

Full Funnel

PR + Growth

Deaf Child

1st U.S. Deaf Owned
Marketing Team

noladeafchild.com

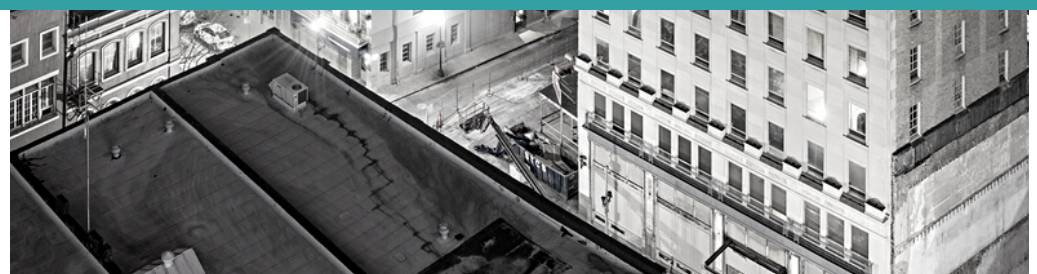


2022
ANALYSIS



Proposal PR + GROWTH

Objective: Provide full funnel growth consultations, reports, and production for businesses to scale.



PR + Growth Proposal



Intro

Proposal

Planning as Growth Analyst means we analyze, forecast, plus build custom reports to make key performance indicators and insights available to a company.

We are involved in tracking project milestones, maintaining client correspondences, managing project scope, leading process design improvements, conducting system integration, as well as undertaking project analysis.



Results

Deaf Child works with Marketing, Development, Engineering, Sales, and Accounting teams as a project manager to monitor, interpret, and execute on business plans.



What We Do



Growth Analysis involves data reporting, market testing, plus profit scaling. Deaf Child proposes decisions that may affect all aspects of an organization's financial health, especially because we direct and implement strategies for sales, advertising, and general market placement.

We specialize in getting businesses syndicated in relevant PR outlets. Our area of expertise is really helping businesses have control in media and search engines. Control in output connects publicity to growth.

PR

We have a multi-phase approach, we help get businesses syndicated in the media. Then we build on it to spread awareness around your story with relevant keywords.





About

"My original inquiry with her was to run an online street team to promote an upcoming show and she went above and beyond to help improve our entire social media coverage on all platforms, as well as take part in the grassroots marketing and recruited others to do the same in a matter of days. Deaf Child is completely invaluable, if you want the job done correctly in your promotional efforts, you've come to the right place! Lexie, and the entire Deaf Child name are a huge asset to anyone looking to promote within the New Orleans music scene. She herself is a dynamic, reliable, efficient, and extremely knowledgeable person in the scene who will only continue to become more successful as she gains experience in the industry!" - Katie Budge, Marketing Director & Production Manager: The Howlin' Wolf Music Club | PR & Media Manager: The Grammy Award Winning Rebirth Brass Band

Syndication

PR syndication available including, but not limited or guaranteed to: ABC News, All Access Music Group, Associated Press, BBC, Boston Globe, BuzzFeed, CBS, Chicago Tribune, CNN, CW, Daily Herald, Entrepreneur, Forbes, Fox, Los Angeles Times, Miami Herald, MSNBC, NBC, New York Post, New Yorker, PBS, Teen Vogue, The Daily Courier, The NY Times, Time, USA Today, Wall Street Journal, Washington Post, Variety, Vogue, + more opportunities for your niche.



FOR IMMEDIATE RELEASE

VIRAL PENN BADGLEY LOOKALIKE HAS A SHIRTLESS & SEDUCTIVE MUSIC CAREER

Slithering, sauntering, smut-rock from
Houston, Texas...

HOW A MUSICIAN WENT VIRAL

Nick Serena and his sister, Kaelynn, made a TikTok of Nick imitating Joe Goldberg, America's favorite serial-killing romantic as the protagonist of Netflix's hit show, *YOU*, as played by Penn Badgley.

That TikTok video has already attracted over a million views and counting!

Serena bears a striking resemblance to Badgley, so Twitter showed no mercy. One comment in particular caused an eruption that led the post to begin trending: "Joe after using a guasha."

This led to a follow up duet, where it's almost impossible to tell who is who! Luckily, having this celebrity lookalike is on brand for Serena's latest project.

NICK SERENA'S BAND ASTRO INN

Serena performs on vocals and guitar along with bandmates Jacob Rodriguez on drums, Peewee Ruiz leading guitar, Sergio Vazquez-Puglisi as bassist, plus Tony Ortiz on keys and bass.

If you haven't experienced their sultry dynamic yet, check out what they aptly described as a softcore video, "Aphrodisiaddict," next for a titillating performance.

Astro Inn's catchy, relatable lyrics have a way of provoking memories from their portrayal of a rut in "Bad Luck" to a toxic, lustful obsession over someone you've never met on the internet through "Venus in Retrograde."

Anyone who likes Glass Animals or Cigarettes After Sex is in for a pleasurable time. For press inquiries such as why Kate Upton chose Astro Inn to perform for her birthday party, email astroinnmusic@gmail.com.

###

TIKTOK: ASTROINNMUSIC

<https://vibe.to/astroinn>

Case:

Nick Serena was referred to Deaf Child by [Billy O'Connell](#). Nick went viral for looking like a celebrity. The issue is that he is a musician, and doesn't want to be known as only a lookalike. He reached out to control branded search terms.

Solution:

Connect Nick being a lookalike to his music career. Results are 500+ PR placements secured in front of 172 million people for music and lookalike keywords.

PR Ex

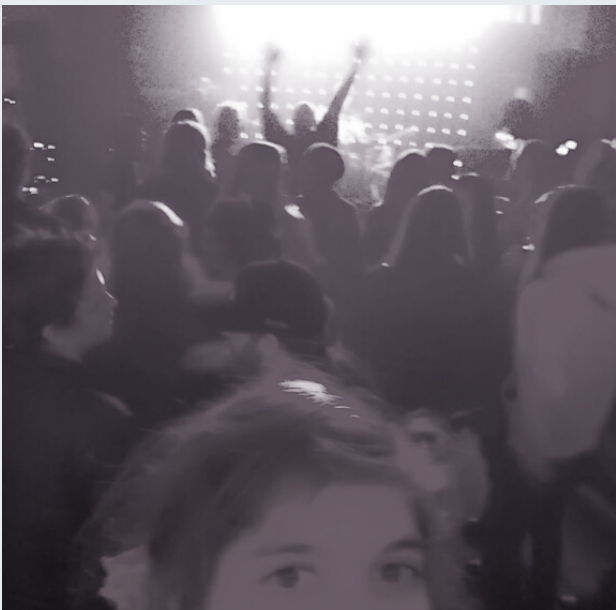


**Alex • Allison • Clayton • Cristina • Desireé •
Hillary • Jenn • Makyi • Scott • Veronica**
Affiliates

Lexie
Owner

Cristina
Mentor

Shah
Tech



Our Team

THANK YOU, AND WE LOOK FORWARD TO WORKING WITH YOU.



PR

Quote starts at \$2,250 per press release or pitch writeup & \$11,250 per press release or pitch syndication

GROWTH

Quote starts at \$150 consultations for chats only & \$7,250 for reporting only on data and growth analysis

Pricing

Full Growth Analyst Data Retainer quote starts at \$15,000 for chats, reporting, & potential PR execution. Price quotes provided based on average deal size. Quote may vary depending on your business needs.

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