

THE SOCIAL

A quarterly newsletter by  SOCIAL
MARKETING &
COMMUNICATIONS **B**

A Note From Nicole

Marketing Trends!

**Social B's Behavioral
Health Division**

Client Happenings

A NOTE FROM NICOLE

Dear Social B community,

I am thrilled to share some exciting news and reflections on our journey as we celebrate Social B Marketing & Communications' 5th anniversary this year. It has been an incredible ride, filled with growth, learning, and remarkable achievements.

First and foremost, I would like to express my gratitude to each and every one of you for being a part of this incredible journey. Your support, dedication, and trust have been the driving force behind our success. Together, we have built Social B into a thriving marketing agency that continues to make a positive impact.

To enhance our communication with you, our valued clients and community members, I am delighted to introduce our new quarterly newsletter. This newsletter will serve as a platform to keep you updated on the latest industry trends, Social B's accomplishments, and valuable insights that can elevate your marketing strategies. We believe that sharing knowledge and fostering a strong network are essential in today's fast-paced marketing landscape.

In addition to our newsletter, I am thrilled to announce the launch of Social B's new Behavioral Health Marketing Division. Mental health is a critical aspect of overall well-being, and we recognize the importance of effective communication in raising awareness and reducing stigma surrounding this topic. With this division, we aim to support organizations in the behavioral health sector by providing tailored marketing solutions that effectively reach their target audience and make a meaningful impact.

Finally, I want to emphasize the significance of our team's unity and cohesion. At Social B, we firmly believe that a strong bond among team members is essential for success. We prioritize regular team bonding experiences that foster collaboration, trust, and a sense of camaraderie. From engaging in fun activities to organizing team-building exercises, these experiences allow us to strengthen our collaboration and deliver outstanding results for our clients.

As we celebrate 5 years of growth and success, I am incredibly proud of what we have accomplished together. Thank you for being a part of the Social B community, and here's to many more years of shared achievements and making a difference in the world of marketing and communications.

With deep appreciation,

Nicole Damaris
Founder, Social B Marketing & Communications



CLIENT HAPPENINGS

We are thrilled to highlight some notable achievements from our clients:



Tonya Mental Health Forum: From May 2023 to August 2023, Tonya will host a Mental Health Forum. We applaud Tonya for taking the initiative to create a platform for essential conversations surrounding mental health.



From left to right: Hoda Kobb, Julie Vaucresson, Jenna Bush Hager, Julie Vaucresson's Husband.

Julie Vaucresson's appearance on the Today Show: We congratulate Julie Vaucresson for her recent appearance on the prestigious Today Show. Her expertise and dedication to her craft continue to inspire us all.

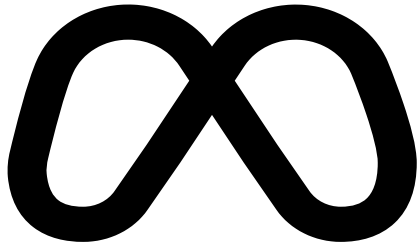


Elizabeth Thomas Homes rendering

FAME Elizabeth Thomas homes building Grand Opening: We are proud to have been a part of the journey leading up to the grand opening of the FAME Elizabeth Thomas Homes building. It is a testament to their commitment to providing quality housing solutions.

UPCOMING BIRTHDAYS



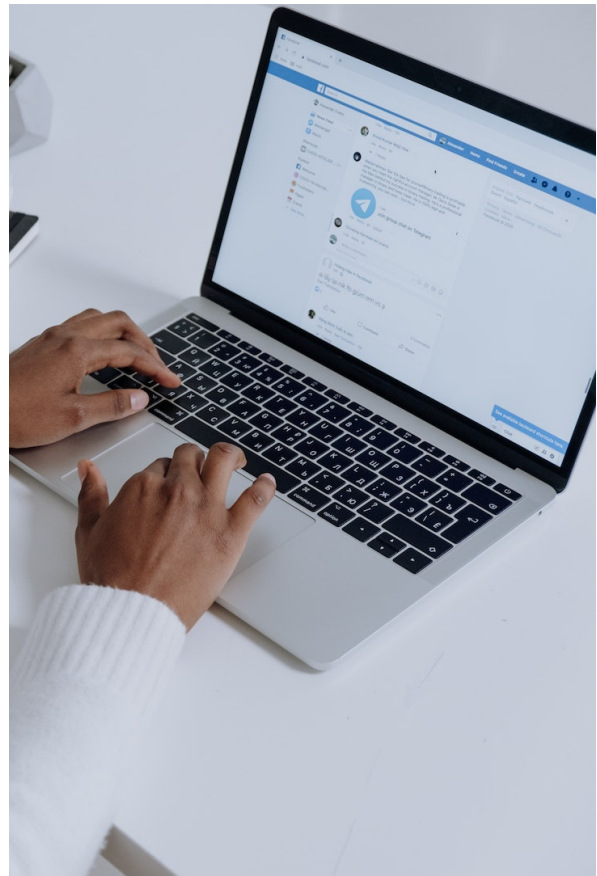


STAY AHEAD WITH THREADS : THE LATEST FROM META

We value staying ahead in the ever-evolving world of apps and technologies. Meta, the parent company of popular platforms, has introduced Threads, a cutting-edge app that offers a Twitter-like experience. With features including text, photos, and videos, Threads enables real-time conversations and updates. We have created Threads for each of our clients.

MARKETING TRENDS

The marketing and social media world constantly evolves, and staying ahead is crucial for our success.



At Social B, we pride ourselves on staying up-to-date with the latest trends and developments. We have been closely following the ever-changing algorithms and updates from popular social media platforms, ensuring that our clients have easy access to the most effective marketing strategies. From algorithmic adjustments to new features and advertising options, we are committed to maximizing your brand's visibility and engagement.

TEAM BONDING EXPERIENCE :

At Social B, we understand that a strong bond among team members is essential for success in our work. That's why we prioritize regular team bonding activities to foster a sense of unity, collaboration, and camaraderie. From practicing yoga together to organizing virtual happy hours, we stay connected and build relationships beyond the professional realm.



Milan Lawson's plate from 'Soul Food Night!'

Our team bonding experiences go beyond having fun; they contribute to a positive work environment where everyone feels supported and valued.



Maija's take on our CEO Nicole Damaris' Mac & Cheese recipe for 'Soul Food Night!'

By engaging in activities that promote communication, trust, and teamwork, we strengthen our ability to collaborate effectively and deliver outstanding client results.

Whether through team-building exercises, off-site retreats, or virtual events, we invest in creating opportunities for our team members to connect personally. These experiences allow us to learn from one another, appreciate diverse perspectives, and build lasting relationships that extend beyond the confines of the workplace.

SOCIAL B'S BEHAVIORAL HEALTH DIVISION

We are excited to announce the expansion of our services with the introduction of the Behavioral Health division. Mental health is a crucial aspect of overall well-being, and we believe in the power of communication to raise awareness and destigmatize the topic.



Tricia Gordon (You Matter Counseling, one of our mental health clients).

Our experienced team is dedicated to helping organizations in the behavioral health sector effectively reach their audience and make a positive impact. If you or someone you know is working in this field, we would love to discuss how we can assist you in achieving your goals!



Tonya Boyd-Cannon (one of our mental health clients).

OSI'S CORNER:



I was recently promoted to Project, People, & Culture Manager.

I am excited about the challenges and opportunities this position brings and cannot wait to dive into making a positive impact on our projects and team.

One of my primary objectives in my new role is to enhance our efficiency and streamline our processes. I believe that by implementing innovative strategies and updating our systems, we can achieve smoother project workflows and create a more cohesive work environment.

Additionally, I am committed to nurturing a collaborative and inclusive work environment that promotes personal and professional growth for our talented team.

We will be implementing initiatives that foster employee development, well-being, and engagement.

STORIES

Every month, we curate articles that showcase our client brands, industry developments, and noteworthy social topics that we believe are pertinent to you and the Social B brand. These informative pieces can be found on our website's dedicated blog section. If you haven't had the chance to peruse our latest articles, we invite you to explore them by clicking on the links provided below:

To commemorate Juneteenth, we gathered on Monday, June 19th, and celebrate progress, resilience, and the unwavering commitment to creating a brighter future.



Through their efforts, FAME-EAW aimed to be a beacon of hope, showing what could be achieved when a community stood together and fought for justice. To read the full article visit our wesbite.



In celebration of National Soul Food Month, Julie infused her vibrant personality into cooking segments, further showcasing her culinary expertise and spreading the joy of soulful Southern cooking. Read the full article on our website.

Hey there, Social B community! I'm excited to share with you the fantastic array of services we offer at Social B Marketing & Communications. As a dynamic team, we take pride in delivering top-notch solutions to enhance your business's success. Our services encompass a wide range of expertise, including strategic marketing, meticulous planning, and seamless implementation.

We excel in crafting compelling social media marketing campaigns and driving engaging interactions. From persona development to email marketing, web development, and content creation, we've got you covered. Our commitment to excellence extends to operations, performance analysis, and boosting sales and marketing efforts. We value the power of word-of-mouth, so we'd love it if you could spread the word about our newsletter!

Referrals are highly appreciated, and we encourage you to share the newsletter with your connections, colleagues, and friends. Let's grow together and make an impact in the digital landscape!



MARKETING & COMMUNICATIONS SERVICE SUITES

360 Marketing Suite- Encompass all Marketing & Communications Services except Podcast Production and Behavioral Health & Healthcare Marketing

- Social Media Marketing Suite
- Digital Marketing Suite
- Email Marketing Suite
- Content Marketing Suite
- Behavioral Health & Healthcare Marketing
- Business Development Suite
- Advertising Suite
- Podcast Production Suite

SOCIAL B SERVICES

Social Media Marketing

- Social Media Strategy
- Content Planning and Creation
- Community Management
- Social Media Advertising
- Analytics and Reporting
- Influencer Marketing
- Social Media Listening
- Crisis Management
- Social Media Policy and Guidelines
- Collaborations and Partnerships
- Platform Management
- Budgeting and Resource Management
- Market Research
- Training and Development
- Performance Reviews

*Rates are based on work volume. Determined during initial proposal review.

Digital Marketing

- Digital Marketing Strategy
- Website Management
- Search Engine Optimization (SEO)
- Content Marketing
- Paid Advertising Campaigns
- Email Marketing
- Social Media Marketing
- Influencer Marketing
- Data Analytics and Reporting
- Conversion Rate Optimization (CRO)
- Marketing Automation
- Budgeting and Resource Management
- Market Research and Competitive Analysis

*Rates are based on work volume. Determined during initial proposal review.

Communications

- Communication Strategy
- Media Relations
- Crisis Communication
- Internal Communications
- Public Relations (PR)
- Content Creation
- Social Media Management
- Stakeholder Engagement
- Messaging and Positioning
- Branding and Identity
- Communication Performance Measurement
- Budgeting and Resource Management
- Reporting and Presentation

Business Development

- Market Research and Analysis
- Lead Generation and Prospecting
- Partnership Development
- Client Relationship Management
- Proposal Development
- Competitive Analysis
- Strategic Planning
- Client Onboarding and Project Kickoff
- Negotiation and Contract Management
- Data Analysis and Reporting
- Industry Networking

Branding & Design

- Brand Strategy Development
- Logo Design
- Visual Identity Design
- Brand Collateral Creation
- Packaging Design
- Website Design and Development
- Social Media Graphics
- Advertising Campaigns
- Brand Communication Materials
- Brand Activation and Experiential Design
- Rebranding and Brand Refresh
- Print Production Management
- Digital Asset Management
- Client Presentations
- Market Research and Competitive Analysis
- Project Management



Email Marketing

- Email Marketing Strategy
- Email Campaign Planning
- Content Creation
- Email Design and Templates
- List Management and Segmentation
- A/B Testing
- Marketing Automation
- Performance Tracking and Analytics
- Email Deliverability Management
- Compliance and Data Privacy
- Communication and Reporting
- Integration with Other Marketing Channels
- Customer Journey Mapping
- Email Personalization

BEHAVIORAL HEALTH & HEALTHCARE MARKETING



- Branding and Messaging
- Medical Content Creation
- Search Engine Optimization (SEO)
- Paid Advertising Campaigns
- Healthcare Website Design and Development
- Patient/Client Reviews and Reputation Management
- Social Media Marketing
- Email Marketing
- Event Marketing
- Awareness Campaigns
- Market Research
- Partnerships and Referral Marketing
- Analytics and Reporting
- Compliance
- Continuous Education and Industry Updates



PODCAST PRODUCTION

- Podcast Strategy and Planning
- Content Research and Pre-production
- Podcast Recording
- Podcast Editing
- Podcast Branding and Sound Design
- Scriptwriting and Show Notes
- Post-production and Mixing
- Podcast Hosting and Distribution
- Transcription and SEO Optimization
- Podcast Promotion and Marketing
- Listener Engagement and Feedback
- Sponsorship and Monetization
- Podcast Analytics and Reporting
- Continuous Improvement

Rates are based on the “Service Suite” determined during initial proposal review and contract agreement. 360 Marketing includes all services except Podcast Production and Behavioral Health & Healthcare Marketing, and is the highest rated service level. All other services can be added as an add on service, and billed as a bundle. Contract agreement terms are annual.

For project base service, please inquire.

 **SOCIAL
MARKETING &
COMMUNICATIONS** **B**

Nicole Damaris **CEO & Cheif of
Marketing**

Osiris Brizuela **Project, People,
& Culture Manager**

Maija Johnson **Marketing Brand Leads**
Milan Lawson

Jané Franklin **Brand Lead Designer**

Fatoumata Barrow **Administrative Assistant
& Content Scheduler**



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