

crowdsiren
SOCIAL MEDIA SOLUTIONS

CROWD SIREN

SOCIAL MEDIA & MARKETING

—

2018-2019



CROWDSIREN.COM

CONTACT US



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Crowdsiren
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ABOUT US

Crowd Siren is a digital marketing company that ensures that a brand's vision meets the consumer.

WHAT WE DO

Crowd Siren ensures that a client's brand vision reaches their customers consistently and strategically online. Our services are custom outlined for each client and can include: developing and planning campaigns for online media, social media, advertising, public relations, and event marketing.

The team's primary focus becomes implementing your solution daily through social media management, email marketing, graphic design, content creation, content marketing, customer engagement, public relations and smart online advertising.

Engaging Audiences with Captivating Content

Our team gives our clients and their brands personal, consistent attention that gets your business noticed while protecting and managing your reputation online through consistent, branded content.

Crowd Siren has expertise in a number of areas, all deeply rooted in marketing.

PHILOSOPHY

At Crowd Siren, we believe that consistent, focused attention on a brand can develop a customer base. We believe that marketing is a mechanism for press, reputation management and customer service. We provide these services to companies, understanding the large undertaking of brand management in the digital age. The team at Crowd Siren treats your brand as you would; professionally, attentively and honestly.

CAPABILITIES

- Social Media Management: Facebook, Twitter, Instagram & Pinterest, et al.
- Engage and interact with fans and followers of client's brands through engagement of online social media sites.
- Branding including graphic and logo design.
- Content creation for social postings for clients: blogs, photography, videography, website copy for clients.
- Email marketing strategy and execution.
- Online advertising strategy, creative, and management.
- Online reputation management and industry monitoring through community management.
- Public Relations strategy and placement in news.
- Event marketing through social media models

Nevada Governor's Office of

ECONOMIC DEVELOPMENT

Certified Tier 1 Emerging Small Business



OUR TEAM

Crowd Siren employs a team of experts in online media, graphic design, PR and Advertising.

CLIENT RELATIONSHIP

Crowd Siren considers our clients to be our partners. Our team works with your team to ensure we are both creating ideas and executing them to achieve organizational goals.

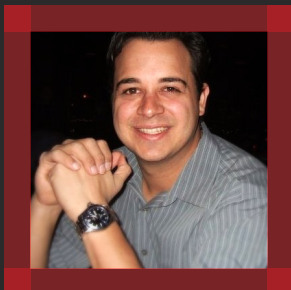
Our agency strives to offer an unsurpassed customer service experience for every account we work with. Due to the real time nature of social media we are available around the clock, at nighttime and on weekends. We will provide contact information so we can serve you when needed.

We also love drinking coffee and strategizing during lunch meetings with our clients.



LAURALIE LEVY
Founder/CEO

Lauralie is a marketing and communications consultant. She utilizes her social media and marketing expertise to consult with businesses and provides strategic services for online media, PR and branding. She has a BA in Communications and drives strategy and sales for Crowd Siren.



TODD R. LEVY
Director of Operations

Todd R. Levy is the Director of Operations as well as the first employee of Crowd Siren. Todd is the project manager of the daily account management of our agency. Todd has an MBA and provides the company with business development expertise.

Primary Expertise: Social media, digital communications, online branding, content marketing (blogs, graphic design, advertising creative), SEO & SEM

OUR TEAM

ELISE VILLADOZ

Brand Manager

Elise is the project manager for Crowd Siren ensuring that each project is executed flawlessly. She has always been interested with the marketing aspect of the business world, believing in the quote "Marketing is everything."



KIRA SMITH

Content Creation Specialist

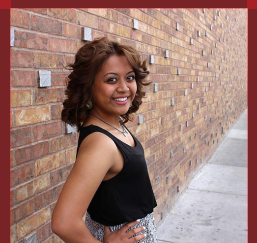
Kira specializes in content creation, social media management, photography and videography. Kira creates the voice and image for clients online and focuses on



LOVELY VENTURA

Brand Ambassador

Lovely Ventura is the brand ambassador at Crowd Siren, specializing in content creation, website edits and graphic design.



Reinier Feolino

Marketing Writer

Reinier Folio is a Senior in the Marketing Department at UNLV and focuses on creating authentic brand copy for clients, crafting a polished and fun voice appropriate for social media



CHARM SALAVANTE

Graphic Designer

Charm Salavante is the designer at Crowd Siren, specializing in logo and print design and has worked with companies all over the world.





We create a distinctive and authentic brand voice to enhance your company's position in the market place by establishing credibility and thought leadership.

BRANDING



NAMING

We create a distinctive and authentic brand voice to enhance your company's position in the market place by establishing credibility and thought leadership.



LOGO

A solid logo has the power to enhance a company's quality over time and attract customers. Crowd Siren conceptualizes your logo with you and custom develops a design original to your business.



TAGLINE

A tagline is a quick statement that captures the idea of a brand. Crowd Siren creates precise taglines that are sure to provide an audience with an immediate understanding of a company's purpose



VISUAL STYLE

The visual style of a brand carries importance throughout the company's lifetime. The visual style encompasses the brand's entire appearance and the impression that creates. Crowd Siren forms a brand's unique style across all digital and print mediums.

flyers
brochures
posters
banners



business cards
advertising
social media

ADVERTISING



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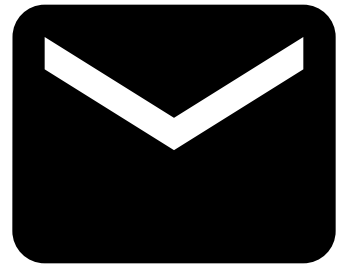
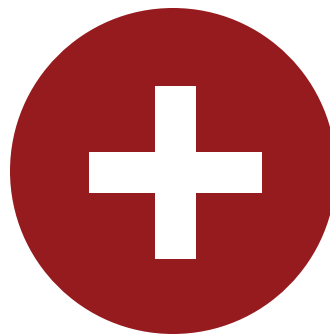
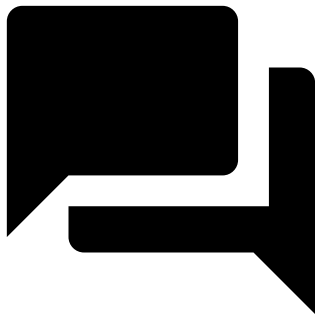
IDENTITY CREATION

KEY PERFORMANCE INDICATORS

Did You Know?

- Consumers look online prior to making purchasing decisions
- Companies report an average of a 30% increase in purchase behavior from social media participants.
- Customers are 20% more likely to buy from a brand they engaged with online than one they did not.
- Unfiltered spam or ignoring reviewers can leave holes in your customer service chain, resulting in a poor customer experience.

Management of an online brand has a myriad of benefits for a business. When Crowd Siren is retained to manage a marketing campaign, we ensure that the brand experiences month over month growth on social channels and we use the below items as Key Performance Indicators for our work.



**FOLLOWER
GROWTH**

**INCREASED
ENGAGEMENT**

**POSITIVE
REPUTATION**

**LEAD
GENERATION**

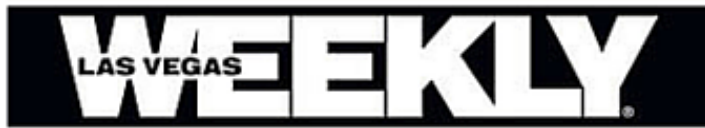
PRESS

Story Creation

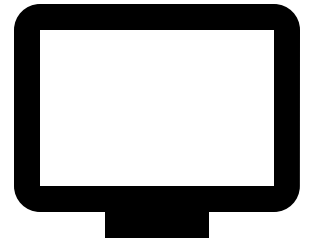
Press Release Writing

Press Release Distribution & Pitching

Story Placement



PUBLIC RELATIONS

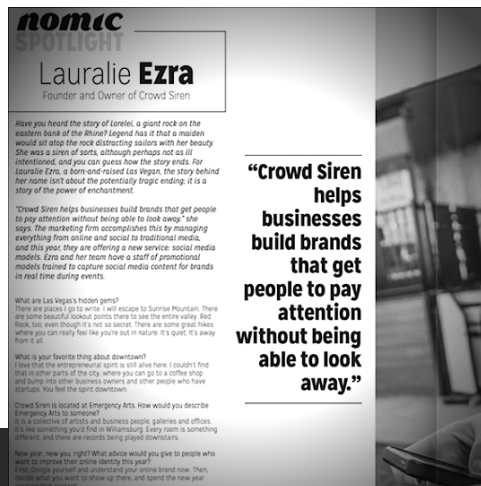


ONLINE
PUBLICATIONS

NEWSPAPER &
MAGAZINES

RADIO &
INTERNET RADIO

TV &
YOUTUBE



SOCIAL MEDIA MODELS

PROMOTIONAL MODELS FOR THE DIGITAL AGE

We are well spoken, proficient on all social platforms, and engage in specific content creation before, during and after an event to create buzz for your brand!

Social Media Models serve as your real-time, on-site marketing team by assisting your brand with:

- Lead generation
- Increasing social media reach
- Creating positive brand awareness
- Leverage traditional media exposure
- Lower customer acquisition costs
- Increasing sales figures
- Build awareness in brand sponsorships and channel partners

SOCIAL MEDIA MODELS

EVENT UPDATES

Facebook: 5 posts per event day

Twitter: 20-30 tweets per event day

Instagram: 4-8 posts per event day

CONTENT WRITING

1 Blog recap of event for use on website/social media



ADDITIONAL SERVICES



Photography

Videography

