



iBi marketing
solutions

Media Kit

2020

PREPARED BY
RACHEL HESTER

Who We Are

A Creative Extension of Your Team

When you become a client of ours, we become an extension of your team. The iBi Marketing Solutions team is adaptive and creative - making the transition easy and results streamlined.

Innovative Business Ideas [iBi]

The three letter acronym in our business name stands for **Innovative Business Ideas**. We focus on growing your business to its fullest with the services we provide. Your success, is our goal.

Our Formula for Your Success

Understanding Your Audience + Strategic Planning + Creative Design + Consistent Brand Messaging + Tracking & Measuring + Adjustments = Rapid ROI

Meet the Owner



Rachel Hester, owner

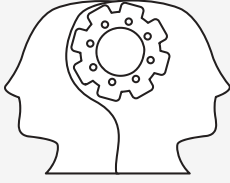
Rachel began her career in marketing and communications more than a decade ago. Her background comes from an array of industries: retail, health and wellness, medical, construction, and event planning. She has been nominated as one of the **Top 100 Women to Know on the Gulf Coast** the past two years ('18 and '19).

"Marketing has always been a passion of mine. I love using my creative and analytical skills to conceptualize a large scale idea while still maintaining an eye for the important details. At the end of the day, positive results produced bring joy to what I do."

Client Satisfaction

iBi Marketing Solutions has been amazing for my company! From the gorgeous social media posts to helping me keep my website up-to-date, Rachel works hard to provide what the client needs! She has made my job easier by researching and presenting great ideas that are very fresh and relevant to my business.

Services Provided



CONSULTATIONS

- Innovative ideas
- Strategic plans
- Marketing recommendations



WEBSITE DESIGN & MANAGEMENT

- Concept planning
- Photography
- Graphic and design layout
- Monthly maintenance
- SEO/SEM
- WordPress, Wix, Squarespace and Shopify



GRAPHIC DESIGN

- Concept planning
- Photography
- Digital and print design creation
- Printing/ordering



PRINT ADS & PRINT COLLATERAL

- Concept planning
- Photography
- Copy writing
- Graphic design
- Printing/ordering



SOCIAL MEDIA MANAGEMENT

- Monthly marketing plans
- Photography
- Writing
- Graphic creation
- Behavioral targeting
- Posting/monitoring



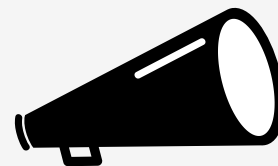
DIGITAL NEWSLETTERS

- Concept planning
- Photography
- Writing
- Graphic design and layout
- Scheduling



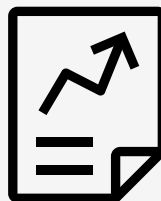
EVENT PLANNING & NETWORKING

- Concept planning
- Marketing campaign creation
- Communication with media
- Event representative



PR & MEDIA COMMUNICATIONS

- Media planning
- Media buying
- Press release writing
- Communication with media



ANALYTIC REPORTS

- Website, social media and newsletter analytics

Client Results

ROI Results

Seeing a return on your marketing investment is just as important to us, as it is to you. With this client, not only did we decrease the amount of money they were previously spending on marketing, we were able to increase their total year end sales by 52%.

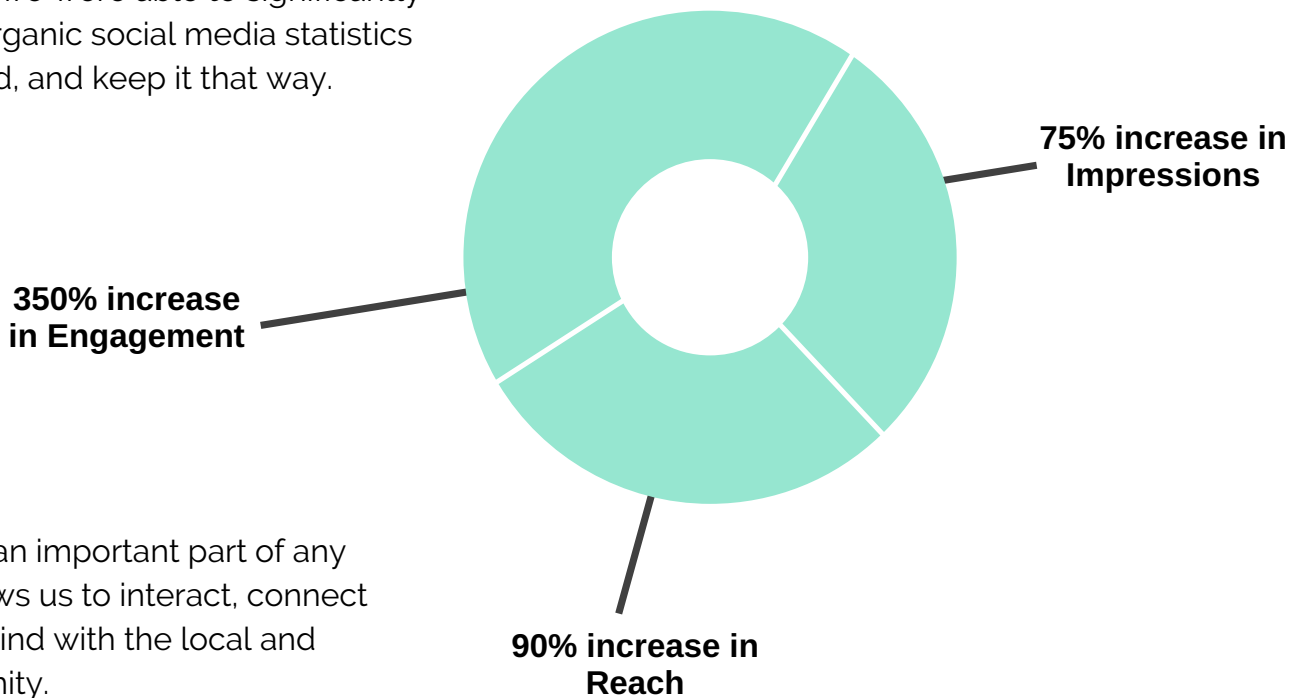
52% Increase in Sales



Social Media Results

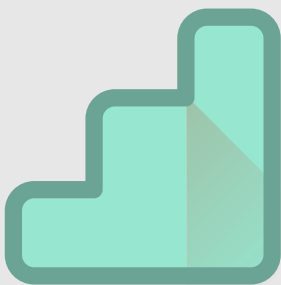
With this client, we were able to significantly increase their organic social media statistics across the board, and keep it that way.

Engaged Community = Loyal Community



Social Media is an important part of any business. It allows us to interact, connect and be top of mind with the local and visiting community.

Digital Advertising Results



While working closely with a client of ours, we decreased their digital customer acquisition cost by 80%. We also decreased their website bounce rate by 35%, and increased the amount of time a user stays on their website by 78%.

What does it take to produce results like these? Our iBi analytical skills combined with our strategic marketing plans.

** Results are based on a period of 1-2 years of working with clients. We cannot promise results like these. Social media algorithms change, budgets are different, and demand for products and services vary. **