



# 411 Voices Media Media Packet – Our team, Our work, Our reach

This report contains analytical data accrued as of December 4, 2016



# Presenting the 411 Voices team members and reach and engagement .

- 411 Voices Media: @411\_SocialGood @411Voices
- Tommy Geraci: @teeco71 @Teecodot71 @SociallyDvoted
- Stacey Soleil: @StaceySoleil
- Louise Sattler: @LouiseASL @SigningFamilies
- Beth Engелеman: @MomonaShoe
- Ava Parnass: @ListentomePleas
- Margaret McSweeney @McSweeney @KitchenChatTV
- Jennifer Ettinger: @FitYourStyle
- Sandy Abrams: @SandyAbrams
- Amanda Greene: @MsAmandaGreene @LALupusLady
- Maimah Karmo: @MaimahKarmo
- Juli Auclair Lipof: @NotSuperMomJuli
- Dara Blaker: @DBlakerCreative @KittenCity
- Bola Oyepipo: @HealthGist – not involved with social campaigns
- Kristin Andress: @AndressKristin Not involved with social campaigns
- Jenna Riggs – not involved in social media





# What we do

**We are in essence storytellers. Our team members (individually or collectively) can offer the following supplemental services to agencies that are already working with clients.**

- **Live or virtual social media services.** We can attend events, create visual and print content and then send it out across a variety of social media platforms. As “micro-influencers” we are grassroots, effective and tend to out perform those who have many more followers. Why? Because we have authentic followers who are engaged with us on a regular basis. From mom bloggers to celebrities.
- **Create content:** We can create content from blogs to posts to video. Our tweetchats are very popular and impactful. Just ask!



# And...

- **We are consultants.** Have a client who feels “stuck” in their business? Our team can help to generate ideas to jumpstart a business that is flailing. We can create a program that helps brands find new direction or jumpstart their biz.
- **We are brand ambassadors.** We help to promote products by endorsing them. We only will endorse, however, products that we believe align with our personal brands and views.



# Media outlets where you may have seen or heard us.

- CNN

- CBS

- NBC

- ABC

- PBS

- OWNTV

- TVland

- Vanity Fair and many other print outlets

- iHeart Radio and many other radio outlets



# Samples of our “power” and reach with celebrity, brands and startups.

**Brands that are product centered such as:**



**Brands that are service, media or event based. Our work is often in the philanthropic / non-profit sector.**



Client, Janet Dion





# Tommy Geraci @Teeco71

## Profile

- Influence score of 80, Top 1%
- Followed and conversations by the following power influencers and celebrities: Diego Valdez, Holly Marie Combs, Alyssa Milano, Jason Dotley, Keltie Knight, Kirstie Alley, Marsha Collier, Jessica Northey, TVLand, theInsider, OWNtv. Entertainment Tonight, to name a few
- Expertise: Social Media, Marketing, Entertainment, Business
- Known for TVLand, Fashion Week, Tommy Hilfiger and other media



# Ava Parnass @ListentomePleas Profile

- Influence Score of 77, Top 2%
- Followed and conversations with: @Glozell, @Insider @LeBronJames @BrittMichaelian, @AccessHollywood, @American Air, to name a few
- Expertise: Music, Social Media, Parenting, Child Development
- Known for DOVE campaign, Music Promoting, Feeling Town series, Author of children books





# Stacey Soleil Profile

- Influence score: 78, Top 2%
- Followers and conversations include with:  
@Kim @Starbucks @Nfinity @Pepsi  
@Subway @GoDaddy to name a few
- Expertise: Social Media, B2B, Non-Profits,  
Marketing, Real Estate
- Known for 140 Conference, ReMaX, on-  
camera and print media

# + Jennifer Ettinger @FitYourStyle Profile

- Influencer Score of 78, Top 2%
- Followers / Conversations with: Diego Valdez, Insider, CTV, Thomas Power, L'Oreal Paris, Fairmont Hotels, H&M, Brooks Brothers, Dell, Air Canada , to name a few
- Expertise: Fashion, Beauty, Lifestyle, Fitness, Social Media, Entertainment
- Known for CTV, Rogers TV, Vitamix, New Balance CA, among other strategy and brand ambassador positions

# + Margaret McSweeney Profile

- Influence Score: 65, Top 6%
- Followers and Conversations with: Dana Cowin, Nancy O'Dell, Chef Eric Lanlard, Trisha Yearwood, Chef Jamie Laurita, American Air, Kia, ETNow, United, Applebees, Sprint, Fabio Faviviani, Nordstrom, Carla Hall, Francis Lam, Chef Art Smith, and many more in the culinary, entertainment, travel and business industries.
- Expertise: Food and Beverage, Culinary, Travel, Business, Social Media, Author
- Known for numerous culinary, food and beverage, media outlets



# Louise Sattler @LouiseASL Profile

- Influence Score: 70, Top 3%
- Followed by and Conversations with: LeBron James, Southwest Air, Chef Eric Lanlard, Lori Loughlin, The Ellen Show, Ann Tran, Ricki Lake, ETNow, Insider, Virgin Air, Tyler Oakley, Trisha Yearwood, Delta, and many more.
- Expert: Social Media, Travel, Entertainment, Education, Digital specialist, Disaster Preparedness.
- Known for CNN , Education.com, SigningFamilies.com and various other media outlets



# Juli Auclair Lipof

## @NotSuperMomJuli

### Profile

- Influencer Score of 60, Top 12%
- Followers/ Conversations with: GloZell, Access Hollywood, Cory Booker, 6 Billion People, Taye Diggs, Margaret Cho, Tim Turner Music, eThrive, and many more
- Expertise: Parenting, Television, Journalism, Social Media, YouTube (videos with more than 2 million views)
- Known for ABC TV, Parent TV, Comcast



# Maimah Karmo @Maimah Profile

- Influence Score of 65, Top 6%
- Followers and Conversations with: Melissa Joan Hart, Brian Brushwood, Dennis Koutoudis, Todd Carey, L B The BaseGod, Nate Maingard, Joshing Stern and many more.
- Expertise: Health advocacy, Philanthropy. Social Media, Writing, Lobbying
- Known for Tigerlily Foundation Oprah, OWN – Where are they now



# Amanda Greene @LALupusLady Profile

- Influence Score: 69, Top 3%
- Followers / Conversations: Mix Master King, Dr. Joyce Knudsen, MC Hammer, Virgin Atlantic, Mai Ocando, Applebees, and many more
- Expertise: Health advocacy, Entertainment, Social Media
- Known for Lupus Foundation, Born this Way Foundation



# Sandy Abrams @SandyAbrams Profile

- Influence Score: 71, Top 3%
- Followers and Conversations with: Starbucks, Twitter Verified, RED, StartUpPro, Foodimentary, ShortAwards, and many more
- Expertise: Start Up, Entrepreneurs, Writing, Publishing, Social Media
- Known for: Huffington Post, THRIVE, Reporting from SAGE





# Beth Engelman @MomonShoe Profile

- Influence Score: 53, Top 20%
- Followers / Conversations: Ali Spagnola, Save the Children, SEARS, Mathnasium, Penguin Books, PBSParents, St. Jude Hospital and many more
- Expertise: Parenting, Media, Television, Non-Profits and Social Media
- Known for Chicago TV and News, Oprah Network



# Dara Blaker @DBlakerCreative Profile

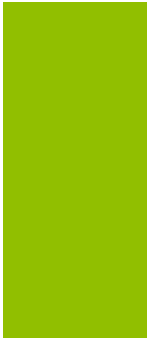
- Dara's expertise is in the creative side, with her talent in voiceover, animation, music composing and comedy writing.
- Dara has created Kitten City a bawdy sketch comedy animated series.
- Dara is known for having composed music for video and conducted commercial and theatrical voiceover.

# + @411\_Social Good @411Voices

- @411Voices account 3500 on Twitter, influence score of 57
- @411\_SocialGood 22.5K on Twitter, influence score of 70
- @411\_SocialGood is dedicated to conversation, engagement and social good platforms
- @411Voices is our “secondary” account with emphasis on social media conversation

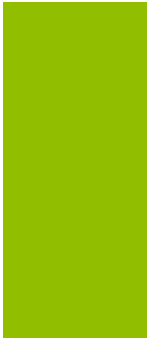


Sample of the core social media  
team members analytics and  
recent campaigns





# Snapshot of Margaret McSweeney, founding member, her work within Social Media ( TWITTER CHAT)

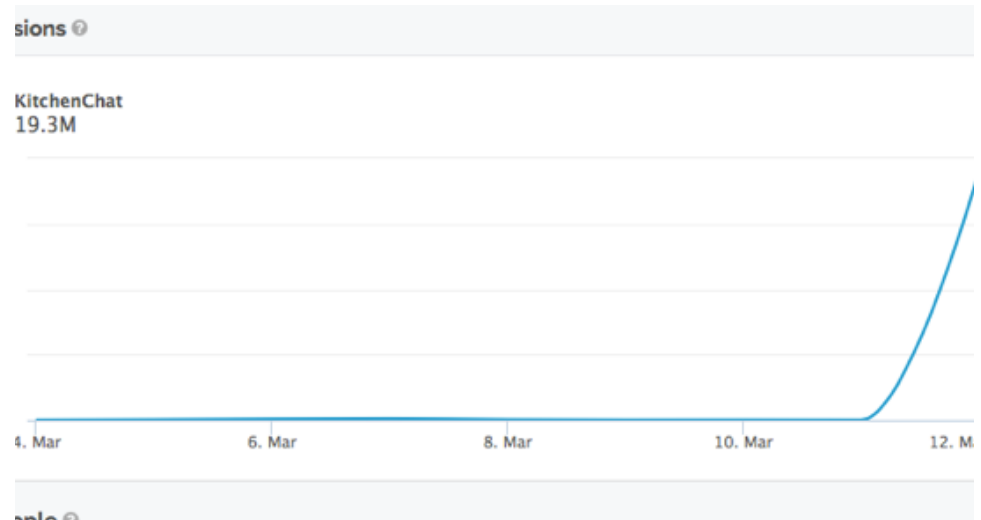


- Margaret McSweeney had the opportunity to co-host with Trisha Yearwood a tweetchat to spotlight both #KitchenChat and #SouthernKitchen.

@TrishaYearwood  
and  
@McSweeney

Come in to the kitchen with  
Trisha Yearwood and  
Margaret McSweeney  
on  
TWITTER Tomorrow Morning, 10:30am ET

Use the hashtags #KitchenChat  
#SouthernKitchen

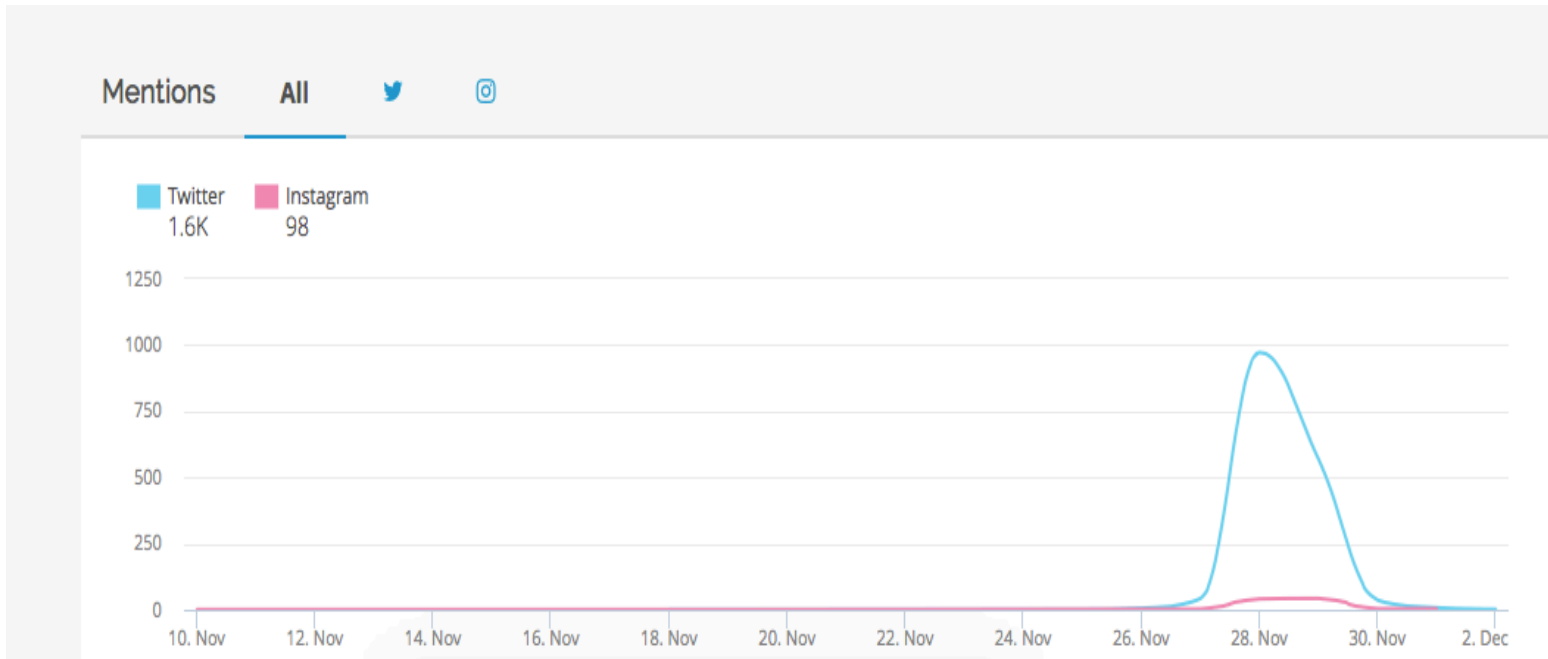




# Recent Campaign and Results

## Hashtag #RRiLIVE, Real Estate vertical, 2 day campaign

Twitter reach: 3.7 million accounts, 22.7 million impressions





# Recent Campaign: 30 Minute Tweetchat #AmazingRaceCanadaChat

- Trended in four cities for @AmazingRaceCDA and #AmazingRaceCanadaChat

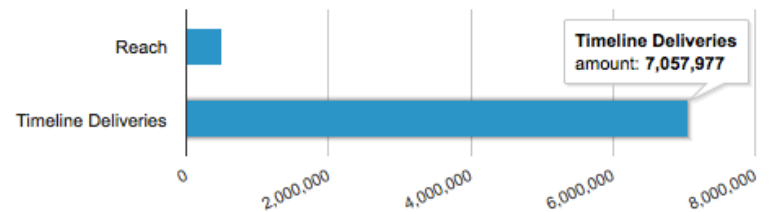
Twitter Collection Started: 11/28/2016 7:56 am

## Activity



	Total	%
Original Tweets	179	36.23%
@Message Tweets	31	6.28%
Retweets	284	57.49%
<b>Total Tweets</b>	<b>494</b>	<b>100.00%</b>

## Exposure



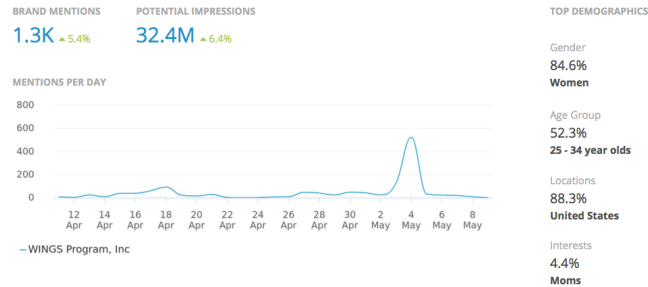


# Two events that were only a few hours in length. Reach, impressions and more.



## WINGS Domestic Violence Shelter - Mother's Day weekend 2016

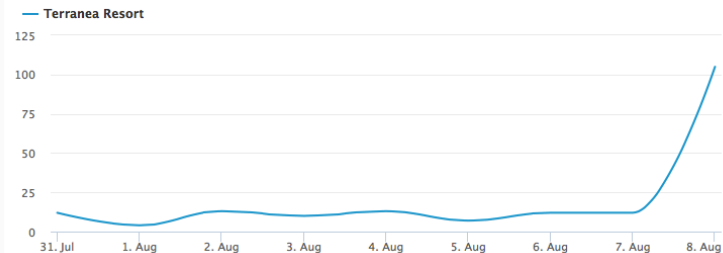
### Are people talking about WINGS Program, Inc?



## TERRANEA INFLUENCER LUNCHEON – Aug 7-8, 2015

### Brand Awareness

188 Mentions | 4,492,029 Impressions







# Summary

Thank you for your interest in the 411 Voices Media group.

Please feel free to connect via Louise Sattler, co-founder and communications director.

**[LouiseSattler@icloud.com](mailto:LouiseSattler@icloud.com)**

443-255-7759

ASL fluent? – use SKYPE: LouiseMasinSattler