



Ellabee

media group

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Ella Bee Media Group is a multi-faceted media and branding company operating in the sports and entertainment industry. We represent both established and rising properties, companies, brands and talent in sports, media, music and entertainment. With our expertise in strategic media relations, brand marketing, social media solutions and publicity, we excel at combining new media tactics and intergrated marketing campaigns with tradtional public relations to develop strategies for a wide spectrum of sports, entertainment and corporate clients.

Whether it's a local marketing campaign to increase brand presence in a specific area or a global publicity campaign that increases favorable public perception, we strive to defy the reach of creative imagination and exceed our clients' expectations. The company enjoys strong relationships with marquee athletes, A-list celebrities, corporate marketing executives, leading advertising agencies, global public relations firms, professional sports teams, and film/TV networks to develop unique properties that maximize our clients brand value and raise public awareness.



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Social Media Marketing and Digital Media:

- Blog Maintenance
- Content Creation
- Search Engine Marketing
- Search Engine Optimization
- Facebook Fan Page and Twitter Creation/Maintenance
- Online Media Outreach and Online Media Placement
- Blogger Outreach and Placement
- Online Press Releases
- Online Fan/Consumer Interaction
- Development with Online Communities
and Viral Video Campaigns

Public Relations:

- Media Outreach and Placement with Broadcast Outlets
(Radio and TV) and Print (Magazines and Newspapers)
- Crisis Communication
- Consumer Relations
- Community Relations
- Employee Relations
- Investor Relations and Financial News

Entertainment Publicity:

- Red Carpet Events
- Movie Premieres
- Film Festivals
- Fashion Weeks
- Awards Shows
- Gifting Suites
- Listening Lounges
- Sporting Events
- Product Launches
- Industry Events
- Celebrity Booking
- New Artist Development
- Book Publicity
- Press Conferences

Radio and Television Satellite Tours plus Additional Services:

- Experiential Marketing
- Event Marketing
- Email Marketing
- Smart Phone Application Development and Maintenance
- SMS Text Messaging Campaign
- Audio Podcasting
- Media Buying
- Tradeshaw Booth Representation
- Celebrity Product Placement and more...



Ella Bee Media Group has an innovative Social Media Marketing Department with experienced professionals who have knowledge and a passion for using cutting edge tools and techniques to take a multi-faceted brand's social marketing to the next level. We will work to expand and direct your social media marketing program throughout your target markets, cities and states. We will develop a comprehensive social media marketing program which will include management of existing social channels and properties, evaluation and operationalization of new digital platforms/services/tools, and the creation of highly effective social marketing and media solutions in collaboration with your team.

MAJOR ACTIVITIES TO ENSURE ACHIEVEMENT OF KEY RESULTS AND DELIVERABLES

1. Strategy and Program Development

- Lead the development of a comprehensive and scalable social media marketing program.
- Oversee the strategy, planning and implementation of all social media initiatives and marketing campaigns within a defined program framework to assure consistent execution while achieving maximum impact.
- Own planning, forecasting and reporting for all social media and marketing programs. Manage outcome against a set of defined business goals.

2. Platform and Channel Management

- Manage the Facebook, Google+ channels and the Twitter, Instagram, Tumblr, Pinterest and Foursquare accounts.
- Develop a unique voice for each social media property and assure consistent, high-quality editorial execution.
- Develop detailed operational plans for each social media channel defining and implementing detailed publishing, monitoring and response processes.
- Achieve annual growth and engagement targets for all core social channels and the social components of key marketing campaigns.

3. Social Marketing and Media Innovation

- Lead an initiative to promote social media marketing excellence. Collaborate to integrate innovative social media marketing concepts into all relevant marketing initiatives.
- Work closely with you on the development of a cohesive digital voice for conversations. Implement tools and scalable processes to allow for structured and timely conversations with your communities.
- Demonstrate and promote the use of a sophisticated set of social listening services to identify emerging trends, sprouting conversations and changing consumer sentiment.
- Work with talent such as athletes, musicians, business partners, sponsor and opinion leaders to develop innovative social media practices that will expand your platforms.

4. New Platform Platforms and Tools

- Continuously explore the extensibility of existing social platforms, services and tools to increase reach and engagement.
- Investigate new social platforms, tools and services and evaluate against company marketing and business goals. Develop pilot programs and operationalize top-performing platforms, tools and services.
- Build strong relationship within the social media products community including leading technology providers, startups and opinion leaders.

KEY RESULTS AND DELIVERABLES (WHAT DOES SUCCESS LOOK LIKE)

1. Social media platforms and channels are successfully aligned with overall business goals.
2. Social footprints are significantly increased by driving social media marketing concepts.
3. Listening and analytics tools are employed to improve insights into relevant audience, trends and conversations.
4. Marketing outcomes are reached by strategically and creatively introducing social concepts and techniques into relevant campaigns.
5. Trust and confidence is established as the public face of all social topics, an innovative thought leader, a trusted advisor and a leading example





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Red Bull



Foot Locker



SONY



Dove



pepsi



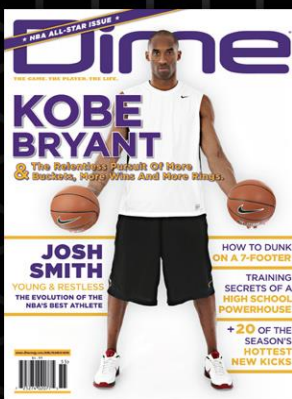
Audi



SPORTS MEDIA



NATIONAL PRINT MEDIA



MAINSTREAM MEDIA



The **Wendy Williams** Show

LATE SHOW with David Letterman

GOOD MORNING AMERICA

Us WEEKLY

CHELSEA LATELY

LATE NIGHT WITH JIMMY FALLON

TODAY

USA TODAY

The New York Times

People
DETAILS

HOLLYWOOD MEDIA



ESPYS, People's Choice, The Grammys,
The Oscars, Golden Globes, MTV Awards,
BET Awards, Billboard Music Awards
Movie Premieres, Charity Galas, Fashion Shows

Hollywood
THE
REPORTER

Entertainment
WEEKLY

DEADLINE
.com

VARIETY

Welcome To
PEREZHILTON.COM
Celebrity Juice, Not from Concentrate

TMZ

access
hollywood

E!
EVERYTHING
ENTERTAINMENT



the
Insider

THE
WRAP
Covering Hollywood

