

BOOST YOUR BIZ

MEDIA GROWTH STRATEGIES

WeWork • Berkeley
12pm • Dec. 20th



wework



Hosted by Jared Brick



@bhmediaco

#BoostYourBiz

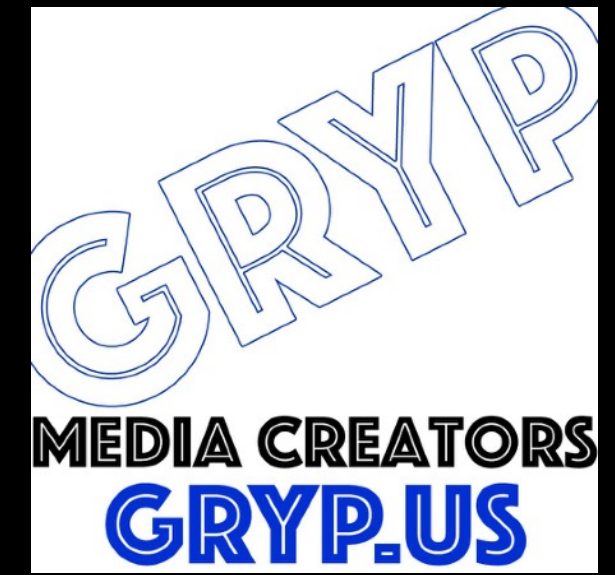
THANKS TO OUR EVENT HOSTS + SPONSORS



WeWork Berkeley



TownSquared Expert



Gryp Meetup



JARED BRICK, MBA



JARED BRICK
FOUNDING DIRECTOR

BRICK
HOUSE
MEDIA CO.
BHMEDIA.CO



FOUNDING DIRECTOR
Circa 2013
OAKLAND, CA



• MULTIMEDIA MARKETING •



DATA SOCIAL VIDEO EMAIL
MEDIA WEBSITES PHOTOS PROCESS



WHO WE SUPPORT



PROFESSIONALS

THOUGHT LEADERS

SPEAKERS

AUTHORS

SMALL BUSINESSES

START-UPS

ENTREPRENEURS

GRYP MEDIA CREATORS



GRYP.US

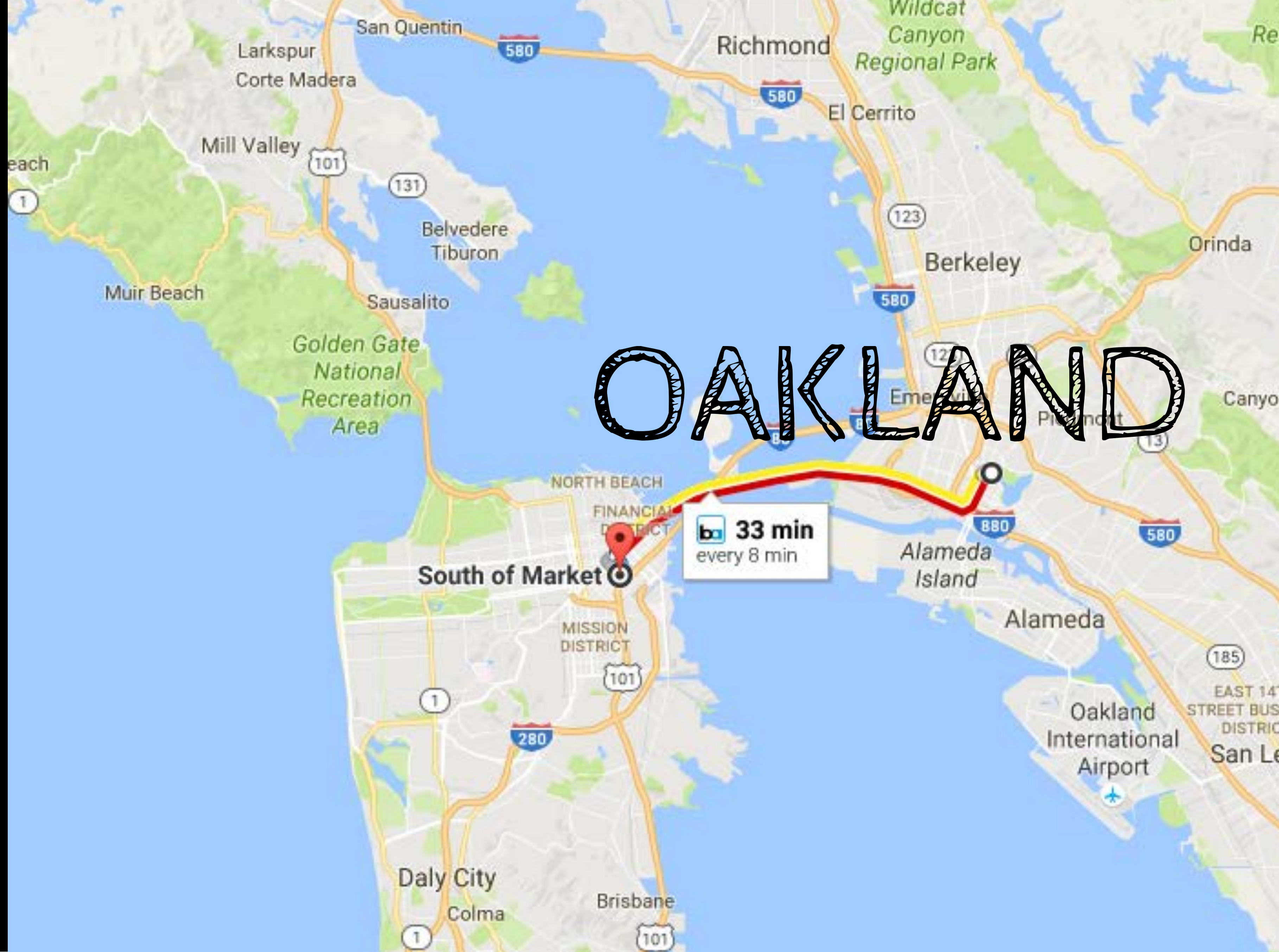


@bhmediaco

#BoostYourBiz

Why Oakland

- 9 miles to SF
- Warmer Weather
- More Space
- Cheaper \$
- Ready for Growth
- Uber + Pandora
- Like Brooklyn

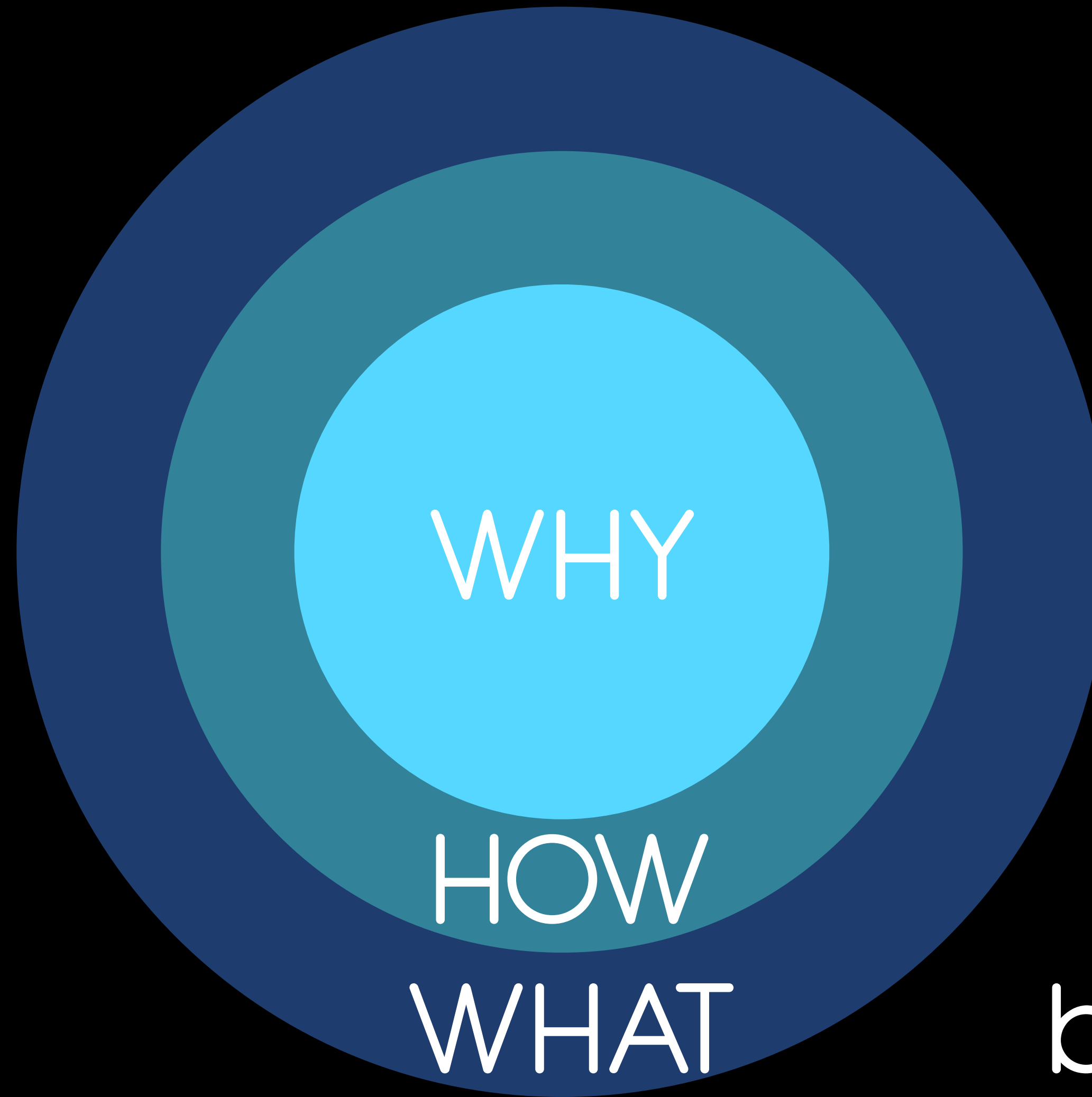


OAKLAND PEOPLE



DEMOGRAPHICS
BALANCE
25% BLACK
25% WHITE
25% LATINO
15% ASIAN
10% OTHER

START WITH WHY

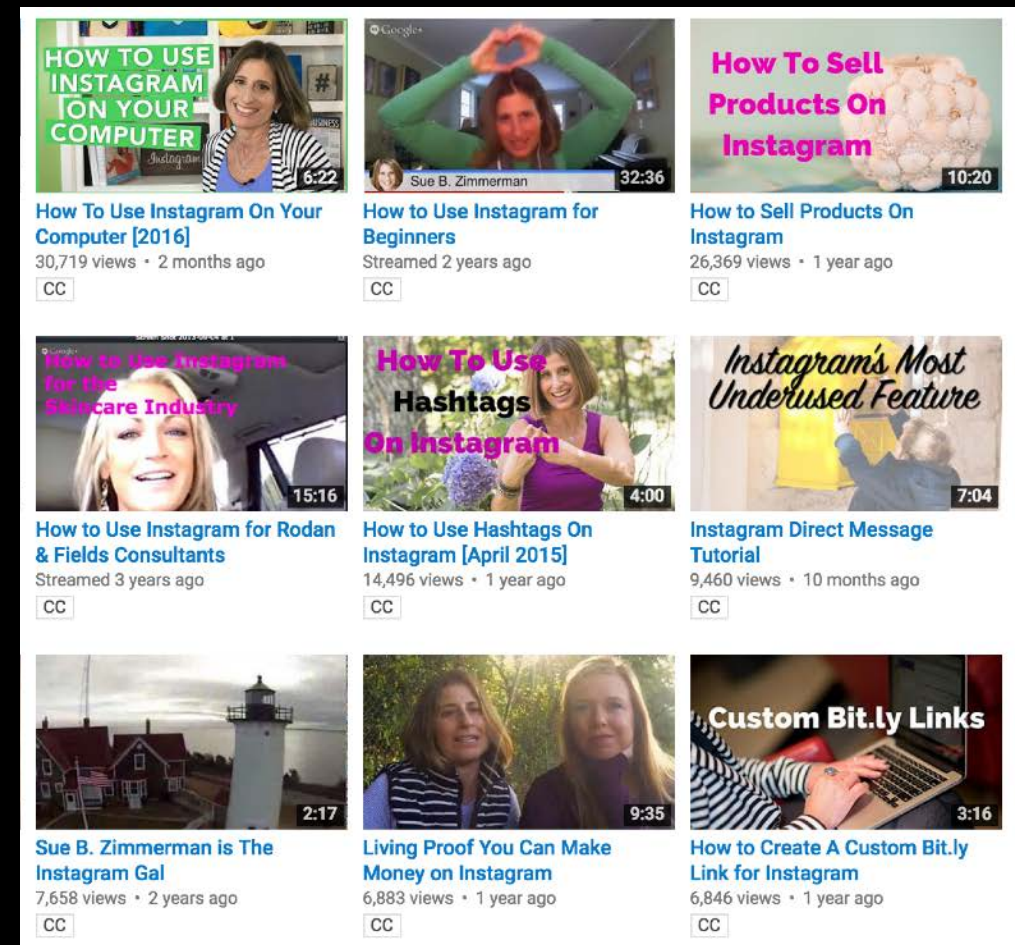


by Simon Sidek

ENGAGING 4 GROWTH



INSTAGRAM



YOUTUBE



LIVE VIDEOS

IG'S REACH

500M USERS

+350M DAILY

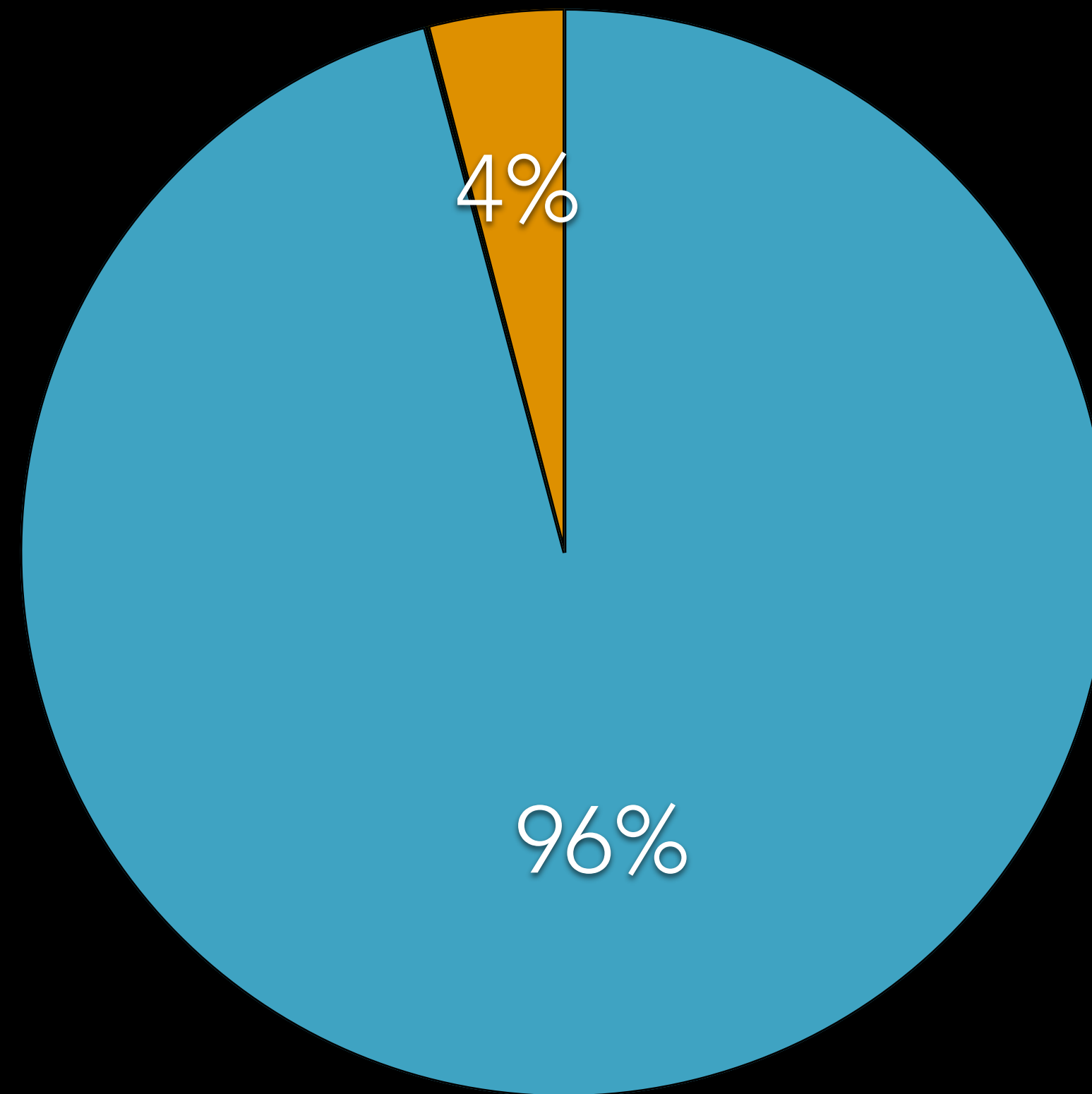
+100M POST + VIEW DAILY

#INSTAGOOD

Source: BuzzFeed

ENGAGEMENT

● ALL ENGAGEMENT ● FACEBOOK 0.1% ● INSTAGRAM 4%



IG BEATS FB

#INSTAGROWTH

PHOTOS



STORIES

VIDEOS



FACEBOOK \$

AUDIENCES
EMAILS
ADS
\$

Facebook, Inc. Common Stock
NASDAQ: FB - Nov 17, 9:58 AM EST

116.86 USD ↑ 0.52 (0.45%)

PROFITS

1 day 5 day 1 month 3 month 1 year 5 year max



ORGANIC VS PAID

REACH
MORE
PEOPLE



ENGAGEMENT %



El Disco Lyft, Andy Babkes and 2 others like Metromile.

Metromile
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Sign Up

10 4 Comments

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OnDeck
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Barbara Corcoran from TV's Shark Tank

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Google
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See how BuzzFeed creates highly targeted ads with User Lists from Google Surveys 360.

Smarter, faster data
Real-time consumer insights

MARKETRESEARCH.WITHGOOGLE.COM

Learn More

726 35 Comments

Like Comment

4C STRATEGY

- ✓ CLARITY on your Audience
- ✓ CONSISTENT Frequency
- ✓ COMPETITIVE Strategy
- ✓ CLEAR Vision + Style

RECALL "WHY"

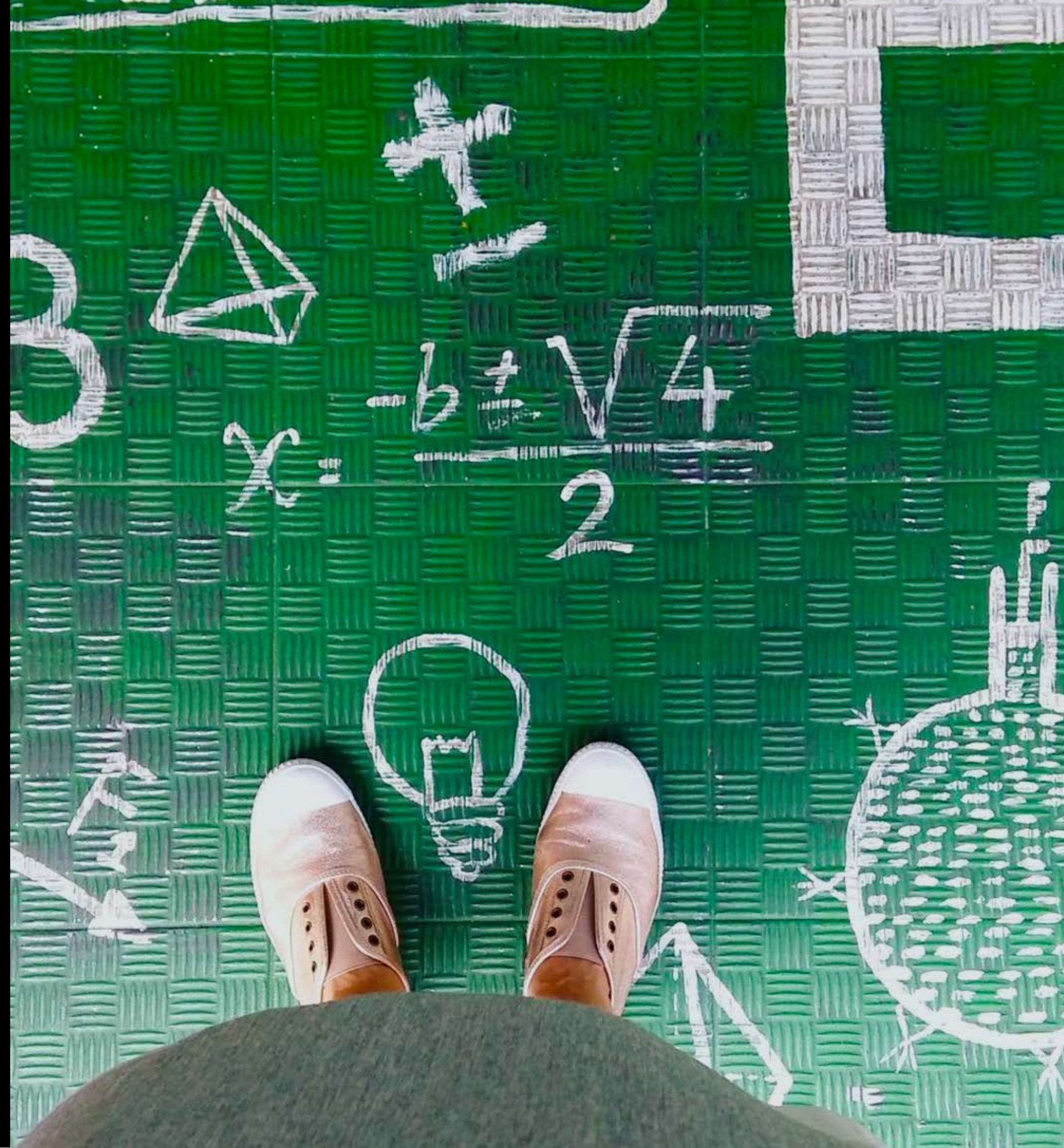
ENGAGEMENT MATH

50 likes + 8 comments = 58

58 / 986 followers = 5.88%



@jiahumuses



FACETIME

GET 38% more likes

GET 32% more comments



@designboom

@bhmediaco

#BoostYourBiz



GROWTH

LIKE
+
COMMENT

Easy... right?




@celebrityselfie

@bhmediaco

#bhmediaco






 24hoursuccess Following

6,301 likes 1w

24hoursuccess You can do this. Keep going and don't give up 🙌🔥🚀
@stylebook_ is a MUST-FOLLOW page 🌟

 belongs to respective owner 🙌

saararostami 👍

i_am_anan_ Doing 🙌🙌🙌🙌🙌

cometa_14 'MYpeopleMakeMEsmile' ~ #txs ~ #nomatterwhat ~ #keepDOing ~
♡

prettygurl28 yes

life_of_swadik 😊

secrets2growth Your posts are so encouraging 😊🙌🙌

maudelyne 🙌

life_quotes879 🙌🙌

dipsdhuxx @s_dhunay

♡ Add a comment... ⋮

GO VIRAL

- INSPIRATIONAL QUOTES
- PRETTY PEOPLE
- LANDSCAPES
- CELEBRITIES
- MUSICIANS
- BODIES
- FOOD
- SEX
- B.S.

@24hoursuccess



YOUR GOALS

Culture Values
Community
Awareness
Showcase
Advertise
Updates
Loyalty



THEME CONTENT PILLARS



@mrjcube

@bhmediaco

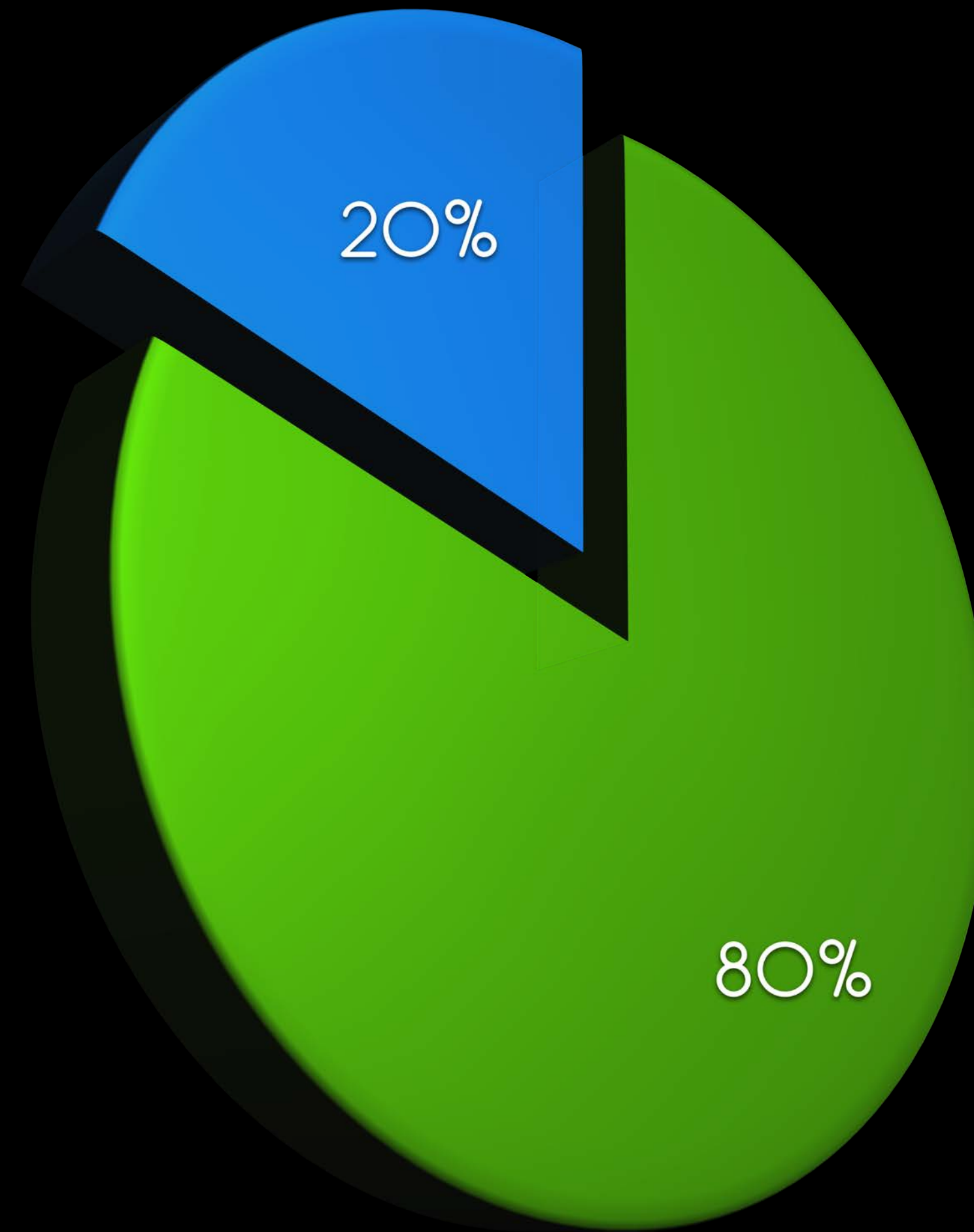
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80/20 RULE

20% SELF

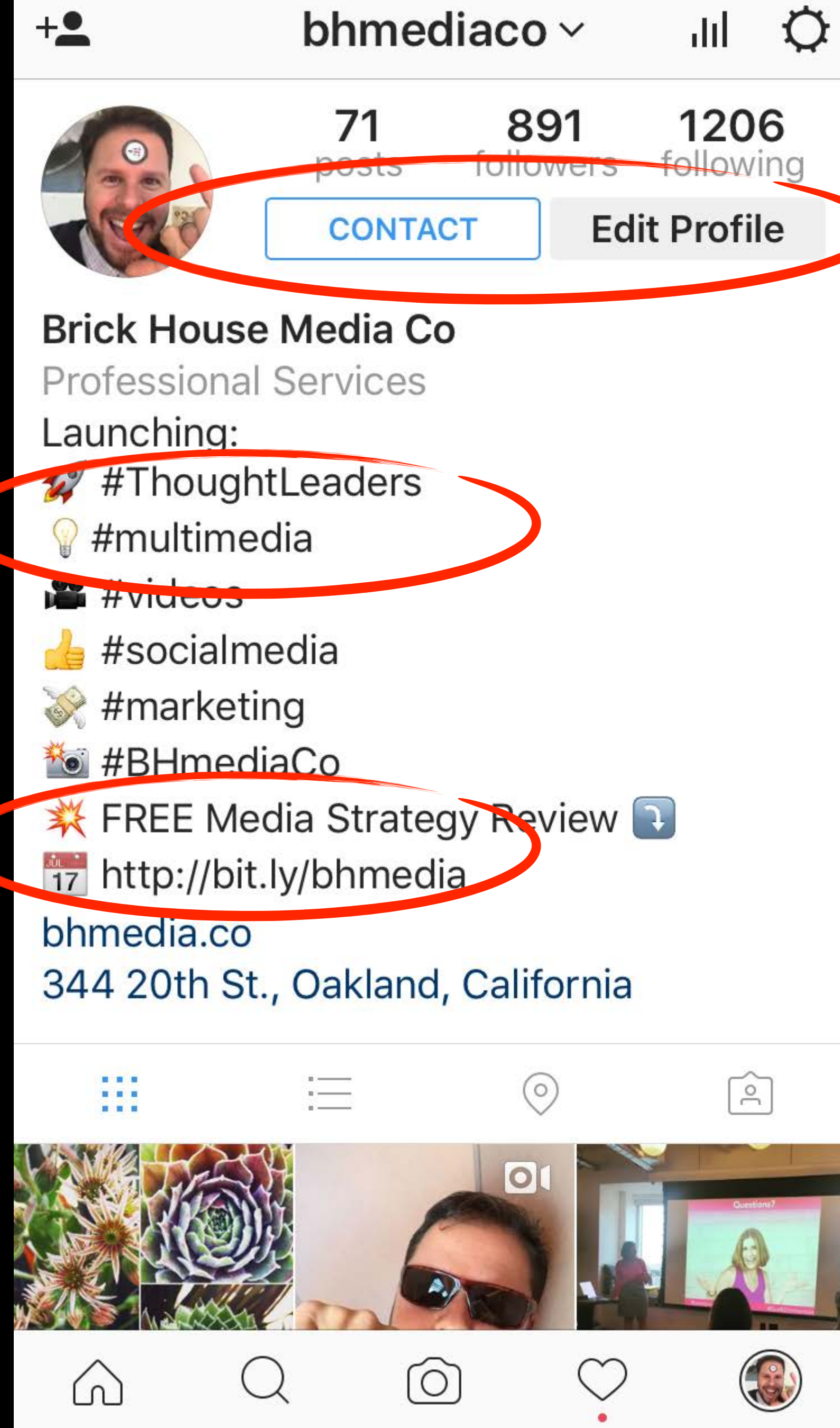
- ★ Services
- ★ Specials
- ★ Leadership
- ★ Events



80% OPC

- ★ Educational
- ★ Inspirational
- ★ Helpful
- ★ Insights

biz
#tags
CTA



PRO » FILE



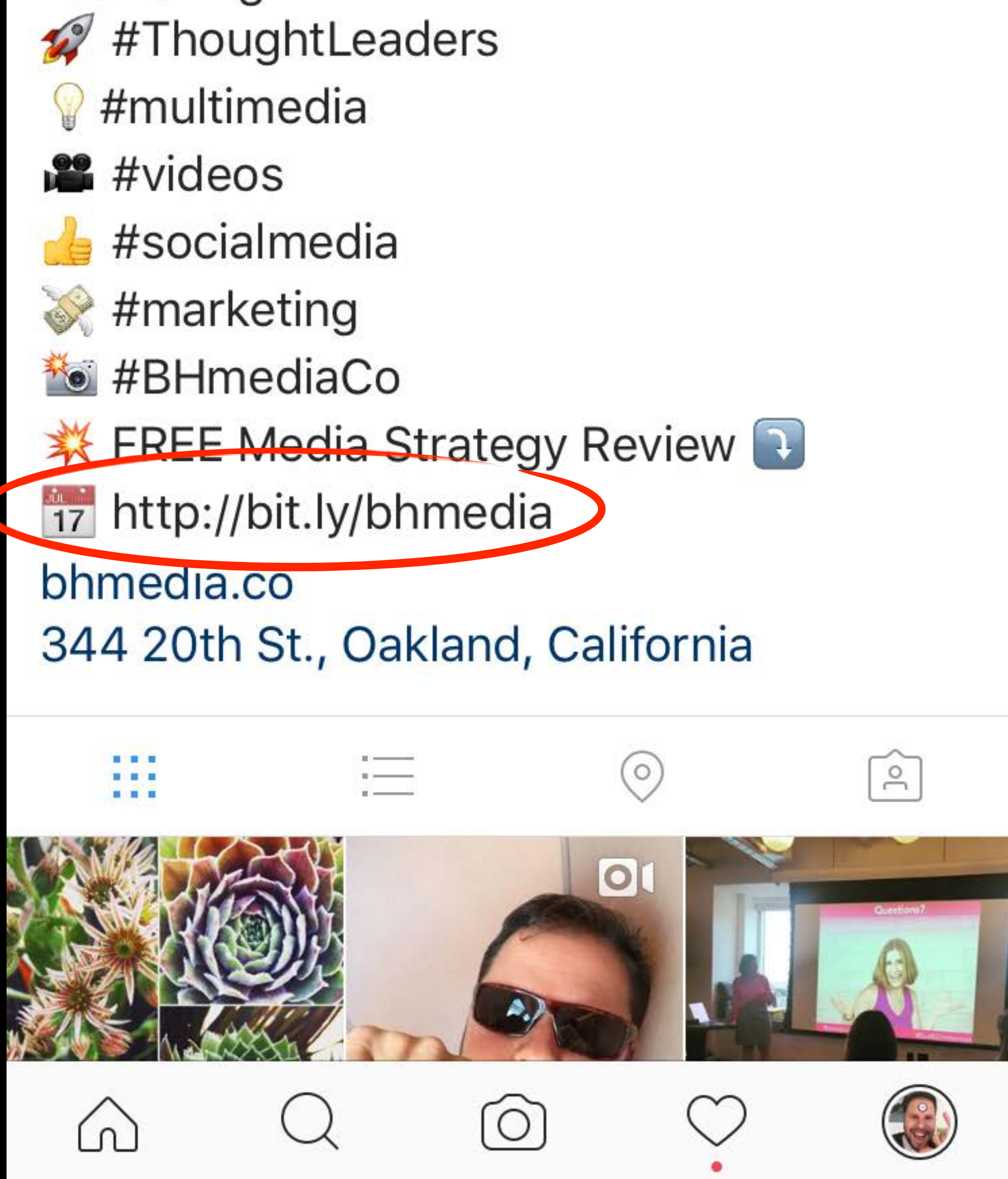
CONVERSIONS

GET PEOPLE
off SOCIAL
to your URL

TRY bit.ly trackable links



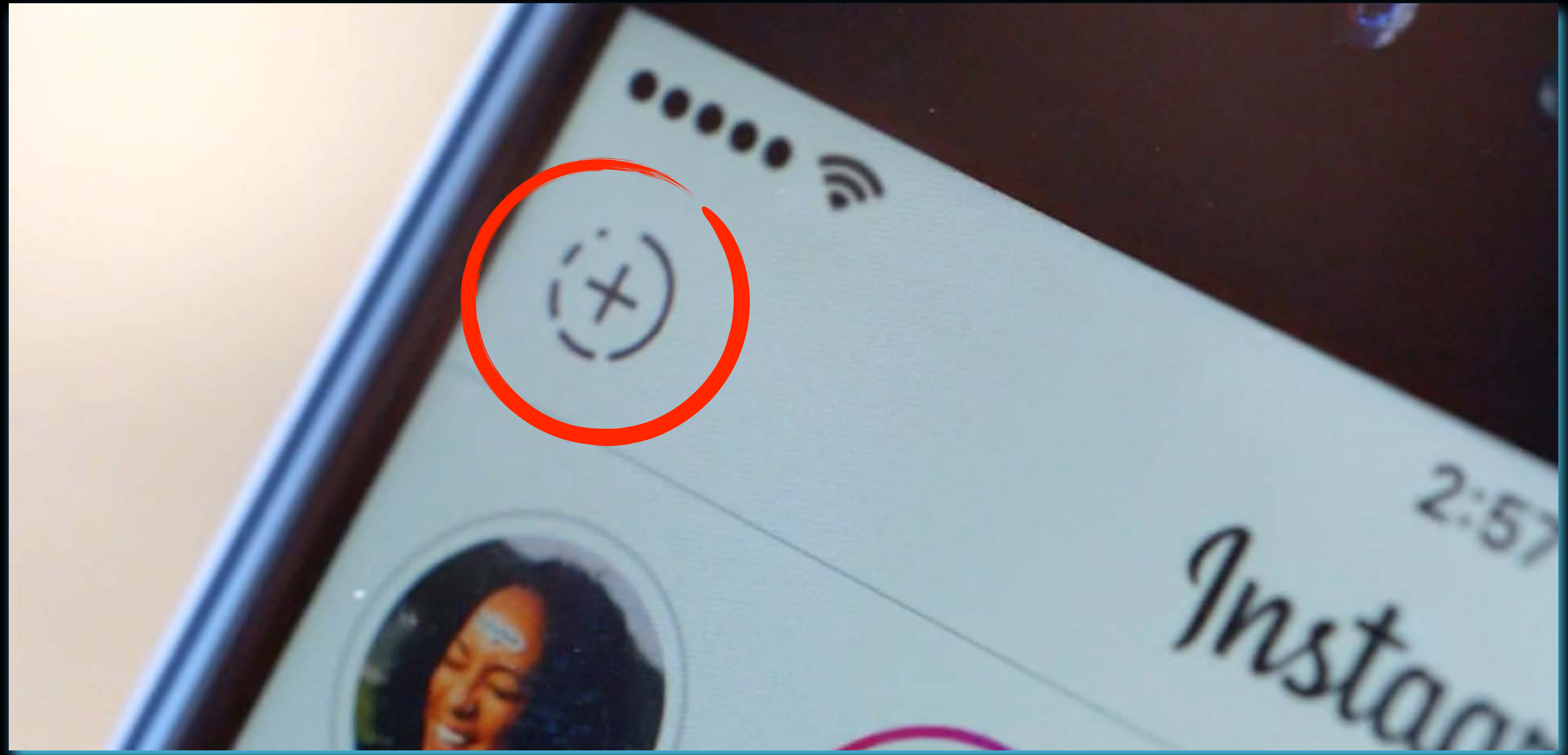
@bhmediaco



#BoostYourBiz

S.T.O.R.Y.

SAVVY
TIMELY
ORIGINAL
REAL
YES



@instagram



@bhmediaco

#bhmediaco

24-7-365



Create Some Stories

SHARING › SYNDICATION



TIME +
SPEED



CURATED
CONTENT



SOCIAL MEDIA
MANAGEMENT

CREATORS TO FOLLOW

@BUFFER

@LATERMEDIA

@SUEBZIMMERMAN

@THEINSTAGRAMEXPERT

@SUNNYLENARDUZZI

@CASEYNEISTAT

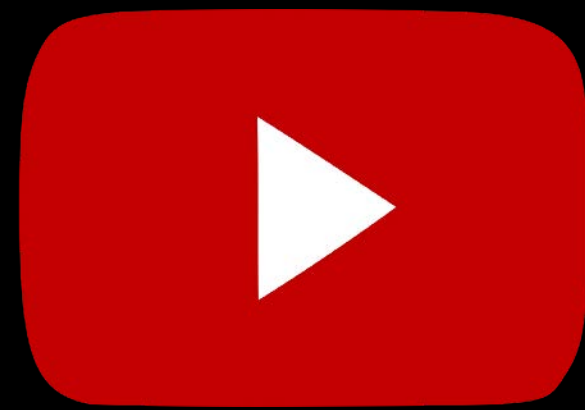
@KIMGARST

MULTIMEDIA + VLOGGING



VIDEO = HUMAN ENGAGEMENT
TEXT POST = GOOGLE SEO

PATHS TO ENGAGEMENT



EDUCATE

ENTERTAIN

INSPIRE

SOCIAL MEDIA CHANNEL DEVELOPMENT

EDUCATE

How to Become a Thought Leader by Brick House Media Co.
1,089 views • 1 year ago

Top 10 Steps to Text (SMS) Photos for #Instagram - iPhone
241 views • 1 year ago

Crowdfunding Pitch Video - Dr Hops Kombucha Beer by Brick
192 views • 10 months ago

Why You Need Multimedia Marketing
153 views • 10 months ago

Instagram - How to Upload Videos from MAC Computers t...
103 views • 2 months ago

Pro Social + Multimedia Services for Your Business - Visit
83 views • 10 months ago

Hosting New Co - Brick House Media Co
61 views • 10 months ago

Leveraging Videos for Thought Leaders + Growth with Brandon
55 views • 1 year ago

PRO Management Client Highlight - Paul Nathan Law by
46 views • 1 year ago

How to Leverage Multimedia Marketing for Growth by Brick
41 views • 1 year ago

How to Syndicate Your Content via Scoop.it - Brick House Medi...
36 views • 9 months ago

Event Highlights - Dr Hops Kombucha Beer - Brick House
37 views • 10 months ago

The Purpose Revolution - Crowdfunding Video by Brick
32 views • 6 months ago

Boost Your Biz - San Francisco w/ Sue B. Zimmerman Sept.8,
41 views • 1 month ago

YOUTUBE CHANNEL DEVELOPMENT + GOOGLE



ENGAGE LIVE!



LIVE STREAMING OPTIONS:
INSTAGRAM • PERISCOPE • YOUTUBE LIVE • FACEBOOK LIVE



STRATEGY CONSULTATIONS



DATA

SOCIAL

VIDEO

EMAIL

MEDIA

WEBSITES

PHOTOS

PROCESS



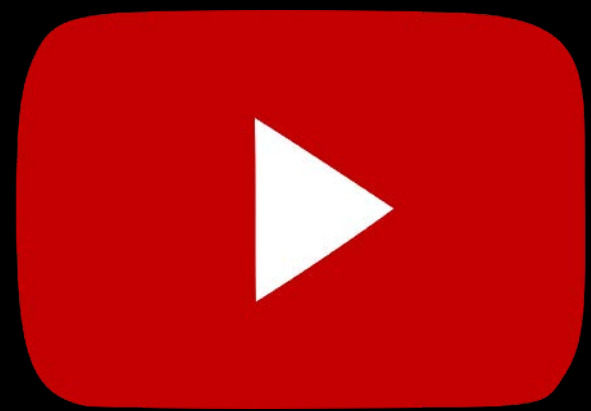
VISIT: bhmedia.co/consultation

@bhmediaco

#BoostYourBiz

2016 DEALS

VIDEOS



1 x \$499
2 x \$899



STRATEGY

1 hour \$129
2 hours \$269

JARED@BHMEDIA.CO

415-483-5322





QUESTIONS?

JARED@BHMEDIA.CO

415-483-5322