



FROM 10,000 FEET TO GROUND LEVEL

Marketing,
Communications
& Advertising

Why jump from a plane without a parachute?

You can but we advise against it. It's like making businesses decisions without first listening to your most loyal customers and fans on social media. From 10,000 feet to ground level, we help brands leverage their online community to build brand awareness and improve the bottom line.

Here are some social media, advertising, and marketing initiatives that you can take advantage of. If there is something specific that you would like us to assist with, that is not included in this packet, feel free to let us know.

How can we be help you land safely?

For more details, please email Ryan@ParachuteMedia.co

Social Media

Authenticity builds community.

Social media is not your marketing strategy but it is a very strong piece of it. We will assess your current marketing strategy and goals for your company and then create a social media strategy that makes sense. We look at social media as a big funnel. First you build your audience, then engage them with compelling content, and finally convert them from fans to customers or users.

Our goal is to not be a megaphone on as many platforms as possible but to be present where your fans are and optimize those platforms for building a strong community. Knowing where your fans are spending their time, their interests and even spending habits can dictate how and where we connect with them.

If creativity is the wheels and data is the driver, then Parachute Media's social media strategy powers the engine that will take you to a new level of success.

Our programs and strategies include, but are not limited to:

- Initial audit of social media
- Social media strategy and coaching
- Social media monitoring
- Data and analytics
- Content creation
- Ad buys
- Custom audience creation



Stamp Out Stigma shared a link via Cenpatico. April 4

Thanks to one of our Stamp Out Stigma partners, Cenpatico for sharing this important article.



Vets Respond To Fort Hood Shooting: Drop The 'D' In PTSD www.huffingtonpost.com

In the aftermath of Wednesday's mass shooting at Fort Hood, veterans and mental health advocates were armed with suggestions for reducing the stigma of mental health issues in the military. On Wednesday afternoon, Ivan Lopez, 34, opened...



Online Advertising

The power of teamwork.

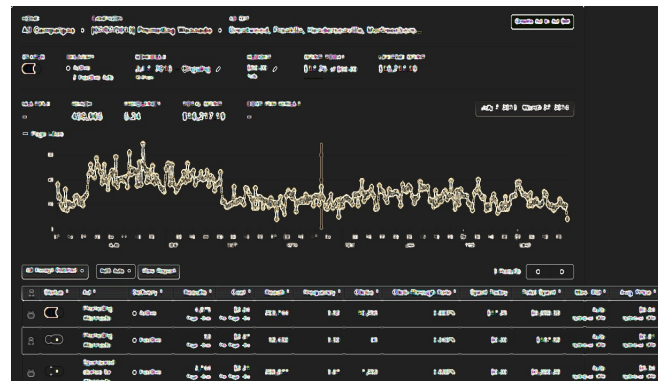
All of your marketing channels might do well individually, but imagine the results if they all worked together. Parachute Media combines the latest trends in online marketing with the authenticity of community building to fulfill your brands promise to its customers.

When you say email, we think about matching those contacts against Facebook profiles in custom audience sets. When you say web traffic, we think about retargeting ads to amplify your message. When you say Facebook, we think about a campaign that is derived from an email based contest and is housed on your website. Parachute Media can come up with any number of advertising strategies that will take ordinary content and make it extraordinary!

Our value-focused advertising has real ROI. Every click, every impression, is calculated to show measurable results. If decreasing your cost per engagement while increasing your online presence sounds great, then you're in the right spot!

Our advertising skill set includes:

- Facebook & Twitter advertising
- Retargeting ads
- Call to action strategies
- Google Adwords



Email Marketing

Your secret weapon is underutilized.

One of the most powerful assets you have is your contact list. They're not just emails; they're potentially answers to the most pressing questions you have about what your customers really want.

Parachute Media can do just about anything with email. We can implement a strategy to build your contact list from scratch or we can convert existing lists to our platforms. We use a local Nashville powerhouse email marketing company called Emma. We think they're the best. Check them out!

When we send out an email, it's not done without ample thought. We study A-B testing with your audience to understand what your contacts best respond to and then we track their movements to better understand how to keep their attention longer.

Sometimes an email isn't enough. We can do pretty cool things like tracking the CTR on email to the landing page on your website and then retarget them with a Facebook Ad mirroring the important content in the email they originally clicked on.

We even match your contact list to Facebook profiles creating custom audiences. Now you can reach your customers not once, but multiple times with authentic and engaging content we know they'll love.

FAN OF THE MONTH
 We love you. All of you. We especially love your Tweets and Instagram pictures you post at Edley's BBQ. We love the creativity, the humor, and the strategic filters you place on a delicious plate of nachos.
 Starting May 1st, we're going to select a fan that gives us the best pictures of their experience at Edley's BBQ and give them **FREE BBQ**. Make sure to tag us in your Tweets and Instagram posts at @EdleysBBQ and we'll pick the FAN OF THE MONTH at the end of each month.
 Happy Tweeting and Gramming!

Create Audience | Delete Audience | Create Ad Using Audience | Revert Changes | Check Updates

Name	Type	Size	Status
Open Opps	Custom Audience	1400	Ready

Create Similar Audience

Find other people on Facebook who are similar to "Open Opps" and create a new custom audience so that you can reach them with your ads.

Country: [?]

Optimize for: Similarity [?] Greater reach [?]

Your new audience will not include people from your original audience. Our system is busier than usual, it may take over 24 hours to create your audience. [Learn how this works.](#)

Custom Audience Terms

Demographic	Home	Dwelling Type	Single Family	115,921,340	6,441	Share	% of Interest	643,203	Share	% of Interest
Age	18-24	740	0.6%	0.0%	264,500	0.2%	0.4%	10,500	1.6%	0.4%
	25-34	14,862,330	12.8%	0.0%	59,200	0.0%	0.4%	31,400	0.5%	0.4%
	35-44	14,818,330	12.8%	0.0%	55,500	0.0%	0.4%	31,400	0.5%	0.4%
	45-54	14,795,200	12.8%	0.0%	55,500	0.0%	0.4%	31,400	0.5%	0.4%
Household Size	1	29,287,000	25.3%	0.0%	127,600	0.0%	0.4%	65,400	1.0%	0.4%
	2	25,959,000	22.4%	0.0%	109,700	0.0%	0.4%	56,700	0.9%	0.4%
	3	20,937,000	18.0%	0.0%	89,700	0.0%	0.4%	46,700	0.7%	0.4%
Finances	Bank Card	67,212,200	58.1%	0.0%	275,500	0.0%	0.4%	142,000	2.3%	0.4%
	Credit Card User	26,020,000	22.4%	19.4%	105,100	0.4%	0.3%	54,000	0.9%	0.3%
	Gas, Department Store Card	18,465,000	16.0%	1.3%	73,000	0.0%	0.4%	38,000	0.6%	0.3%
	Premium Card	8,648,000	7.5%	0.0%	35,000	0.0%	0.4%	18,400	0.3%	0.3%
Job Role	Administrative / Managerial	24,919,700	21.4%	0.0%	96,100	0.0%	0.4%	50,000	0.8%	0.3%
	Chief Executive Officer	9,156,000	7.9%	0.0%	35,000	0.0%	0.4%	18,000	0.3%	0.3%
	Executive	287,000	0.2%	0.0%	1,100	0.0%	0.4%	500	0.0%	0.3%
	Chief Financial Officer	821,000	0.7%	0.0%	3,100	0.0%	0.4%	1,600	0.0%	0.3%
Purchase	Standard Retail	8,684,000	7.5%	3.3%	23,700	0.0%	0.4%	12,000	0.2%	0.3%
	Home Improvement	4,146,000	3.6%	1.2%	11,700	0.0%	0.4%	6,000	0.1%	0.3%
	Home Office Supply Purchases	2,581,000	2.2%	0.7%	7,400	0.0%	0.4%	3,800	0.0%	0.3%
	High End Retail	11,922,000	10.3%	4.0%	33,100	0.0%	0.4%	17,400	0.3%	0.3%

Public Relations

We've got your back.

Traditional PR has changed over the past few years. We understand the difference between receiving a write up in a large print publication versus the impact of digital press. One is trackable while the other is pure speculation. Regardless, we can connect the dots and form the relationships necessary for a successful PR campaign.

Sometimes your biggest PR comes from your own fans talking about you. We are very skilled in the art of online communication strategy and can turn any Tweet into a positive story that resonates with a large audience.

Can't afford the costly and expensive retainer of the top PR firms? We've got your back. Let us write a blog post for you and we'll create a Facebook Ad targeting the very editors and writers who create content for the publications you want to be mentioned in. You know how much this costs? Today's rate can be as little as \$5/day. Chances are, your story will get picked up for the cost of a cozy, dinner for two!

Our Public Relations services include:

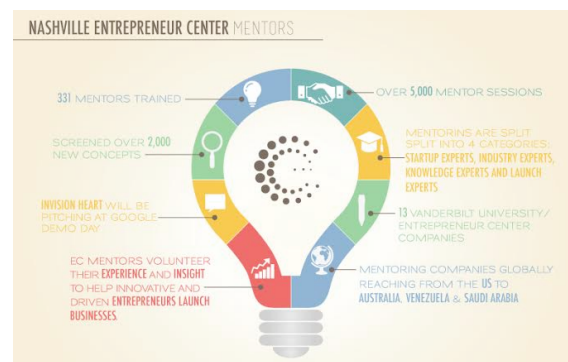
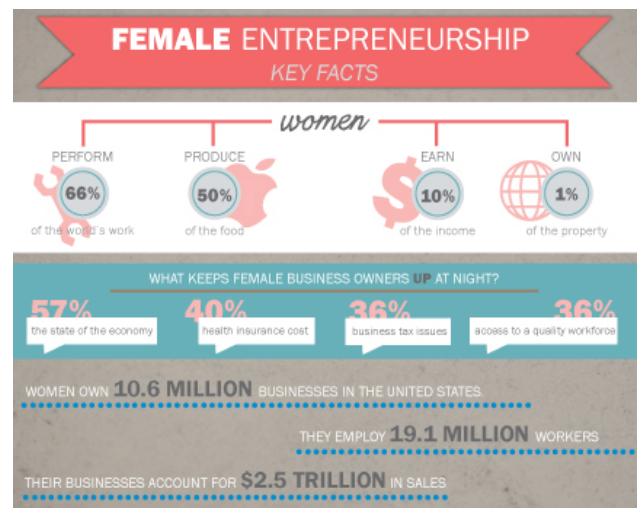
- Creative writing and blog content
- Pitching to local and regional press
- Creating programming & events
- Social media PR
- Crisis management strategy
- Reputation restoration

Branding & Graphic Design

Turning ideas into art. Your most important content needs life. We can take any idea or napkin notes and turn them into beautiful designs.

We can make custom cover photos for Facebook, logos and signage for events, and infographics simplifying complex data sets.

If your brand needs a refresh, we have the creative prowess to build a brand that says exactly who you are, where you've been, and where you're going.





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A note from Founder/Owner Ryan Carter

I can't thank you enough. We love the opportunity to work with brands that have the vision and leadership to do great things. With that, we have a lot in common. I started Parachute Media because I genuinely like to help brands tell their story. Fortunately, the world we live in today offers a plethora of mediums to effectively tell that story. My very first client was a small restaurant in Nashville over 2 years ago. They had virtually no social media presence but I'm thrilled to say that in the past month, they hit 1.2 Million impressions between Facebook and Twitter. If we can do that for a small brand, imagine what we can do with yours.

If you're looking for a cookie cutter service, we are not for you. We approach each brand with a clean slate and open mindset for big possibilities. We also ask a lot of questions because we all know what assuming makes us... Our goal is to get to know what you really need so we're solving the real problem and not just a symptom of the problem. Once we perform a preliminary social media audit, we can define the scope of work needed to complete the task and what your investment will be.

At the end of the day, we excel at relationships. Relationships that help grow your brand and keep us as your trusted partner to navigate today's challenging market. We want you to trust us to deliver insight on trends and leverage online platforms that make you competitive years down the road.

Thank you again for the opportunity and we look forward to building something beautiful together.

Sincerely,

Ryan Carter



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A note from our Sr. VP of All Things Awesome/ Nancy VanReece

It's exciting to be a part of a new adventure. What brings confidence to the journey is experience. I have worked with dozens of brands in the course of my now thirty years in communications and project management. I'm thrilled to bring that experience to your project as well.

We excel with great stories that need telling. Our communications team will help you find the story, promise, and inspiration behind your brand and will work with you to communicate that message using all the technology available to us. I am excited about joining you on the journey ahead.

Thank you,

Nancy VanReece

Recent comments from Parachute Media clients:

“Nancy VanReece was is the real thing. She knows how to build an effective social media brand/ platform. Even better, she makes this complex, arcane world accessible (and dare I say FUN) for her clients. She stands on the valuable ground where social media, branding and marketing intersect. I'm incredibly relieved to have her on my team!” |

“Nancy did a spectacular job rebuilding our social media presence. One heck of a turnaround job. She was creative, reliable and has a solid work ethic. She came to the table with fresh ideas, was always on time and always kept a great sense of humor.”