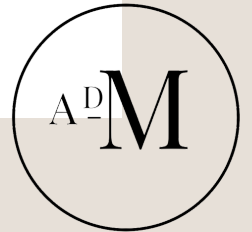


# Welcome

## WE ARE SO GLAD YOU ARE HERE

AD Media Group was founded to help bridge the gap between all the hats that business owners wear. AD Media Group creates and maintains a consistent call to action marketing approach for influencers and brands. We focus on the marketing aspects here at AD Media Group daily, so that influencers and brands can focus on their business overall. We not only offer services that help influencers and brands in their daily marketing tasks, we also have the privilege to connect influencers and brands together to increase product and brand recognition that ultimately increase sales.



## CAPTURE || BRAND || ENGAGE

*"If you want to make \$100,000 per year get to work. If you want to make \$1 million per year, get other people to work with you."*

# About us

## MEET OUR CEO

Hi, I'm Audrie Dollins, CEO of AD Media Group in Frisco, Texas. I have been a professional photographer for over 10 years, as I specialized in curating imagery for influencers and brands, that help accelerate their business online and on social media. I have put my knowledge and years of experience and have built a team that helps manage every day tasks and increase brand awareness. That ultimately increases sales.

Each person on the AD Media team has created and paved their own journey and experiences in the creative and entrepreneurial world. Not only have we completed courses with certifications and degrees to provide our professional services. We have 10 plus actual years of personal and professional experience in the industry. We feel that with education and being in your shoes, we can properly assist you in achieving your goals. So let's do something BIG!

*Audrie Dollins*

*" Be a resource. Sell the problem you solve. Not the product."*

## CONTACT INFORMATION

### EMAIL

*admedia@audriedollins.com*

### PHONE

*903-227-2809*

### FOLLOW ON INSTAGRAM

*@audriedollins*

*@admediagr*





# Our Services



## INFLUENCER MANAGEMENT

Assisting Bloggers/Influencers with every day tasks, to developing strategy, and executing major brand deals. AD Media is an experienced team that elevates your online presence from hobby to business.

## BRAND MANAGEMENT

Assisting Businesses & Brands with every day tasks, to developing upcoming sales and/or product launch strategy as well as executing collaborations. AD Media will help elevate your brand through our consistent marketing model on all online platforms.

## INFLUENCER CAMPAIGNS

As a small business or brand we will design a strategy for a seasonal sale, launch, or event and find influencers that fit your marketing and audience criteria and execute the process from start to finish resulting not only in brand awareness but an increase in sales.

## PR/PITCHING

We take the time consuming (sometimes not so fun) part off of your shoulders and pitch to brands and media outlets that YOU are interested in as well as brands we may feel are a great fit for your audience. We will not only get you in front of brands we already have a relationship with, but manage the current offers you currently



# Additional Services

- Photography/Videography
- Website/Wordpress/Showit Specialists
- Logo
- LTK Assistance
- Pinterest Assistance
- Social Media Scheduling
- Platform Applications

# INFLUENCER MANAGEMENT



## CONTENT CALENDAR CURATION

We layout a detailed and strategy driven calendar that has you prepared for every day, large holidays, events, and collaborations in advance. We take out any guessing and pencil in all of the can't-forget dates to execute a successful blog presence.

## EMAIL MARKETING

Not only is building a subscriber list key, delivering content consistently to their inboxes is pertinent. Our email marketing approach has helped our clients increase sales by delivering happy mail on a consistent basis.

## SOCIAL MEDIA CONSISTENCY

We do not post and pray. We create a consistent call to action with our marketing model that creates routine for you and your audience.

## BLOG DEVELOPMENT

Blogging generates SEO and we believe it is a necessity for you to own your content and elevate your online presence. In a way, your blog serves as your safety net in an ever-changing industry. Our team is here to take care of the details of the blog so you can focus on the big picture.

## MONETIZATION

We stay consistent with product input and linking in order to maximize profit across all of your platforms.



*"I can't thank AD Media Group enough for giving me back the most precious resource. **Time.**" -Ryanne /TRM*

## PR/PITCHING

Let's Collaborate! We have a specific department that focuses on handling all collaborations from the initial contact to the confirmation of the deal. You tell us your goals and we strive to help you reach them and work with brands nationally and locally! From the first initial contact with the brand, to the negotiations, to the final step of delegating the deliverables.



# BRAND MANAGEMENT



## CONTENT CALENDAR CURATION

Assisting small businesses and brands with a consistent schedule for delivering content across all platforms. Ensuring that your brand, product, or service stays relevant. Planning out when your content is going out keeps you on schedule and builds trust and reliability with your audience to highlights your brand.

## PRODUCT LAUNCHES

We have an all hands on deck approach in prepping all marketing avenues so your product launch is executed in the most efficient and successful way.



@WASHYOSELF

## BLOG + EMAIL+ SOCIAL DEVELOPMENT

Generating strong SEO is pertinent to continue to highlight your brand, product, services, and keep it at the forefront of your audience's attention. We create a consistent marketing model on all outlets that results in an increase in engagement that ultimately results in sales.

## INFLUENCER CAMPAIGNS

The best way to spread news is with friends. Influencer Marketing is one of the most effective ways to get your name out there. Establishing relationships with influencers who are passionate about your brand is a great avenue for gaining exposure in a short period of time.

## PR/ PITCHING

Our team works diligently to put you in touch with platforms and media outlets to achieve the most brand awareness and success. We want to help increase sales and brand awareness for you by putting connections in place between Influencers, local and National media and marketing opportunity outlets. We spend detailed time with the vetting process to apply your brand to be in collaboration opportunities with outlets like LTK, HSN, QVC, and more that fit in the goal of your business or brand.

# CAMPAIGN MANAGEMENT

**C**ampaign Management is designed for a specific marketing period like a launch, event, or sale.

## PR/PITCHING

Our PR Team works consistently and intently on pitching your brand to other influencers and marketing platforms in order to get your brand name out there. We pitch your brand organically to develop a real relationship between your brand and the influencer.



Each person on the AD Media team has a specific role and focus so we can deliver one on one attention to detail to help you reach your goals!



## COLLABORATION

Depending on your brands needs, we help execute and develop the relationship between your brand and the influencer/s you are working with. We develop necessary guidelines and deliverables required from the influencer to elevate your brand .

## PRODUCT LAUNCH

An all hands on deck approach to make sure your new product/brand is shared and executed across the board with influencers on all social media platforms.

## OUR TEAM



# We Recommend

## HIGH END CONTENT

Investing in imagery on a consistent basis helps elevate your brand, as well as show other brands that you are invested in your business and theirs. They will want to invest in you if you invest in them. High-end imagery will also increase the potential for your content to be used on a brands additional marketing avenues, and increases your brand recognition.

## BLOG/WEBSITE

This is your digital business card. It needs to be maintained and relevant. Your website is an essential tool for your business and establishes credibility with your followers/consumer.

## COLLABORATIONS

No matter how big or small we take each one seriously - you never know which collaboration could lead to new opportunities and growth across the country.

## SOCIAL MEDIA

Social Media platforms are an essential part of your businesses marketing strategy. They not only allow you to connect personally, they help elevate the message of your brand. Being consistent & authentic is crucial.

## STORIES/REELS/TIKTOKS

Looking to elevate your business? Video content is an important aspect to your growth. These are multi functional ways to drive traffic to your website and ultimately increase sales and reach new audiences.



# We believe in you

In an industry that sometimes comes across as in-authentic and un-integrable, we pride ourselves at AD Media Group that our clients are authentic and straight shooters. They always handle their business with integrity, passion and a resource that we hope makes each day fun and hopefully a little bit easier. And can we just say we are so glad to have you as part of that family.

In the words of Angela Ahrendts -- "If the end result is that someone, somewhere, winds up believing they can do something out of the ordinary, well then you've really made it." -- and we couldn't agree more.

