



The Designer's  
RESOURCE CENTER

**Morning WAKE UP Call**

FACEBOOK LIVE EVENT

# How Savvy Giving By Design Changed My Design Firm's Perspective

Kylie Ponton • Ponton Interiors

Mon 7am PST/10e

## Inspiring Stories From Within The Design Community

Leveraging Emotional Branding To Increase Conversion



Kylie Ponton, President of Savvy Giving by Design, Tampa FL Chapter – Episode 3

### On Today's Show, I'd Like You To Meet...

Kylie Ponton. Kylie was the proud owner of a successful design firm, Ponton Interiors, located in Tampa Florida. Life was good and she enjoyed making a living in a field she loved.

Then one day, she was listening to a design podcast, about a woman in San Diego with a design firm whose mission it is to provide comfort, support, and healing to families with a child facing a medical crisis by transforming the interior spaces of their homes.

That moment changed the course of design for Kylie and her firm, forever.

## Why Would Sharing Kylie's Story Help Your Brand?

- **50% of a brand experience is based on emotion**
- **90% of buying decisions are made subconsciously**
- **Emotional Branding converts 50X Faster**

### Our Target Audience:

- **52.9%** - Women Aged 25-64
- **47.1%** - Men Aged 25-64
- **College/Trade School Graduate**
- **81.6%** United States
- **7.3%** Canada
- Interior Designer, Architect, Design Enthusiast, Business Owner, Home-Owner, Home Stager, eDesign

**We align your brand with stories that people **L**ove.**



# Podcasts, You Can Watch.



## Video On Social Media, Converts New Leads at 93%

In 2019, 144 Million Americans listened to podcasts

**What if** we combined the visual benefits of video, with the accessibility of podcast listening, along with the power of social sharing and clickable links found on social media?

That is exactly what we have achieved with The Live Broadcast network.

Podcasts, You Can Watch.

Why does this matter to you? Content creation is not easy.

Even when you do create content, you still need to

share it. And the goal would be to reach new audiences and grow your consumer base.

**By advertising** on shows produced by The Live Broadcast Network, you get the benefits of television style commercials, podcast style voice over mentions and branding, all wrapped into a program that not only targets your audience, but combines all of the proven media strategies into content that you can share and leverage.

You get all of that bundled nicely into one single and simple ads budget.

### Show Statistics:

147,671 Average Weekly Reach

52.9% Women

47.1% Men

87.1% Retention

### Placements:

750-1.1k Same Day Viewership

67.3% Instant Articles

23.2% News Feed on Mobile Devices

9.5% News Feed on Desktop Devices

### Demographics:

#### Women

17% 25-34 • 17% 35-44 • 17% 55-64

#### Men

13% 25-34 • 17% 35-44 • 15% 45-54

### Distribution:

81.6 United States

7.3% Canada

5.7% UK

2.1% Australia

# The Power Of Video Marketing For Branding & Conversion

## Your iPhone is the New Television

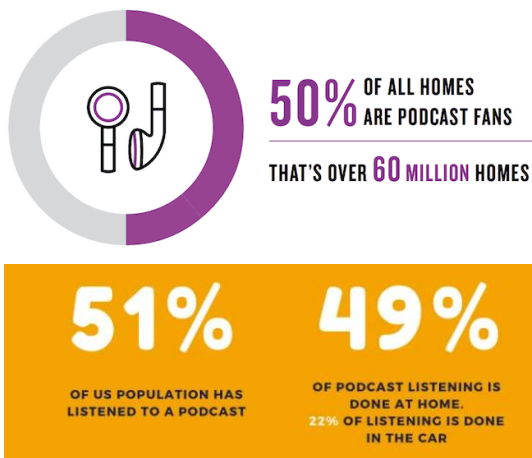
More and more video content is being watched now than ever before. 85% of all internet users in the United States watched online video content monthly on any of their devices (Statista, 2018). 25-34 year olds watched the most online videos, with adult males spending 40% more time watching videos on the internet than females. The time spent by users in the United States watching video content weekly on a smartphone is also seen to be growing over time.

The preference for video content is not just limited to entertainment purposes. Video extends to brands. Studies show that [54%](#) of consumers want to see more video content from a brand or business they support (HubSpot, 2018).

## Video Marketing as Lead Gen

According to Optinmonster, video marketers get 66% more qualified leads per year (Optinmonster, 2019). Optinmonster also concluded that video marketers achieve a 54% increase in brand awareness. Additionally, 93% of marketers say they've landed a new customer thanks to a video on social media. This increased quality of leads can be attributed to the quality of education that video brings. Not only do customers gain trust in companies, but they're also able to educate themselves about the company or their product through interactive visuals. These stats show that there's no need to second-guess the benefits of video marketing for business. As for video marketing in 2020, it will be a great way to grow your network and customer base, not just now, but also in the future.

## The Impact Of Podcast On Buyers Decision Making



### Podcast Listener Stats (USA)

- 45% of monthly podcast listeners have household income over \$75K
- 27% of US podcast listeners have a 4-year college degree
- 54% of podcast listeners are more likely to consider buying an advertised product
- Podcast listeners are more likely to follow companies and brands on social media
- 69% agreed that podcast ads made them aware of new products or services

## Why LIVE ?

### Why Facebook?

No other company (Netflix, YouTube, Instagram, etc.) has a social media network behind its video content marketing. Meaning, if we were to produce recorded or LIVE video content on any other platform, we would need to promote the content through mainstream marketing techniques (email lists, social media, print, etc.)..

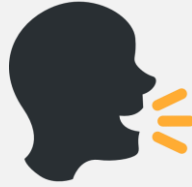
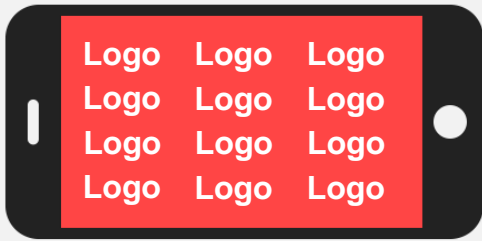
**Program Guide** - Only on Facebook are you able to create "Events", which telegraph upcoming shows, guests and episodes. The Live Broadcast Networks Events page, essentially acts as a "TV Guide" for upcoming shows and events.

**Leveraging Networks** - With Facebook, we are also able to leverage both our own network of followers, the networks of each of the guests on each of the shows and the promotional efforts of each of the advertisers associated with each of the shows.

**Cross Promotion** - We essentially create a snowball effect of self promotion and advertisement.

# 3-Ways To Advertise

All Ad Packages Are Sold In A 22-Episode Bundle – Episodes Air Once A Week



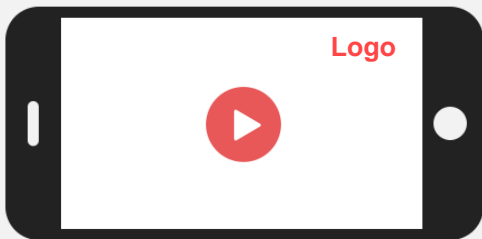
## 1. Basic Ads Bundle

- Includes a Pre-Recorded Voice-Over of Your Company Name, along with a group of other company names, under the “Sponsored By” call
- 3<sup>rd</sup> Tier Logo and URL placement on social posts and website



## 2. Pro Ads Bundle

- Includes a Pre-Recorded Voice-Over of Your Company Name, Tag Line and a brief Value Proposition Statement, along with a limited group of other company names spoken individually, under the “Brought To You By” call
- 2nd Tier Logo and URL placement on social posts
- Banner Ad on Website

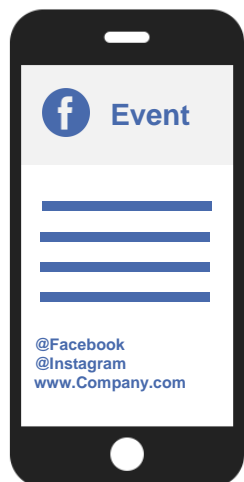


**15-30**  
Second Video  
Commercial

## 3. Exclusive Ads Bundle (Limited)

- Includes a 15-30Second Video Ad “Commercial”, aired during the episode and embedded in the video.
- 1<sup>st</sup> Tier Logo and URL placement on social posts
- Video Ad “Commercial” on Website
- Clickable URL Links and logo placement on email campaigns

## Included In All Ads Packages



### FB Events

- Includes:
- Social Handles
  - URL Link



### FB Posts

- Includes:
- Social Handles
  - URL Link
  - Post Tags



### Social Posts And Stories

- Includes:
- Social Handles
  - \*URL Link
  - \*Post Tags



# Simplified Advertising Bundles For Any Budget

<b>Basic Bundle</b> Best for growing your business <b>\$300.00</b> per episode	<b>Pro Bundle</b> Best for conveying your message <b>\$540.00</b> per episode	<b>Limited Availability</b> <b>Exclusive Bundle</b> Video Ad Commercials <b>\$720.00</b> per episode
<p>The Basic Bundle features a quick voice over company name mention. This is great for building brand recognition and creating regular digital content.</p>	<p>The Pro Bundle features custom voice over mention and description of your companies slogan and value proposition. This is great for the company that is looking to convey their message and branding.</p>	<p>The Exclusive Bundle is the best plan for companies with video ad commercials. This bundle allows you to run 15-30 second video ads during the Facebook LIVE episode. Limited to only a select number of companies.</p>
<b>Bundle Includes</b>	<b>Bundle Includes</b>	<b>Bundle Includes</b>
Episode inclusion: <b>Full 22-Episode Season</b>	Episode inclusion: <b>Full 22-Episode Season</b>	Episode inclusion: <b>Full 22-Episode Season</b>
<b>Mention</b> - Group "sponsored by" mention, embedded in each episode	<b>Voice Over</b> - With company name, branding slogan and brief description	<b>*Video Commercial</b> - 15-30 second video commercial, embedded in the episode
<b>Logo Placement</b> - Graphic logo embedded in each episode	<b>Logo Placement</b> - Graphic logo embedded in each episode	<b>Logo Placement</b> - Graphic logo embedded in each episode, during video commercial
<b>3rd Tier</b> - Clickable URL Link - In the Episode Description "Sponsored By" - Included on FB, YouTube and The LBN	<b>2nd Tier</b> - Clickable URL Link - In the episode description "Brought To You By" - Included on FB, YouTube and The LBN	<b>1st Tier</b> - Clickable URL Link - In the Episode Description "Presented By" - Included on FB, YouTube and The LBN
<b>3rd Tier</b> - Clickable URL Link - In the episode event description included on FB	<b>2nd Tier</b> - Clickable URL Link - In the episode Event Description included on FB	<b>1st Tier</b> - Clickable URL Link - In the episode Event Description included on FB
Website inclusion: <b>Logo Placement</b> - In group section with active URL link	Website inclusion: <b>Logo Placement</b> - In banner ad section with active URL link	Website inclusion: <b>Premium Logo Placement</b> - In group section with active URL link
Email inclusion <b>Logo Placement</b> - (no url links)	Email inclusion <b>Logo Placement</b> - with active URL links	Email inclusion <b>Logo Placement</b> - with active URL links
Email inclusion <b>Logo Placement</b> - (no url links)	Email inclusion <b>Logo Placement</b> - with active URL links	Email inclusion <b>Logo Placement</b> - with active URL links
Website inclusion: <b>Logo Placement</b> - In group section with active URL link	Website inclusion: <b>Logo Placement</b> - In banner ad section with active URL link	Website inclusion: <b>Premium Logo Placement</b> - In group section with active URL link
Email inclusion <b>Logo Placement</b> - (no url links)	Email inclusion <b>Logo Placement</b> - with active URL links	Email inclusion <b>Logo Placement</b> - with active URL links
<hr/>	<hr/>	<hr/>
<b>\$6,600</b> payment	<b>\$11,880</b> payment <i>\$1,320 per season savings</i>	<b>\$15,840</b> payment <i>\$3,960 per season savings</i>
<b>Pay Now</b>	<b>Pay Now</b>	<b>Pay Now</b>

Ready to leverage Video Podcast, to grow your business?

**Get Started**