



Media Kit
2019

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. Imagine having your own marketing department without the overhead and without the expense. iBi Marketing Solutions' team is adaptive and creative - making the transition easy and results streamlined.

Innovative Business Ideas

The three letter acronym in our business name stands for Innovative Business Ideas. We pride ourselves on marketing sure to set you apart from the rest.



Rachel Hester, owner

Meet the 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). Her favorite part of marketing and advertising: "I absolutely love the creative process and watching how it produces results. Developing marketing plans has always been a joy for me to do. It allows me to think conceptually while also plugging in the details."

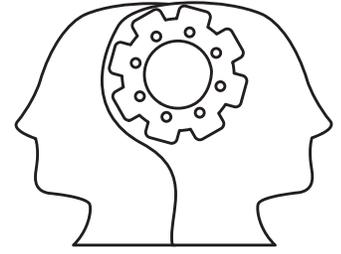
Client Satisfaction

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

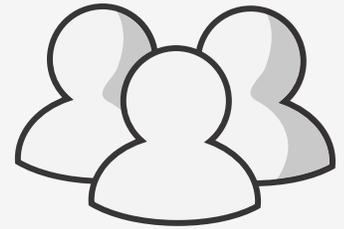
CONSULTATIONS

Consultations are a great solution for the business owner who wants to do it themselves, but isn't sure what to do. Each month we will meet to discuss goals and to go over analytics. My team and I will have recommendations each month to help your business and bottom line grow.



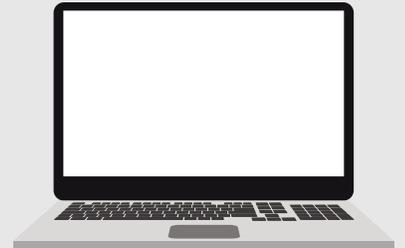
SOCIAL

Let's face it, if you have a business, you have social media accounts. The problem is, you don't have the time nor energy it takes to research, brainstorm, engage, post, respond, etc.! My team and I work to create a consistent brand the community engages with during and after business hours.



DIGITAL

With today's ever growing digital world, having a website is a necessity, especially if you have a retail business. Combine the power of social with online shopping...and you have a great opportunity to increase sales.



PRINT

Print is NOT dead! Understanding the purpose of print is important. Print helps businesses increase their exposure and join in with the community.



EVENTS

Creating, hosting or even co-hosting an event is great exposure for any business. And so is networking at events. We help our clients in every aspect of them (planning, advertising, setting up, networking, etc). If PR isn't your thing, don't worry - it's our thing!



Client Results

Profit Results

A client of ours saw great return on their advertising dollars this past year. Our team developed a strategic marketing plan which allowed them to increase their bottom dollar while decreasing their monthly advertising expense.

What does it take to do this? Understanding our client's audience. The iBi team is great at understanding the psychology behind a purchase, and the retention of customers.

52%
Gross Profit Increase



17%
Net Profit Increase

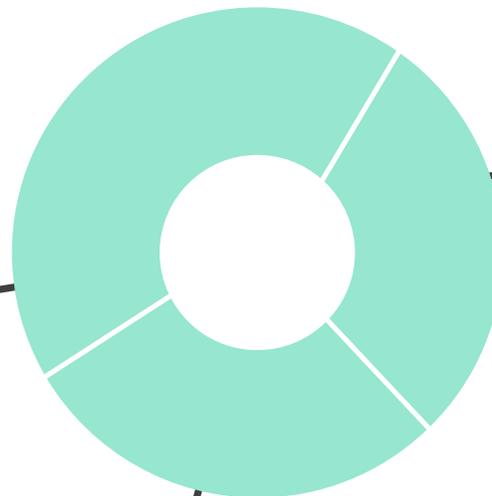


Social Media Results

With this client, we were able to significantly increase their social media statistics across the board, and keep it that way. An engaged community means they have you top of mind.

Engaged Community = Loyal Community

350+% increase in Engagement



75+% increase in Impressions

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

90+% increase in Reach

** 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. **

Our Formula for Success

Understanding the Audience + Strategic Planning + Creative Design + Consistent Brand Messaging + Tracking & Measuring + Adjustments = Advertising ROI Success