



SPLASH MEDIA

**BUILDING ICONIC BRANDS
THROUGH SOCIAL MEDIA**



It is our intent to highlight the deficit in revenue-generating social media practices and show how our services bridge this gap.

This proposal outlines

1. Our strategy to transform your social media into a revenue-generating asset
2. Common social media growth barriers and our solutions to overcome them
3. Our multi-platform approach to ensure your brand thrives across all channels
4. Tailored services designed to meet your specific social media needs
5. A roadmap for success, from building foundations to scaling your social media impact
6. Real-world case studies demonstrating our proven track record
7. How we deliver full social media department expertise at a fraction of the cost

WELCOME

Born in 2016 as a web and SEO firm, Splash Media was rebranded into a social media powerhouse in 2020. Our transformation was fueled by the rising dominance of video in digital marketing.

Our Expertise

1. Brand Storytelling
2. Strategic Campaigns
3. Video Production
4. Visual Design
5. Social Media Optimization
6. Influencer Collaborations
7. Targeted Advertising

Our competitive advantage stems from a decade of experience, our adaptable in-house creative team, and our extensive industry network. This combination enables us to anticipate digital trends and deliver exceptional results for our clients.

ABOUT US



PROBLEM

Time and again, we've observed companies facing the same social media challenges. Here's what we've identified:

Misguided Content Strategy

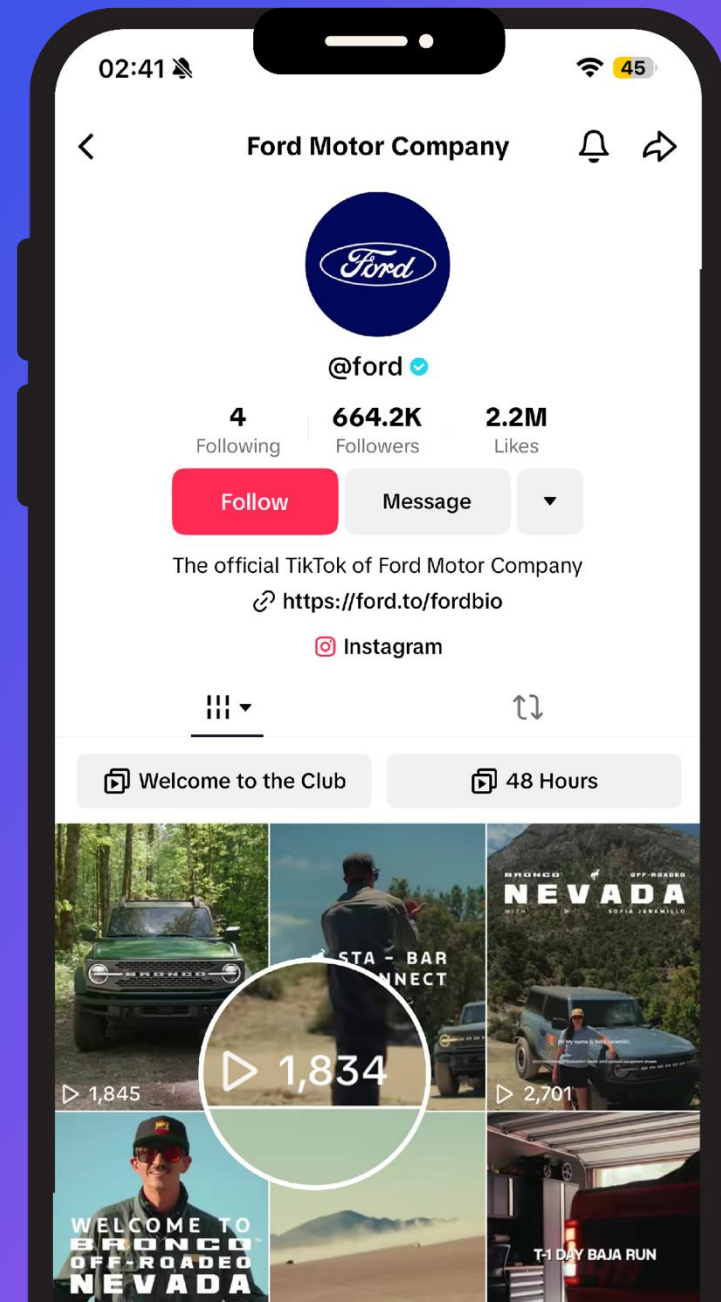
1. Blindly chasing viral trends instead of focusing on conversion
2. Failing to address customer pain points and objections
3. Not showcasing unique value propositions or product benefits

Engagement Drought

1. Posts disappearing into the void due to low engagement rates
2. Inability to reach beyond existing followers
3. Falling victim to ruthless social media algorithms

Inconsistent Presence

1. Sporadic posting leading to diminished brand recall
2. Failing to maintain top-of-mind awareness with prospects
3. Missing opportunities for regular audience touchpoints



PROBLEM

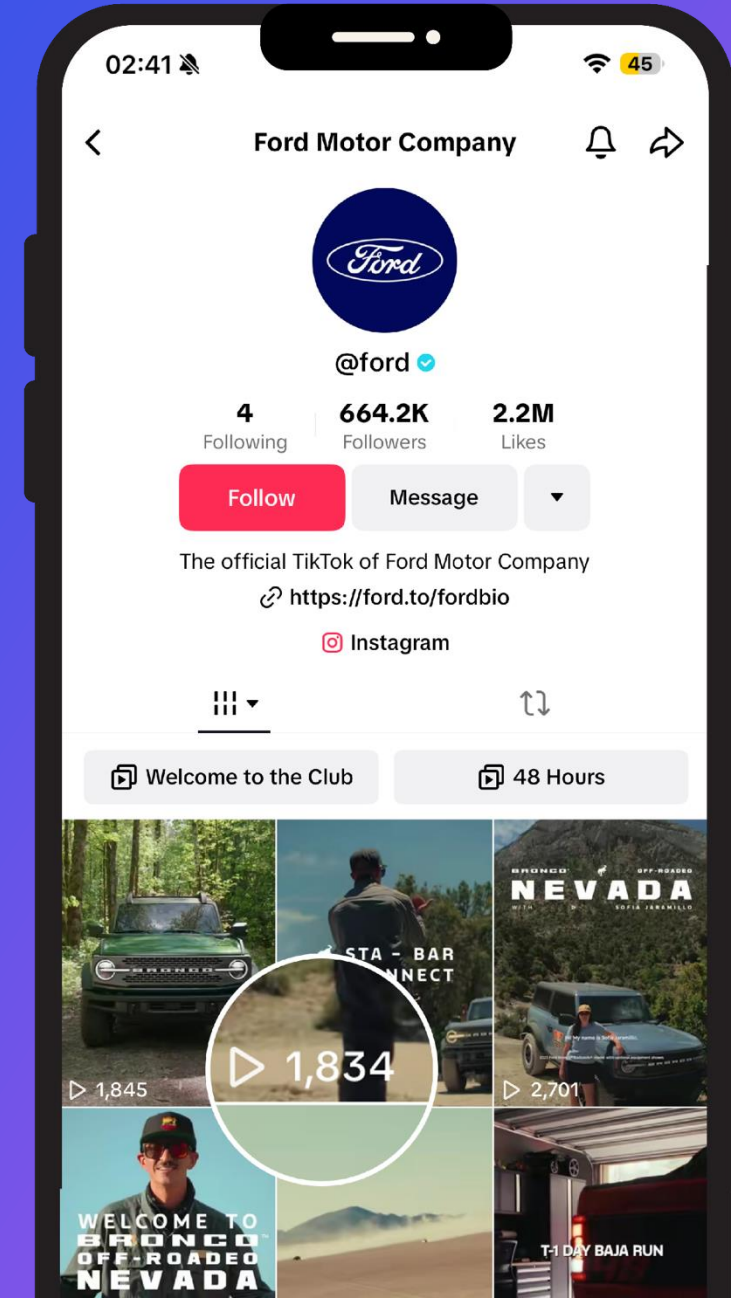
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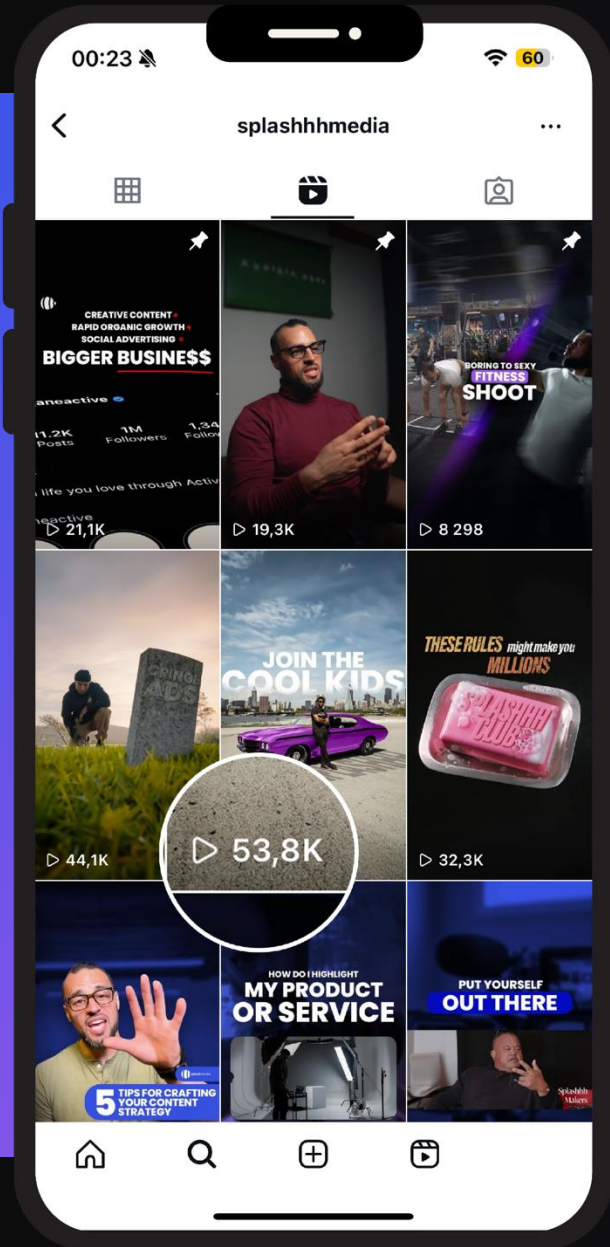
Insufficient Content Volume

1. Not producing enough content to build trust and familiarity
2. Underestimating the content quantity needed for effective brand storytelling
3. Lacking the resources to create consistent, high-quality content

Overlooking Revenue Potential

1. Viewing social media as a branding tool rather than a lead generation engine
2. Failing to convert engagement into tangible business opportunities
3. Underestimating social media's power in driving sales and deals





SOLUTION

The solution is in how you position your brand.

Branding

We craft platform-specific communication strategies tailored to your target demographic.

Positioning

Our content plans deliver clear messages that guide prospects towards action, whether it's a purchase, sign-up, download, or booked call.

Influence

Our network of influencers boosts engagement above 2.5%, triggering algorithms to showcase your content to new, non-follower accounts.

Paid Ads

We create high-impact commercials integrated into comprehensive funnels, including landing pages, email sequences, and follow-up systems.

Content Creation and Multiplication

We amplify your message across all platforms, ensuring clarity, platform-native content, and SEO optimization throughout.

STRATEGIES



We tailor our campaign strategies to maximize your return on investment, based on your current market position.

Our approach differs for mid-market companies (\$50M revenue), small businesses (\$3M revenue), or self-funded startups (Under 1M in revenue), always focusing on strategies that yield the best returns.

01

Landing Pages

We direct traffic to specialized landing pages with offers, deals, products, appointments, estimates, email captures, quizzes, and forms, rather than general websites.

02

Email Marketing

Follow-up Sequences: 7-15 automated email flows to nurture new leads.
List Segmentation: Customized messaging based on customer behavior.

03

Look-Alike Audiences (LLAs)

Target prospects similar to your past customers using social media algorithms.

04

Contests and Giveaways

Leverage our social media network for shoutouts, giveaways, and contests in your niche.

STRATEGIES



05

Lead Generation

Use email captures to gauge interest, followed by nurturing campaigns. Cost-effective but time-intensive.

06

Localized Advertising

Target ads on social media and Google within your company's geographical radius.

07

Cross-Platform Retargeting

Re-engage active ad clickers across multiple platforms to create omni-presence.

08

Competitor Analysis

Replicate successful strategies from industry competitors.

09

Tripwire Offers

Start with lower-priced offers, then upsell via email campaigns.

10

Social Proof

Use influencers to increase brand exposure and build trust.

11

Multi-Format Content

Create video, photo, and graphic content ads with platform-native messaging that resonates with your target audience.

And many MORE strategies tailored to your specific needs and goals.

SERVICES



Influence

Using micro influencers, macro influencers, and influencer accounts that we control, we push engagement to each and every post. This forces the algorithms to show your content to new accounts organically. Many packages available.



Paid Social Media Ads & Video Commercials

Paid advertising through platforms such as Facebook, Instagram, YouTube, Google etc. We manage the ads to be profitable as well as shoot new commercials every month to feed the ad account fresh creative. The better the creative (more watch time and engagement) the more the platforms show off the ad to more people (for the same budget!) Many packages available.

Content Creation & Social Media Management

We brand, strategize, shoot (also have self-shot packages), edit, create graphics, copywrite, schedule and post to your social media channels every day. Many packages available.

Other Packages Available



Smaller starter packages



Content strategy only



Consulting



Branding & logo design

Months

1-3	3-6	6-9	9-12
Foundation Building <ul style="list-style-type: none"> Execute bulk content creation sessions Refine and polish content Develop comprehensive branding kit (if required) Create engaging graphics, cover art, and thumbnails Implement 30-60 day advance content calendar Initiate small-scale ads or influencer partnerships (as needed) 	Momentum Gathering <ul style="list-style-type: none"> Maintain consistent content creation Optimize content scheduling strategy Expand ads or Influencer collaborations significantly 	Accelerated Growth <ul style="list-style-type: none"> Maximize influencer partnerships for peak impact Produce high-quality commercial videos and graphics for advertising Develop targeted ad campaigns Launch and monitor initial direct sales ad campaigns Conduct thorough campaign testing 	Scaling Success <ul style="list-style-type: none"> Continue producing commercial-grade videos and graphics for ads Persist with campaign testing and refinement Amplify successful ad campaigns for maximum reach



TIMELINE



Lefty's Sports

Challenge

No content strategy, email marketing, or advertising in place.

Solution

Implemented comprehensive funnel with 7 email flows, daily social media content, and weekly YouTube uploads.

Result

24% increase in store sessions, 189% boost in conversions, and 41% growth in total sales.



We Do Construction

Challenge

Reliance on expensive Yelp leads (\$500 per lead) with high competition.

Solution

Developed social media content and commercial ads for multiple platforms.

Result

Reduced lead cost to \$12, established organic lead generation, and improved lead conversion rates.



Acton Academy

Challenge

Boost video engagement and reach new audiences.

Result

Achieved school's highest video views in one week. A single post reached 35,000 accounts, with 99.5% being new impressions from non-followers.



Reboot Cryo & Spa

Challenge

Increase content engagement.

Solution

Executed targeted, high-impact video shoots designed to capture audience attention.

Result

The produced content received 94% more views than average, demonstrating how even limited video content can significantly boost brand visibility.







CASE STUDIES

Dr. Jennifer Baron's Shop

Challenge

Transform a successful local dermatology practice into an online skincare brand, starting with no digital presence, website, or online sales.

Solution

-  Built a brand new e-commerce website
-  Created extensive multimedia content (videos, photos, graphics)
-  Collected and showcased customer testimonials
-  Implemented paid ad campaigns featuring high-end video commercials and budget-friendly user-generated content
-  Targeted diverse demographics within the potential customer base
-  Developed and executed email campaigns for new leads

Result

Scaled from \$0 to \$15,000 monthly online revenue in just 5 months, establishing a thriving e-commerce presence for the skincare brand.

CASE STUDIES

Jennifer Baron, M.D.

Edri Construction

Challenge

Boost video engagement and reach new audiences.

Solution

- 💡 Built a comprehensive funnel
- 💡 Created dedicated landing pages
- 💡 Developed an extensive content library

Result

Achieved best year ever with \$8 million in annual revenue.

CASE STUDIES



TESTIMONIALS



Aperture Optix

We're very unique ourselves, so finding someone that can hone in on that is pretty hard and Splashhh was able to do that.

– Hannah



San Carlos IV Bar

I had the best experience!

– Lauren



Junior Chef Stars

We were absolutely blown away with the quality.

– Brain



44 Palms Barber Shop

Usually, I'm never camera comfortable but with Splashhh I had a blast.

– Dale



Jennifer Baron

Already the best sales and not even exactly mid-month. Orders coming in from all over!

– Jennifer

In today's digital age, mastering social media marketing is crucial for business success.

Our strategies have consistently helped businesses across industries to

- ✓ Connect with customers more effectively
- ✓ Generate quality leads
- ✓ Drive substantial revenue growth

Remember

Only 9% of businesses make over 1 million dollars a year.

Are you ready to join them?

DARE TO SCALE



THANK YOU