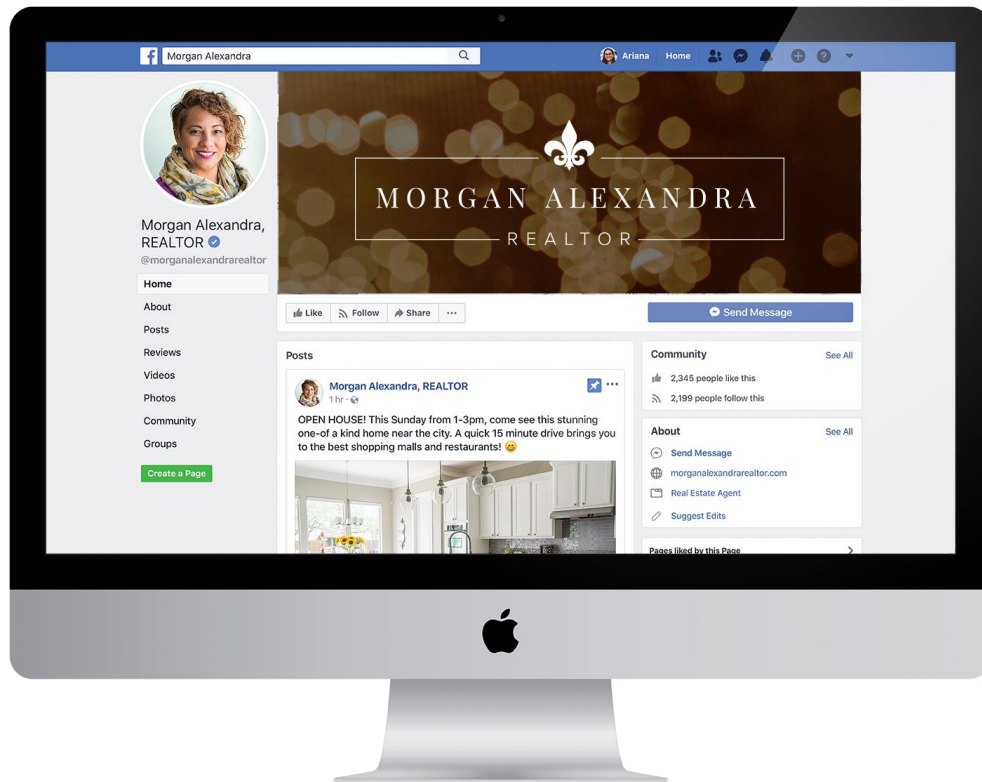
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Bamboo Marketing understands the correlation between an engaged audience and conversion rates. We use our industry knowledge and insights to get the high levels of engagement across all channels, ultimately resulting in a trusting and purchase-ready audience.



# Fresh and poppin'.

We optimize your social profiles to make sure they represent your brands voice and style in a fresh and fun way!





# Content Types

## Post Types:

- **Curated posts** - interesting/engaging/educational industry-related content (non-competitive)
- **Branded posts** - custom graphics and branded images.
- **Company Generated Content** - Pics/videos of products/services.
- **Web Content** - Blogs & Promo content inspired from the website.
- **Etc.** - We continuously brainstorm and perform research of trending industry topics and hashtags to keep content on trend.

# Social Media Execution Strategy

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## **Social Media Goals:**

We will work with you to identify goals and ensure that the social strategy is set up to meet these goals. Typical monthly goals include:

- Brand trust and awareness
- Brand Story Sharing
- Social Proof
- Word of Mouth Marketing
- Additional goals may be:

- Web traffic
- Promotion of specials, deals or discounts
- Email lead capture
- Event promotions and/or sign ups
- Etc.

## **Hashtag Research:**

Each month we research to fully optimize all written and digitally posted content to ensure that it is trending with current social topics and conversations.

# Social Media Execution Strategy

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## **Social Content:**

For all content, we utilize the 80/20 rule of social media marketing which ensures that 80% of all content is engaging and shareable (to grow followers and counter-balance the social networking algorithms that reduce views).

The other 20% of the content will be custom, branded promotional content and provide links directly to your website, products, services, specials, deals, discounts, etc.

## **ADD ON: Follower Growth**

Follower Growth is achieved through both Ads and Manual User Engagement. Manual User Engagement includes: Following/Unfollowing target profiles (to keep follower ratio steady) Liking, Commenting and engaging in other ways to grow followers month over month.



# Social Media Content Details

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## FACEBOOK

### **Content:**

- Fun, engaging, shareable industry-related content (80%)
- Royalty-free images
- Shortened links
- Promotional posts with CTA's and links (20%)

### ***When Appropriate:***

- Re-posting appropriate posts from non-competitive sources
- Tagging non-competitive B2B and/or influencer pages
- Tracking ideal target audience through hashtags

### **ADD ON: Facebook Follower Growth Strategies:**

- Ad Management for Likes to the Page Ads
- Boosted Posts for Engagement with new Audiences
- Manually inviting new audiences to like the page from boosted posts

# Social Media Content Details

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## INSTAGRAM

### **Content:**

- Fun, engaging content
- Royalty-free images
- Trending hashtags

### **ADD ON: Instagram Follower Growth Strategies:**

- Following ideal followers
- Unfollowing accounts that don't follow back (to keep follower ratio balanced)
- Tracking ideal target audience through hashtags
- Tracking and following ideal target audience through competitor's audiences and lists
- Favoriting ideal content

# Social Media Content Details

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## TWITTER

### **Content:**

- Fun, engaging content
- Royalty-free images
- Shortened links
- Trending hashtags
- Promotional links
- Re-tweeting appropriate tweets from non-competitive sources

### **ADD ON: Twitter Follower Growth Strategies:**

- Following ideal followers
- Unfollowing accounts that don't follow back (to keep follower ratio balanced)
- Tracking ideal target audience through hashtags
- Tracking and following ideal target audience through competitor's audiences and lists
- Favoriting and retweeting ideal content

# Social Media Content Details, *continued*

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## **LINKEDIN COMPANY PAGE:**

LinkedIn Company Pages are ideal to show your expertise to potential B2B prospects. In this case, there may be other inspirational brands that we can partner with to run some co-branded advertising initiatives or campaigns together.

### **Content:**

- Fun, engaging, sharable content
- Royalty-free images
- Trending Hashtags

## **LINKEDIN PERSONAL PROFILE:**

Personal Profiles are ideal to help grow B2B relationships.

### **Content:**

- Fun, engaging, sharable content
- Royalty-free images
- Trending Hashtags

# Facebook Ads

---

Facebook is still one of the best ways to find and be found by your ideal customers. Let us help create content that will get the conversation started about your brand on Facebook.

BAMBOO MARKETING SOLUTIONS

[bamboomarketing.net](http://bamboomarketing.net)

# Facebook Ads

## Ad Goals:

To increase sales and ROI

To create a new audience to drive traffic to the site and or products/services or landing pages

Helping to optimize landing pages

Retargeting those who visit the website

## Optimizations:

We perform A/B split tests to find which are best received by the target audience. We optimize ads for the lowest CPC/CPM, depending on the ad design. We help design landing pages to best coordinate with the ads and lead to the highest conversions.

## Budget:

Budgets for specific ads to be discussed.

## Facebook Ad Management Fees:

### Ad Budget:

\$1,000 - 2,999

\$3,000 - 6,000

\$6,000-\$10,000

### Monthly Management Fee:

\$800/mo.

\$900/mo.

\$1,000/mo.

# Facebook Ads

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## Monthly Deliverables:

### **Consultations:**

We will consult and brainstorm with you to come up with the ideal ads to create and audiences to target.

### **Research:**

We will research competitors in this space and utilize best practices from our own experiences.

Creative Development & Optimization: We will create graphics, write the copy and write the copy and create strategic split tests.

### **Monitoring:**

We continuously monitor ads and make changes to the targeting based upon the data collected.

### **Reporting:**

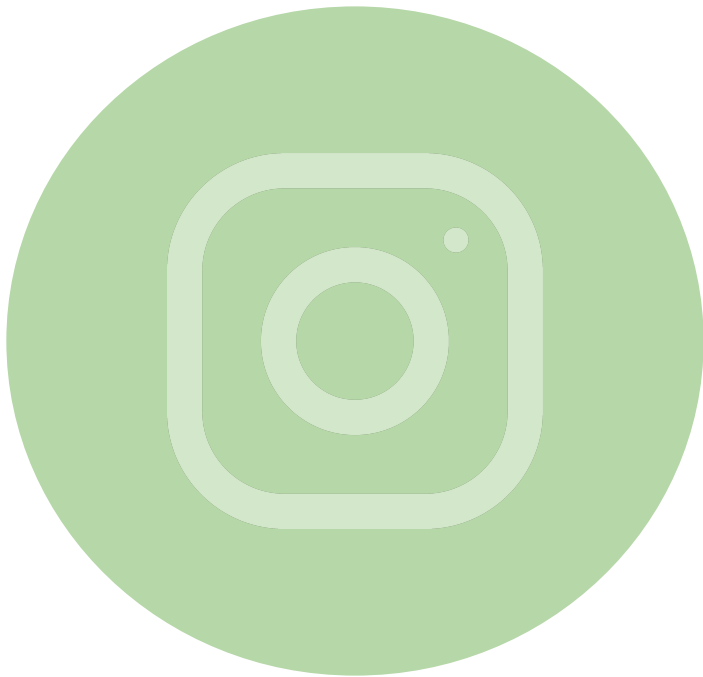
We'll provide regular updates and reports on the ads and work together to continue to optimize based on the returns

# Examples of Our Work

[Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#), + [Pinterest](#)



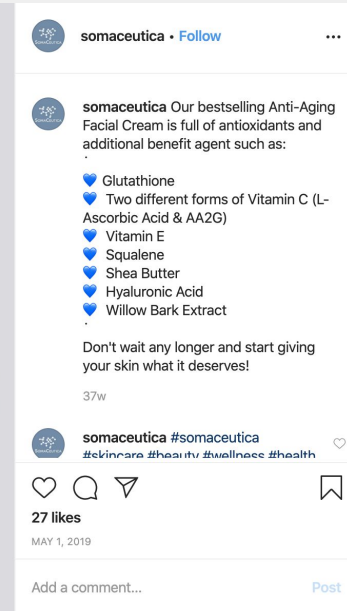
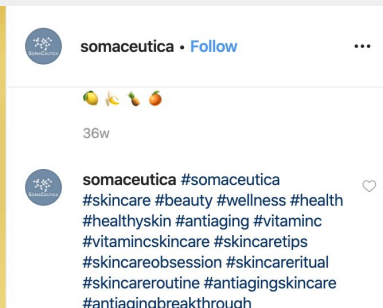




# Instagram

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Here we create the right tone, the right style and add the right hashtags so that your brand shines and is found (and loved!) by your target demographic.



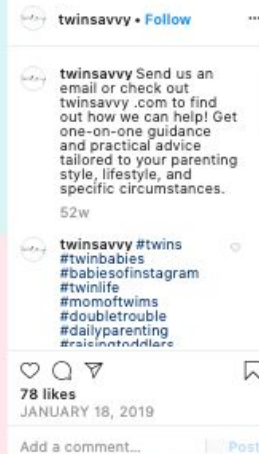
**MOTHERHOOD IS  
PERFECT FOR PEOPLE  
WHO NEVER WANT  
TO EAT A WHOLE  
SANDWICH BY  
THEMSELVES AGAIN.**

TwinSavvy



**Got Twins?**

TwinSavvy



“Be cheerful —  
the problems that  
worry us most  
are those that  
never arrive.”

— Benjamin Franklin

cheerful spirit  
CREATIONS

“The most certain  
sign of wisdom  
is cheerfulness.”

— Michel de Montaigne

cheerful spirit  
CREATIONS



cheerfulspiritcr • Follow ...

#handmadexmas  
#handmadexmas  
#winebottle  
#christmaswine  
#winebottledcor  
#christmastimeishere  
#winelover #winetime  
#christmasspirit  
#etsygifts  
#handmadegifts  
#handmadecor  
#christmasdecor  
#christmasobsessed  
#holidayobsessed  
#tistheseason  
#etsychristmas #wine  
#christmasgift #winetime  
#winelover  
#christmastime  
#hotcocoa  
#warmandcozy  
#holidaydecor



44 likes

NOVEMBER 26, 2019





# Facebook

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Facebook is still one of the best ways to find and be found by your ideal customers. Let us help create content that will get the conversation started about your brand on Facebook.







**Fan C Designs**

Published by Social Connector [?] · January 8 at 3:33 PM · 🌐

The process of selecting a song for the first dance can be a little stressful when planning a wedding, so check out these tips to help you choose the perfect love song that should actually make your guests' hearts flutter 🎵💍



WEDDINGWIRE.COM

### How to Choose a Non-Cliché, Totally Unique First Dance Song

Let us help you take some of the stress out of figuring out how to choose a...



**Fan C Designs**

Published by Social Connector [?] · January 18 at 4:11 PM · 🌐

Thinking about doing your own makeup for your wedding day? Here are some great tips! 💡



ELLE.COM

### Everything You Need To Know About Doing Your Own Wedding Make-Up



**Threads & Trends Boutique**

Published by Kelly Bennett [?] · November 10, 2017 · 🌐

Just in! Winter White Quilted Utility Winter Jacket. Right on trend. Available in Sm, Med, Lrg.

\$59 plus Free Shipping when purchased on Facebook. Leave a comment.

Or go to [poshmark.com/closet/kmb42](https://poshmark.com/closet/kmb42)



...



Threads & Trends

Very pretty  
and  
comfortable!



Threads & Trends

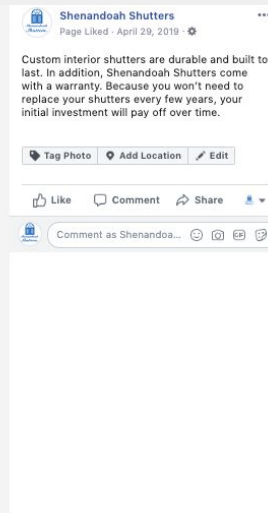






*Shenandoah  
Shutters™*  
The Most Beautiful Name In Plantation Shutters

**WE PROVIDE A 100-YEAR  
LIMITED WARRANTY  
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ON EACH SHUTTER  
AND A 25-YEAR WARRANTY  
ON THE FINISH!**



**WE'RE CONTENT TO BUILD  
OUR REPUTATION  
ONE SATISFIED CUSTOMER  
AT A TIME.**

*Shenandoah  
Shutters™*

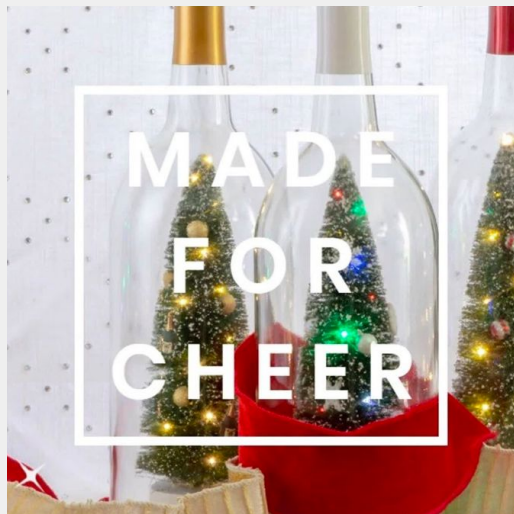




“Gifts of time and love  
are surely the basic  
ingredients of a truly  
Merry Christmas.”

–Peg Bracken

cheerful spirit  
CREATIONS



"One cannot  
think well,  
love well and  
sleep well  
if one has not  
dined well."

- Virginia Woolf



"When baking, follow directions.  
When cooking, go by your own  
taste."

- Laiko Bahrs



"People  
who love to  
eat are  
always the  
best people."

- Julia Child



**SPICELY ORGANICS  
CLUB SIZE IS NOW**

Available at  
**Walmart.com**





**Morgan Alexandra, REALTOR** Yesterday at 08:24

On our team we value integrity, passion, and knowledge. That's why every team member takes continuing education courses provided by our stunning broker, to offer you the best service possible!



11 Likes · 6 Comments · 3 Shares

Like Comment Share

Most relevant ▾

Write a comment...


**John Ardisonn** I'm excited for next week's class! 4 Likes · Reply · 3 hr

4 Replies · 41 mins

View more comments

**Morgan Alexandra, REALTOR** Yesterday at 14:12

Biltmore Estate is a French Renaissance Revival-style mansion, it was built for George Washington Vanderbilt II between 1889 and 1895, and has 35 bedrooms, 45 bathrooms, and 65 fireplaces.



BILTMORE.COM

Visit the Biltmore Estate and enjoy a self-guided tour through this Historic property.

21 Likes · 25 Comments · 10 Shares

Like Comment Share

Most relevant ▾

Write a comment...

**Danny Gaither** I've been here! It was so awesome! 3 Likes · Reply · 1w

**Morgan Alexandra, REALTOR** Yesterday at 08:24

After 3 years of being recognized as an Honorable Mention for best Real Estate Team in the County, we have been awarded the TOP Real Estate Team for 2019! Thanks to everyone who voted for us!



23 Likes · 11 Comments · 8 Shares

Like Comment Share

Most relevant ▾

Write a comment...

**Sara Wynne** I can't like this enough, hahah! 2 Likes · Reply · 1 hr

2 Replies · 12 mins

View more comments



NeuroBehavioral Associates

Published by Social Connector [?] · January 11 at 4:08 PM ·

Children with ADHD often need a creative outlet, but art projects for kids can make a mess. No matter how messy things get, saying no to craft ideas is not the solution.



QOO.LY

**She's Crafty: Teaching a Creative Kid with ADHD to Clean Up**

The fact of the matter is that a creative ADHD mind needs an outlet....



NeuroBehavioral Associates

Published by Social Connector [?] · January 6 at 2:38 PM ·

Routines are said to provide the all-important structure that children with ADHD need to thrive. But many of the kids are brimming with spontaneous imagination and creativity. Does too much structure stifle all that?



ADDITUEMAG.COM

**Is Your Morning Routine Killing Your ADHD Child's Creativity?**

# WHAT IS DYSLEXIA?



Over half of the UK population has a very limited understanding of dyslexia and think it's just about getting letters back to front.

## Dyslexia is about abilities being out of balance

While dyslexics may struggle with:



Organisational Skill



Planning and Prioritising



Time Keeping



Background Noise



They may be brilliant at:



Connecting Ideas



Out of the Box Thinking



3 Dimensional Thinking



Seeing the Big Picture



It is estimated that

**1 IN 10**

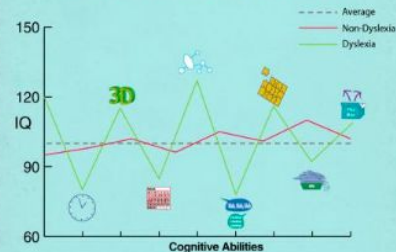
people have dyslexia

**Einstein was dyslexic**  
IQ = 160\*

\*estimated



## But Dyslexia is NOT tied to IQ



People who demonstrate dyslexia tendencies can have HIGH or LOW IQ the key difference is the spikes on the profile



20% believe dyslexics would do better if they just worked HARDER

**This is not True**

Unlock your hidden genius by compensating for your weak points and learning to play to your strengths



**ATC Medical**  
January 14, 2019 · 🌐

Shop the best selection of urological products such as catheters, leg bags, and accessories at ATC Medical.  
<http://qoo.ly/uqyfn>



**THE BEST SELECTION OF UROLOGICAL PRODUCTS & ACCESSORIES**


**ATC MEDICAL**  
AROUND THE CLOCK

**ATC Medical**  
December 31, 2018 · 🌐

The innovative CS7™ has already become the industry standard for long-term care beds. With an Auto Contour feature that simultaneously raises both the head and the knees, residents stay comfortably in place while being better positioned for reading, watching TV or talking to family members.  
Call us today for a SPECIAL PRICE!  
<http://qoo.ly/uemik>

**INVACARE CONTINUING CARE CARROLL CS7 BED**

CALL US TODAY FOR A SPECIAL PRICE!



**ATC MEDICAL**  
AROUND THE CLOCK

**ATC Medical**  
January 9, 2019 · 🌐

We love getting feedback from our customers! Here's what Kathryn had to say about <http://qoo.ly/ukqm4>

"Very convenient to shop there for what I was looking for. Fast delivery also. Thank you!!!"

- Kathryn  
Customer Review, 18 Dec 2018

**ATC MEDICAL**  
AROUND THE CLOCK

**Sequoia Products and Technology** 44 followers 2w •  [+ Follow](#) [...](#)

Companies offer a variety of perks to support employees' physical wellbeing. The most popular one, according to our 2019 report, is providing ergonomic equipment.

[#Workplace](#) [#CorporateWellness](#) [#Wellbeing](#) [#Perks](#)



**80% of companies** are offering **ergonomic equipment** to support the physical health of their employees

 **SEQUOIA**

**Sequoia Products and Technology** 44 followers 2w •  [+ Follow](#) [...](#)

LAST 2 DAYS! Don't miss out on partaking in this year's Employee Experience Benchmark Survey. The final full report is only delivered to participants who complete the survey. Take the survey now: <https://qoo.ly/33my9t>



**LAST 2 DAYS!**

Don't miss out on Sequoia's 2020 Employee Experience Survey

Receive the most comprehensive benchmark in the business!

**Sequoia Products and Technology** 44 followers 3w •  [+ Follow](#) [...](#)

Employers who submit ACA reporting must distribute Forms 1095-B or 1095-C (as applicable) to employees by March 2, 2020. Learn more: [...see more](#)



COMPLIANCE UPDATE

**Employer Deadline to Furnish Forms 1095-B/C to Employees Extended to March 2, 2020**

 **SEQUOIA**

**Sequoia Products and Technology** 44 followers 2w •  [+ Follow](#) [...](#)

Only 3 more days to fill out the Employee Benchmark Survey! Don't miss your chance to get valuable data on how people-first companies invest in their employee experience and the opportunity to win fantastic prizes! [...see more](#)

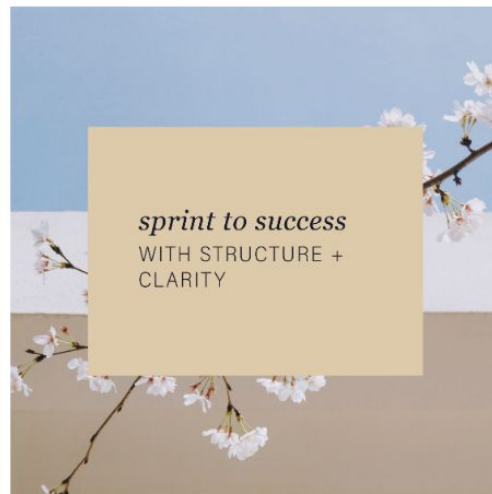
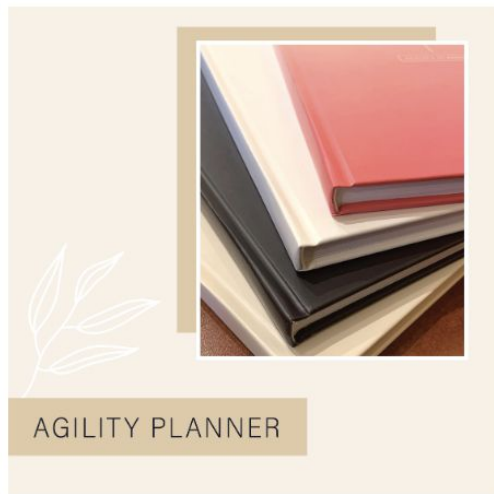
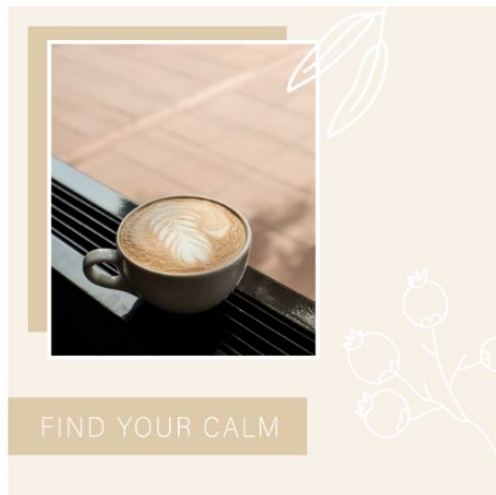


2015-2016 Employee Experience Benchmarking Report

2017-2018 Employee Experience Benchmarking Report

2019-2020 Employee Experience Benchmarking Report







4:32 PM 100%

morganalexandra

355 posts 2,048 followers 1,002 following

Follow

**Morgan Alexandra**  
REALTOR

REALTOR® with 12 years of residential experience based in beautiful Howard County, MD. Contact me today for all of your real estate needs!  
morganalexandrarealtor.com

The grid contains 12 images: 1. Biltmore Estate exterior with a text overlay. 2. Modern living room interior. 3. Blue Cape Cod house exterior. 4. Close-up of pink and white roses. 5. Kitchen interior with a window. 6. Outdoor garden area with a text overlay. 7. Deck with a table and chairs. 8. Kitchen island with stools. 9. Bathroom interior. 10. Kitchen with a refrigerator. 11. Kitchen with a sink and faucet. 12. Kitchen with a stove and oven.

2:12 PM 100%

Photo

morganalexandra

DID YOU KNOW THAT...?

**Biltmore Estate is the largest privately owned house in the USA, at 178,926 sqft of floor space (135,280 sqft of living area).**

48 likes

morganalexandra Biltmore Estate is the largest privately owned house in the USA, at 178,926 sqft of floor space (135,280 sqft of living area). It has 35 bedrooms, and 45 bathrooms! 😊

View all 12 comments

stephieflowers I went here last year! So pretty.

bonnie23gal I could fit so many dogs haha!

1 DAY AGO

morganalexandra

MORGAN A. coming SOON REALTOR

84 likes

morganalexandra This beautiful blue Cape Cod is the perfect place to create new memories. Whether on the beatiful front porch, or on the manicured backyard lawn, welcome home! 😊

View all 12 comments

14winterlily I can see us on that porch @aggie22

mason154 I love this neighborhood

2 DAYS AGO



# Twitter

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We get your brand into the global conversation with meaningful and trending hashtags, shortened links, and relevant RTs (re-tweets) to elevate your reach.



**BabyDuck**  
@babyduckshampoo

#BabyDuck gently cleans your little one's hair and body without stripping away natural oils. Created by a mom of little ones with sensitive skin, we know the importance of skin care!



2:04 PM · Sep 11, 2019 · [Twitter Web App](#)

33 Retweets 97 Likes



**BabyDuck**  
Shampoo



Following

**BabyDuck**  
@babyduckshampoo

Joined October 2013

2,357 Following 18,334 Followers

Tweets

Tweets & replies

Media

Likes

★ Pinned Tweet



**BabyDuck** @babyduckshampoo

Now through 10/2, #BabyDuck essentials are 50% off, both online & in store! <http://babyduckshampoo.com/products/>



28

112

243





**Aerospike** @aerospikedb · Jan 18

Developers: Understanding Aerospike Transactions. Learn how to implement transactional semantics in your applications using Aerospike from Neel Phadnis, Director, Developer Ecosystem [ow.ly/iGbb50xXFsm](https://ow.ly/iGbb50xXFsm) #transationalsemantics #Developer #Aerospike #NoSQL



**Aerospike** @aerospikedb · Jan 10

Learn how we outperform our competitors in our benchmarks. See our easily reproducible benchmarks methodology for your environment so you can be successful. [ow.ly/fMn950xREhH](https://ow.ly/fMn950xREhH) #Aerospike #Cassandra #Redis #Couchbase #DynamoDB #Benchmarks



**Aerospike** @aerospikedb · Jan 4

Packing for @NRFBigShow? Add our speaking session to your calendar! Our CSO and Ken Bakunas from @Wayfair will be presenting: Merging the online and in-store experience on 1/13 from 4-4:30pm at the Stage 3, Expo, Level 1. Visit us at Booth #959 #NRF2020 [ow.ly/vb9150xKcoD](https://ow.ly/vb9150xKcoD)



**Aerospike** @aerospikedb · Jan 6

Zero downtime upgrades in Aerospike have been made easier. Aerospike was designed to be 'always on'. Our resilience features are proven in production deployments, with customers able to report 100% uptime over periods of up to 8 years. [ow.ly/1Uov30q6XgZ](https://ow.ly/1Uov30q6XgZ) #DataModeling #NoSQL







**VentureHealth** @venture\_health · Jan 19

UPMC is seeing success in a two-year-old remote patient monitoring program for new mothers with hypertension. [qoo.ly/33xc83](https://qoo.ly/33xc83)  
#Telemedicine #Telehealth



UPMC Uses Telehealth to Help New Moms Dealing With Hypertensi...

Two years after launching a remote patient monitoring program for new mothers dealing with hypertension, UPMC is looking at lesson...  
[qoo.ly](https://qoo.ly)



**VentureHealth** @venture\_health · Jan 18

Brain scans have revealed for the first time how people with schizophrenia have reduced levels of a key protein which helps brain cells to communicate. [qoo.ly/33wwij](https://qoo.ly/33wwij) #Healthcare #Medtech



New imaging method reveals lack of key brain protein in schizophr...

A team of UK researchers has, for the first time in living human brains, demonstrated how the cognitive dysfunction seen in ...  
[newatlas.com](https://newatlas.com)



**VentureHealth** @venture\_health · Jan 17

Neuroimaging may become a key tool in the diagnosis of mental health disorders, including anxiety and depression. [qoo.ly/33wen9](https://qoo.ly/33wen9) #Medtech #Innovation



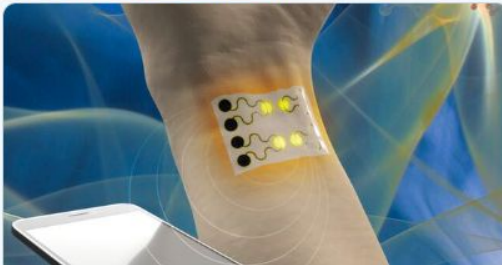
Brain imaging may improve diagnosis and treatment of mental heal...

Neuroimaging may become a key tool in the diagnosis of mental health disorders, including anxiety and depression.  
[neurosciencenews.com](https://neurosciencenews.com)



**VentureHealth** @venture\_health · Jan 18

A highly sensitive, wearable gas sensor for environmental and human health monitoring may soon become available for everybody, according to researchers at Penn State and Northeastern University. [qoo.ly/33wt6n](https://qoo.ly/33wt6n) #Wearable #Technology



A wearable gas sensor for health and environmental monitoring

The sensor device is an improvement on existing wearable sensors because it uses a self-heating mechanism that enhances sensitivit...  
[qoo.ly](https://qoo.ly)



# LinkedIn

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LinkedIn is an ideal place to find employees, garnish your businesses reputation and engage with B2B opportunities. Here, we create content that will help you find and create relationships with other businesses that supports your own.


**Florida Pain Relief Centers**

417 followers

1d • 🌐

Florida Pain Relief Centers is excited to share our new e-book "The Ultimate Guide to Back Pain and a Road Map to Relief" with you! Here, you'll find helpful information about back pain — including causes, symptom ...see more


**Florida Pain Relief Centers**

417 followers

1mo • 🌐

The Marine Toys for Tots' mission is to collect and distribute toys to millions of less fortunate children during the holidays. Florida Pain Relief Centers is excited to contribute this year to such a great program to ensure that many kids as possible have a joyous holiday season.


**Florida Pain Relief Centers**

417 followers

3w • 🌐

Our warmest wishes for a happy holiday season and a wonderful New Year! ✨  
From all of us at Florida Pain Relief Centers.


**Florida Pain Relief Centers**

417 followers

1mo • 🌐

Living with chronic pain shouldn't stop you from enjoying travel. Follow these helpful tips to make every trip pleasurable.



**Chronic Pain Keeping You Cooped Up? Get Out & Explore with our Helpful Travel Tips**

[news.yourpainreliefcenters.com](https://news.yourpainreliefcenters.com)

**Garcia-Zamor Intellectual Property Law, LLC**

GARCIA-ZAMOR

36 followers

4d • 🌐

We offer a wide range of Intellectual Property (IP) services across the Baltimore-Washington Metropolitan area. Visit our website to find out more about our Copyright, Trademark and Patent services. ...see more



**Garcia Zamor | Intellectual Property Attorney for patents and trademarks serving Columbia, Maryland and clients worldwide**

[garcia-zamor.com](http://garcia-zamor.com)

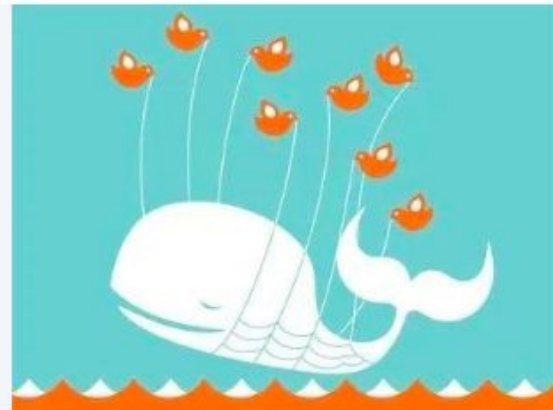
**Garcia-Zamor Intellectual Property Law, LLC**

GARCIA-ZAMOR

36 followers

1mo • 🌐

Twitter may be worth billions, but it still can't claim ownership over the word "tweet". The trademarks office rejected Twitter's application because of an earlier claim by a third-party developer. Twittad, a Twitter-based a ...see more







# Pinterest

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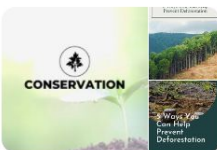
Pinterest is one of the most promising ways to promote your products, service, or brand. With an enormous and eagerly engaged audience, it just makes sense.



**All Pins**  
181 Pins 4w



**Golden Coast Burls**  
22 Pins 4w



**Conservation**  
12 Pins 4w



**Sustainable Living**  
12 Pins 14w



**Golden Coast**  
8 Pins 16w



**Coastal Inspiration**  
39 Pins 16w



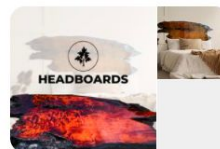
**Beautiful Interiors**  
34 Pins 16w



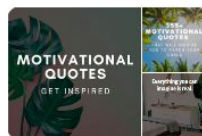
**Woodworking**  
5 Pins 16w



**Live Edge Tables**  
47 Pins 16w



**Headboards**  
2 Pins 16w



**Motivational...**  
1,274 Pins · 2 sections 34w



**Delicious &...**  
208 Pins 16w



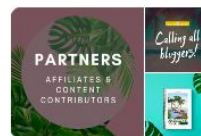
**DIY Goals | Life Hacks**  
247 Pins 30w



**Laugh it Up | Funny**  
91 Pins 2y



**Self Care & Mental...**  
410 Pins 34w



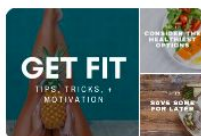
**Partners | Affiliates &...**  
24 Pins 1y



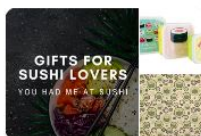
**Weight Loss Tips,...**  
308 Pins · 2 sections 34w



**Relationship Goals |...**  
183 Pins 1y



**Get Fit Tips, Tricks &...**  
111 Pins · 1 section 38w



**Great Gifts for Sushi...**  
70 Pins 2y



**Fun & Unique Gifts**  
666 Pins · 1 section 34w



**Coffee Love**  
73 Pins 6w



**Journaling...**  
43 Pins 2y



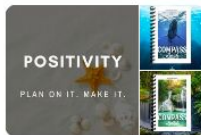
**Organization Product...**  
362 Pins 29w



**Business Goals |...**  
253 Pins 41w



**Goal Affirmations**  
136 Pins 30w



**Plan on Positivity**  
111 Pins 30w



**Organization | Tips,...**  
247 Pins 35w



**Kids & Family Fun**  
17 Pins 6w



**Friendship Quotes**  
17 Pins 2y



**Money Making & Savi...**  
66 Pins 1y



# Social Media Growth

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Numbers don't lie!

We not only keep your feeds rocking with beautiful, branded, and engaging content, but we also get some awesome, data-driven

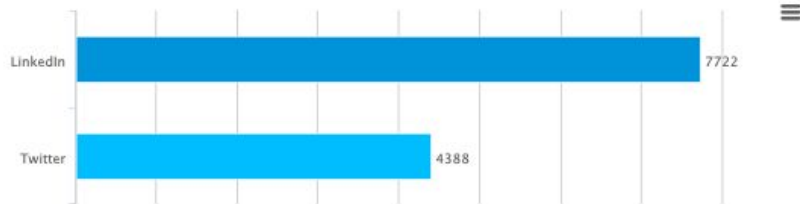
**RESULTS.**

# HR Company

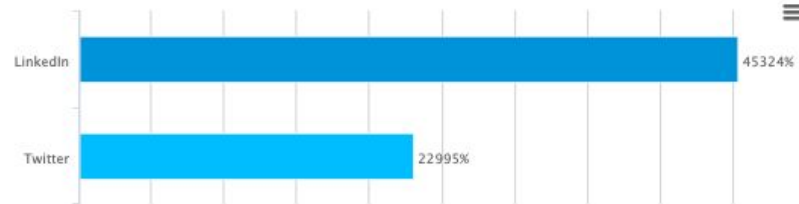
## Organic Follower & Engagement Growth

Timeframe: 12 Months

Engagement Totals



Engagement Change



LinkedIn accounted for the most engagement growth, with 7722 new actions, and had the biggest change in engagement of 45323.53%.

Total Posts By Network



Posts Per Day By Network

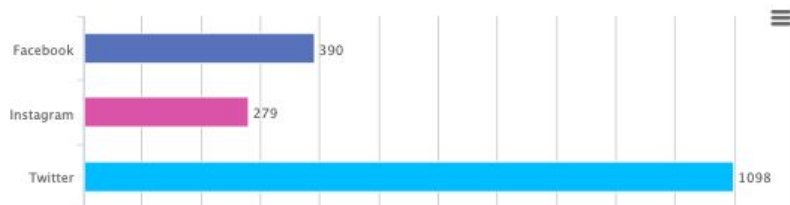


# eCommerce & Retail Organic Product

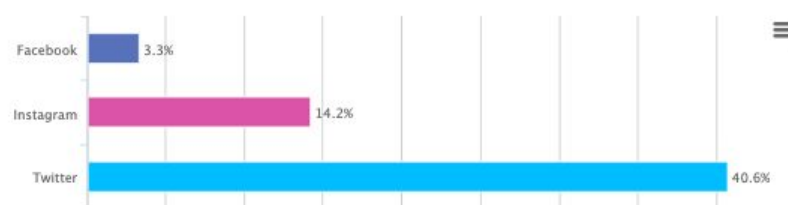
Organic Follower & Engagement Growth

*Timeframe: 12 Months*

Audience Growth Totals



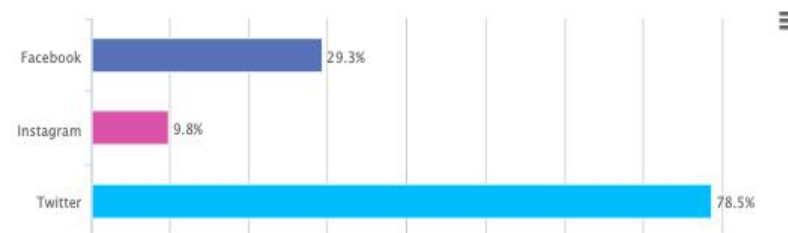
Audience Growth Rate



Engagement Totals



Engagement Change



# Blogger / Consultant

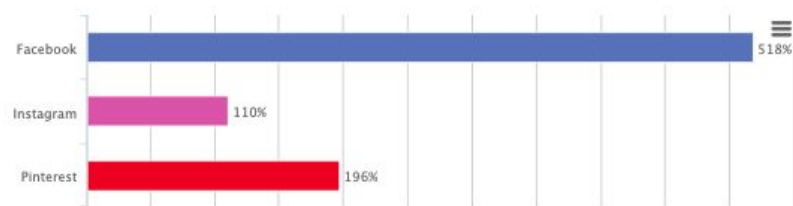
Organic Follower Growth & Engagement

*Timeframe: 12 Months*

Audience Growth Totals



Audience Growth Rate



Engagement Totals



Engagement Change



# Brick & Mortar Products & Services Business

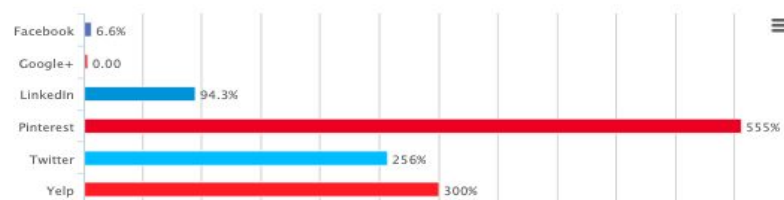
Organic Follower & Engagement Growth

*Timeframe: 12 Months*

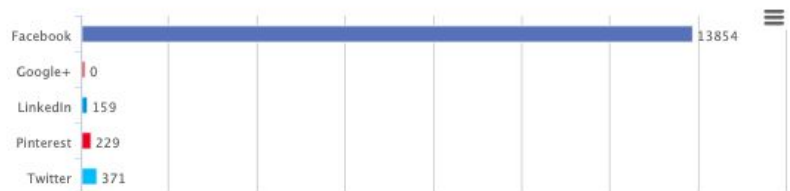
Audience Growth Totals



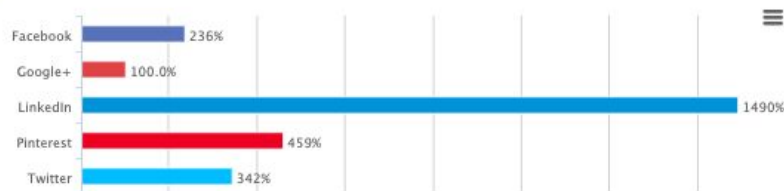
Audience Growth Rate



Engagement Totals



Engagement Change



# Wedding Gown Designer

Organic Follower Growth

*Timeframe: 12 Months*

## Audience Growth Totals



## Audience Growth Rate







# Blogging

---

Did you know, adding a blog to your website can increase its chances of ranking in search engines by

**434%?**

At Bamboo, we create custom SEO-driven blog content to add to your site and then push those blogs out as custom and unique social content on your social profiles. **Win, win!**

# Blogging

## Blogs are:

- 300-500+ words
- Copyscape Certified
- Include 1 Royalty-Free Image
- Provided to you for approval via Google Doc
- Posted to your site for you once approved

**Pricing: \$75/per blog**



# Blog Writing Examples

## Products & Services:

- [Shenandoah Shutters](#)
  - [SEO Location Pages](#)
  - [Blog](#)
- [Staff Relief, Inc.](#) – RN Staffing Solutions
- [The Best Gift Baskets](#)

## Wedding Industry:

- [FanCDesigns](#)

## Beauty & Lifestyle:

- [Sanseti](#)
- [Pure Source](#)

## Legal & Business:

- [Garcia Zamor Intellectual Properties Law, LLC](#)
- [TCA Accountants and Bookkeepers](#)

## Real Estate

- [VSells](#)

## Health & Wellness:

- [Great HealthWorks](#)
- [NeuroBehavioral Associates](#)
- [OmegaXL](#)



# Graphic Design

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**“Design is the silent ambassador of your brand.”**

–Paul Rand

We understand the importance of visually communicating with your audience and promoting your brand to them in a professional, seamless way.

# proofpoint.

## SOCIAL MEDIA PLAYBOOK

2019

03

### linkedin best practices ■■■

LinkedIn is a formal business environment, it lacks the elements of exposure of other Social Media platforms so it is important to encourage employee/influencer advocacy on this medium to broaden reach. Personal posts (and shares) go much further than company updates.

#### Top reasons not to post

77.3% don't share company social.

21.6% of employees share company social.

15.7% of employees share what content

Utilizing your company is the most successful way to reach the reach of positive online

3 in 4 employees

42% of employees about company

40% of users

02

### twitter times of day to post

According to a report by HubSpot<sup>2</sup>

**Wednesday** is the best day of the week to post on Twitter.

Also, the best hours of the day are:

**12 PM / 3 PM / 5 PM / 6 PM**

#### B2C POSTS:

Twitter users consumers are 181% more likely to be on Twitter during their commute.

#### B2C TWEETS:

Perform 17% better on weekends.

#### B2B TWEETS:

Perform 16% better during business hours.

2 Hubspot Report

#

### twitter summary

#### frequency

Aim for consistency, not frequency

#### quality

Aim for quality over quantity.

#### engage

like, Retweet, Connect and Comment when possible.

#### always Update

Change out Twitter Headers for upcoming events, announcements or just seasonally for a visual change.

## social media content goals

■ ■ ■

The goal of the social media content is to support the marketing program initiatives and exhibit the 'personality' of **proofpoint** through tone, branding and content choices.

*Please reference the **VOICE AND TONE PDF** when creating social media content.*

Content should always be inclusive, meaning we give credit and mentions and tags where they are due. This not only humbles the tone, but helps draw additional accounts and profiles into the mix, amplifying the messaging.

## promotional content

**Proofpoint Services** should be promoted in 20% of the content posted on Social Media. This content should highlight upcoming events, promotions, products and services.

*The tone of proofpoint content is...*

*authentic*

*honest*

*transparent*

*straightforward*

*problem solvers*

*reliable partners*

*urgent*

*passionate*

*confident*



*7 Steps to Home Ownership*

VSELLS.com





**VERONICA SNISCAK**

OWNER & REALTOR®

**c: 443-527-1020 | o: 443-574-1600**

Veronica@VSellsMD.com

**f @** @VeronicaSniscakRealtor

3290 N. Ridge Road | Ellicott City, MD 21043

2229 Fleet Street | Baltimore, MD 21231

 **VSellsMD.com**



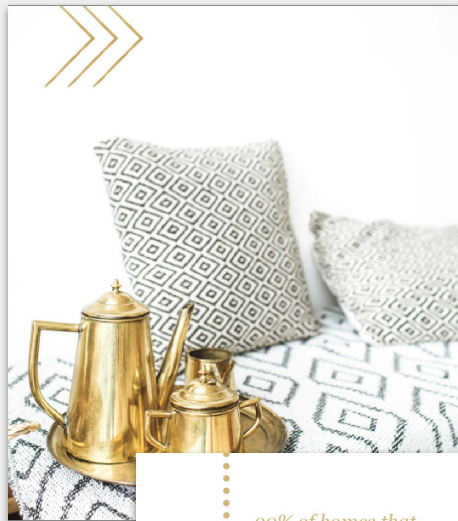




**V&S**  
**VSELLS & ASSOCIATES**  
 OF KELLER WILLIAMS INTEGRITY

*5 Simple Steps to **Sold***

VSells.com



## *Let's move you forward*

Even if you are excited to find your next home, moving is still quite a daunting task. Knowing this, we at VSells & Associates make it our mission to guide our clients through the whole process. We do so in a way that helps make moving simple, straightforward, and as stress-free as possible.

From the first conversation about your wishes, we will help you, advise you, and negotiate on your behalf to ensure you get the best possible deal. We believe communication is key, so we'll keep you informed and comfortable with each step of the process from start to finish. We are by your side from the day you list your home, to your first offer, all the way through home inspections and settlement day!

This is why step 1 of our "5 simple steps to SOLD" is the easiest: hiring a VSells & Associates REALTOR® to be your guide, your champion, and your trusted team – to get your home sold quickly and for top dollar!

## 2

*90% of homes that  
are staged sell faster  
and for more money*

### *Clean, declutter, and stage your home*

It's no secret that clean, well-cared-for homes sell faster. Before going on the market, you should thoroughly clean and declutter, so that you can stage your home properly to sell quickly. When it comes to staging, you should approach with the design and decor with selling in mind (not your personal preferences) in order to appeal to the most people. Neutral, fresh, and clean never goes out of style - and sells!

A fresh coat of neutral paint; clean, updated floors, and open inviting spaces are key to potential buyers successfully visualizing themselves living in your home, and making an offer for top dollar.

See our detailed Staging Guide for more details.

VSells.com





## 5

### Negotiate for top dollar

Every seller wants to make sure they sell their home for the best possible sales price. Getting top dollar for your home is not as complicated as you might think. By using a simple negotiation strategy, you can make sure you receive the best price for your home.

The first step in a negotiation strategy begins before you even list your home. Choosing the right real estate agent and listening to their advice regarding home value is important. Choose a realistic sales price; do not over-price to "test the market".

Once you receive an offer, review and respond to all reasonable offers. Never assume that a buyer isn't serious just because the offer is lower than you're willing to accept. Make a reasonable counteroffer; just make sure your price is fair for the actual value of the home.

Often you can negotiate a higher sales price if you are flexible on other terms. Win-win situations do not have to involve compromising on price.

All negotiations are different, but by setting the proper stage and calmly navigating through offers, you can make sure you sell your home for the best possible sales price. Getting top dollar for your home is a simple strategy of fair pricing and unemotional negotiations.

[vsells.com](https://vsells.com)





Event Posters

## DELICIOUS CUISINE, STYLE & SERVICE

Linwoods continues to be one of Baltimore's top restaurants striving to bring its customers fresh and creative cuisine and fine service in a warm, contemporary atmosphere. Linwood and Ellen Darne established this restaurant more than twenty years ago, and are involved in every detail of its daily operation. Linwoods is consistently recognized by Baltimore Magazine and the Zagat Guide as one of the city's best restaurants.



THOUGHT FOR FOOD



LUNCH: Monday through Friday, 11:30am - 3pm  
DINNER: Monday through Thursday, 5:30pm - 10pm  
Friday and Saturday, 5:30pm - 11pm  
Sunday: 5pm - 9pm

25 Crossroads Dr, Owings Mills, MD 21117 • 410.356.3030 • [www.linwoods.com](http://www.linwoods.com)

Print Ad

# THANK YOU

*for your Business in*

# —2015—

## CHARIS

REALTY GROUP

[WWW.CHARISREALTYGROUP.COM](http://WWW.CHARISREALTYGROUP.COM)  
(301) 831-5099 • 1896 Urbana Pike, Suite 6, Clarksburg, MD 20871

Postcard



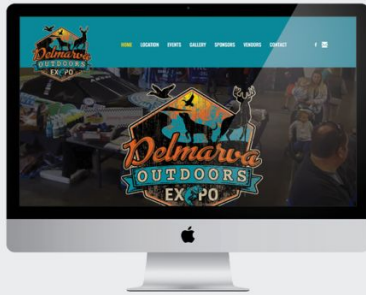


Book Creation + Mockups

# Website Design

Wordpress, Wix, Shopify, + more

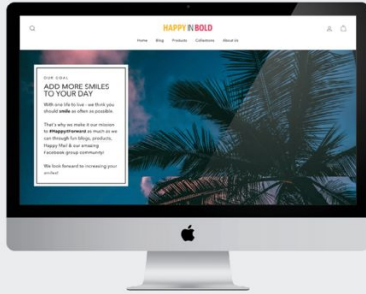




# Websites

Wordpress, Wix, Shopify, + more

## Examples of our Work



[Delmarva Outdoors Expo](#)

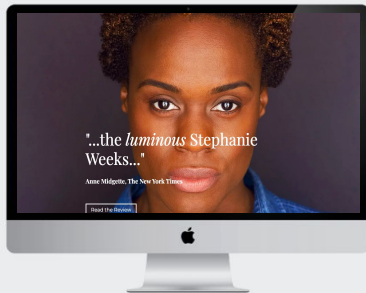
[Ignite Coaching with Neo](#)

[Exonerated Nation](#)

[CDJ Enterprises](#)

[Cady Consulting](#)

[Stephanie Weeks, Actress](#)





# How it Works

Working with Bamboo



# Getting Started; *The Process + Timeline*

## READY TO GET STARTED WITH OUR SOCIAL MEDIA SERVICES? HERE IS HOW THE PROCESS WORKS:

**STEP ONE; RIGHT AWAY:** We will send over a questionnaire for you to fill out which will give us more details and information about your business, branding, target audience and business goals. This questionnaire will also collect credentials to gain access to the profiles we are managing.

**STEP TWO; RIGHT AWAY:** We invoice up front for our services on a monthly retainer, we'll send an invoice for the monthly deliverables to you. Work will begin once the first invoice is paid. (**Note:** *While the first month will not include posting all 4 weeks, we do not charge on-boarding fees to balance out this inconvenience. If a client prefers, we can instead charge a \$800 on-boarding fee and then start the monthly invoice once the set-up has been completed.*)

**STEP THREE; Week 1-2:** We will dive in and begin to research your businesses industry, competitors and the trending conversations across the different social profiles we are managing. We will also review, plan and implement any optimizations, connect your profiles to our tracking and posting software and begin to collect data on what has been happening on the profiles thus far. We will also work to create branded templates, guidelines and a content posting strategy for our team to follow.

**STEP FOUR; Week 3:** We will begin posting within 2 weeks of getting started. We will then begin to collect data on the ideal days/times and types of content for optimal engagement.

**STEP FIVE; Week 4:** At the end of the month we'll review what's been started and make any edits to our process.



# Thank you!

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We look forward to working with you!

BAMBOO MARKETING