

## Siix Agency Media Rebranding

### **AMBASSADOR INTRODUCTIONS**

- As discussed before, Siix agency should transform its teachers into legitimate ambassadors of the company
- Giving the teachers more weight within the overall scheme of business will create a more receptive audience regarding their classes
- Legitimacy = Higher Interest
  - EX. This is the same reason businesses are more willing to hire people with college degrees over those without. The legitimacy of having gone through a process and completing a certain level of training, makes that person more appealing in the business eye. If we use this same strategy and mindset for our teachers, people will be more willing to pay for their services.

#### **- AMBASSADOR BENEFITS**

- Personal BTS/Event Photography content provided by OKOYÉ ANALYTICS (\$75/hr of event & session)
- NEW Set of content for promotions (1-2 Flyers, General Promo) <OKOYE ANALYTICS will do the shoots for \$25 per flyer/promotion>
- FREE website rebranding (Siix Agency's website) <OKOYE ANALYTICS will do entire website design for free>
- FREE Digital Marketing Consultations (Payment can be done in the form of @okoye.\_\_\_ page resposts & shoutouts on specific ambassadors page)

#### **- AMBASSADOR REQUIREMENTS**

- MUST Repost (Story posts are required, however feed posts are optional) at least ONE Siix Agency related form of content every week
- MUST repost their own flyers and promotions & tag Siix Agency regardless of if the content was curated by the agency or not

### **SOCIAL MEDIA FOCUS POINTS**

- Story Views and Reach: These two aspects of Instagram's given analytics will be a clear identifier of page growth and expansion. Our goal should be to capture the attention of the 24k followers using interactions from a new set of followers. Gaining followers will be easy if we keep content consistent and interesting.

#### **- Story Views**

- The increase of story views will come naturally and over time. Having an increase in this section will give us a viewpoint of how often we are on people pages within making a single feed post.
- **[FEED POSTS:** Post that go on the personal Instagram feed; as a business, Siix Agency should NOT be worried about likes and comments on their feed post. **LIKES AND COMMENTS DON'T BRING IN ACTUAL PROFIT!!!** The Siix Agency feed should be an explanation and example of Siix itself (More on the artistic side of aesthetic). As clientele increases, as well as the level of influence our clientele may have, the likes and comments will come naturally. **ALL** feed posts should have a **PURPOSE** and should lack any form of random properties.]
- **Reach**
  - Reach is a good general indicator of how many people we can get to at least **LOOK** at our posts.
  - A big part of marketing is discrete and consistent visual impulses. The audience may see a Siix post one day and forget about it, however, if they see it multiple times overall multiple days, it's hard for a person to not show some form of interest. We want to be able to discreetly place our presence within people's pages and maintain a solid social media footprint
  - **[SOCIAL MEDIA FOOTPRINT:** A pages ability to affect the pages that follow it **AND** the pages that have no type of interest in it]

## **WEBSITE REBRANDING**

- The website needs to be stripped of unnecessary information and navigations
- Everyone's promo for the site should be redone and reposted
- **MAKE THE PAGE SIMPLE.**
  - People are lazy. Siix's website should not require much work to navigate. As the primary source for bookings, Siix does not want to run people away with an overload of information or visual stimulation. If Siix keeps it simple and straight to the point, people will be more willing to stay on the page and even explore themselves

## **ORGANIZATIONS**

- For publicity reasons, it would be beneficial for Siix Studios to build and maintain a partnership with a local organization.

- The services provided by Siix Agency to the organization would be entirely free of financial gain and the content gathered from the relationship will be primarily used for promotions of both entities

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