
RVAMP Discovery Kit



CREATION STRATEGY OUT OF
SOCIAL MEDIA CHAOS

TURNING CONFUSION INTO A
CLEAR PATH FOR YOUR BRAND

www.rvamppbrandconsulting

WELCOME,

Jana Peterson

At Kvampp, we believe in the power of stories. Every brand, every product, and every idea has a unique story waiting to be told. Our mission is to be the catalyst that propels your brand's story into the spotlight, giving it the recognition and impact it truly deserves.

We're not just another agency – we're storytellers, weaving narratives that resonate with your audience. We'll uncover the essence of your brand, the values that drive you, and the impact you aspire to make. Let's turn your brand into a captivating story that leaves a lasting impression.



In the ever-evolving digital world, being seen is crucial. But it's not enough to be seen just once; it's about being seen consistently. We specialize in leveraging the power of social media to keep your brand in front of your audience's eyes, day in and day out. Our strategies ensure that your brand remains relevant, engaging, and top-of-mind.

Whether you're a passionate startup ready to take the world by storm or a seasoned corporation looking to evolve your social media game, we're here for you. We've worked with a diverse range of clients, helping them navigate the dynamic landscape of social media, from inception to scaling up.



Mission

At Rvampp Brand Consultants, our mission is clear: we infuse unwavering integrity into every project, uphold honesty in every business practice, and prioritize cultivating strong client relationships. With authenticity as our cornerstone, we craft transformative solutions. Transparency guides our decisions, fostering trust. We're not just consultants; we're partners dedicated to elevating brands and fostering lasting connections.



WHO WE ARE

Meet The Owner



Jana Peterson

Founder & CEO, Rvampp Brand Consulting L.L.C

✉ Jana@rvamppbrandconsulting.com

I'm not your typical business owner; I'm a mom on a mission, a small business enthusiast, and a devoted wife. But that's not all – I'm a passionate believer in the magic of giving back to the community that's been our rock.

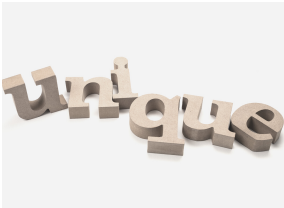
My journey started with the spark of a dream, and now, it's a blazing fire of purpose. From organizing heart-pounding fundraisers to collaborating with inspiring nonprofits, I've poured my heart and soul into projects that matter.

Along the way, I stumbled upon something unexpected – a knack for turning brands into legends, and transforming ideas into unforgettable stories.

Each day, I'm honored to meet incredible people who have shaped not just my company, but my very perspective on life. Their insights, struggles, and triumphs have been the building blocks of my growth.

But here's the real magic: I'm not here to keep this journey all to myself. Nope! I want to help you catch that elusive dream, sculpt your brand into a masterpiece, and watch your business soar to new heights.

WHAT YOU CAN Expect from Us



✓ Unveiling Your Brand's Essence

We delve deep to understand your brand's core, values, and aspirations. Expect a partnership where your brand's uniqueness is celebrated, leading to strategies that authentically resonate with your audience.



✓ Strategic Brilliance

Get ready for innovative strategies tailored to your brand's journey. Whether you're a startup or a corporation, our team crafts plans that captivate and stand out, ensuring your brand's presence is both impactful and unforgettable.



✓ A Collaborative Voyage

Prepare for a collaborative adventure where your insights and aspirations are cherished. We're not just consultants; we're navigators on your journey to success. Expect open communication, creative brainstorming, and a shared commitment to realizing your dreams.

SERVICES

We Provide

Here's a list of services provided by Rvampp:

- Content Calendars
- Topic Research
- Scheduling
- Social Media Audits
- Content Creation
- Graphic Design
- Copywriting
- Hashtag Research
- Keyword Research
- Location Research
- Unique Copywriting to Cater to Your Audience
- Audience Engagement Content
- Access to Content 24/7
- Monthly Zoom Strategy Meetings
- Advanced Hashtag Research
- LinkedIn Networking
- Analytics Reporting
- Bio Writing
- Client-Facing Brand Kit
- Weekend Posts
- Graphic Reels
- Marketing Strategy
- Competitor Analysis
- Newsletter Creation and Scheduling
- Video Reel Options
- And More!

This comprehensive list showcases the diverse range of services offered by Rvampp to cater to your social media and marketing needs.

PRICING LEVELS

The Social Butterfly

- Monthly Content Calendar
- Monthly Content Creation (10 posts)
- Content Publication

The Trendsetter

- Yearly Content Calendar
- Monthly Content Creation (15 posts)
- Content Publication

The Influencer

- Yearly Content Calendar
- Monthly Content Creation (20 posts)
- Content Publication
- Bio Transformation
- Monthly Analytics

The Social Master

- Yearly Content Calendar
- Monthly Content Creation (30 posts)
- Content Publication
- Bio Transformation
- Monthly Analytics
- Marketing Strategy

ADD THESE ON TO ANY LEVEL

Deliverable	Description
Monthly Analytics Reporting	Monthly Analytics Reporting provides a comprehensive overview of social media performance, offering valuable insights into audience engagement, reach, and platform-specific metrics. This data-driven analysis aids in refining strategies, optimizing content, and making informed decisions to enhance the overall effectiveness of your online presence.
Newsletter Creation	Newsletter Creation involves crafting engaging and informative content for periodic distribution to your audience. This service includes content curation, design, and scheduling to deliver a cohesive and impactful newsletter that keeps your subscribers informed and connected with your brand.
Video Content Creation	Video Content Creation involves transforming client-provided videos into engaging and shareable content, including dynamic reels. This service merges creative storytelling with visual appeal to convey brand messages effectively, fostering a compelling and memorable online presence for the audience.
Brand Kit	The One-Time Fee Brand Kit is a comprehensive package designed to establish a cohesive visual identity for your brand. It includes logo design, color schemes, typography, and other essential elements, providing a versatile toolkit that ensures consistency across all marketing materials and reinforces a strong brand image.
Competitor Analysis	Competitor Analysis is a strategic examination of industry rivals to identify strengths, weaknesses, and market trends. This service provides valuable insights for enhancing your own strategies, refining offerings, and staying ahead in the competitive landscape.
LinkedIn Networking	LinkedIn Networking is a service focused on strategic connection-building and engagement within the professional platform. It involves fostering meaningful relationships, expanding your professional network, and leveraging the platform's features for brand visibility and business opportunities.
Bio Transformation	Bio Transformation involves crafting or revamping a compelling and concise biography on social media channels. This service aims to optimize your bio, making it impactful and aligned with your personal or brand identity, ultimately enhancing your online presence and attracting your target audience.
Marketing Strategy	The Marketing Strategy Report provides a comprehensive analysis of your current marketing initiatives, outlining key strategies and their impact on business goals. This detailed report offers data-driven insights, identifies areas for improvement, and provides recommendations to optimize future marketing efforts for increased effectiveness and engagement.
Social Media Audit	A Social Media Audit is a thorough examination of your current social media presence, evaluating content, engagement, and overall performance. This analysis identifies strengths, weaknesses, and opportunities, offering actionable insights to refine your strategy, enhance brand visibility, and maximize audience engagement across social platforms.

OTHER SERVICES

We Provide

SEO

COMPONENTS

LOCAL SEO
SEO CONTENT MARKETING

MARKETING

COMPONENTS

EMAIL MARKETING
CUSTOMIZED CAMPAIGNS
MARKET RESEARCH
INBOUND AND OUTBOUND MARKETING
CRM SERVICES

DESIGN

COMPONENTS

GRAPHIC DESIGN
ANIMATION

BRANDING

COMPONENTS

RESEARCH AND STRATEGY
MISSION, VISION, VALUES
NAMING AND TAGLINING
LOGO AND BRAND IDENTITY

MEDIA

COMPONENTS

PAID MEDIA
MARKET RESEARCH
AD DEVELOPMENT
AD ANALYTICS

WEBSITE

COMPONENTS

WEBSITE DESIGN
WEBSITE SEO
WEBSITE ANALYTICS
BLOG CONSTRUCTION
COPYWRITING
SITE REMODELING
GOOGLE PROFILE

Client A Report

Client Example A: Facebook Report

Auditor: Name Here - Report Time Period: 01/01/2020 - 07/01/2023

5.1K
TOTAL FOLLOWERS

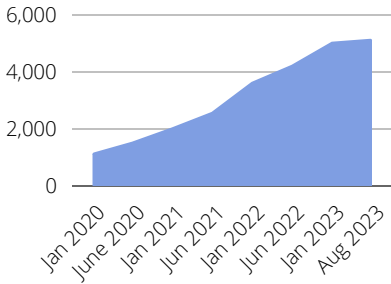
3.98K
NEW FOLLOWERS

+78.03%

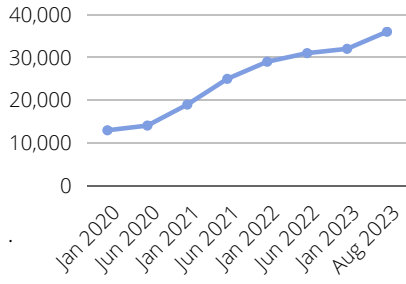
WORKING WITH RBC

ENGAGEMENT	36K	137%
ACCOUNTS REACHED	20.98K	426.7%
PROFILE VISITS	7.1K	3161%

FOLLOWERS



ENGAGEMENT



STRATEGY

- For Client A we created a strategic plan only focusing on Facebook Reach and Engagement.
- Our goal was to keep our community growing consistently.
- Their main Social Media goal is to create brand awareness.

TESTIMONIAL

"Rvampp Brand Consulting exceeded our expectations in achieving our social media goals. With a strategic plan tailored specifically for us, they focused on Facebook Reach and Engagement. Their expertise was evident as they worked diligently to keep our community growing consistently. The results were remarkable – our brand awareness soared to new heights. Rvampp's dedication to our success and their meticulous approach to social media strategies truly made a difference. We are grateful for their partnership and highly recommend their services to anyone seeking exceptional results."

Client B Report

Client Example A: Instagram Report

Auditor: Name Here - Report Time Period: 01/01/2021 - 07/01/2023

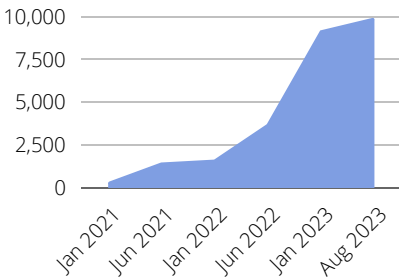
923
TOTAL FOLLOWERS

803
NEW FOLLOWERS

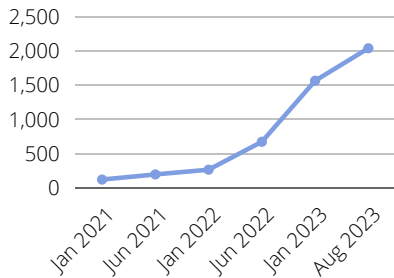
669.16%
WORKING WITH RBC

CLICK-THROUGH	9837	2973.2%
ACCOUNTS REACHED	14K	1258%
PROFILE VISITS	1137	187%
PRIVATE MESSAGES	2038	2325%

CLICK-THROUGH RATE



PRIVATE MESSAGES



STRATEGY

- Client B: We created a strategic plan only focusing on Instagram
- Our goal was to keep our community smaller but create more intimate connections and direct contact with them.
- Their main Social Media goal is to drive traffic so they can close the business sales through their sales team

TESTIMONIAL

Rvampp Brand Consulting has truly transformed our social media strategy and delivered exceptional results. With a laser-focused strategic plan designed exclusively for our Instagram presence, their approach was perfectly aligned with our goal of fostering more intimate connections with our community. Our community may be smaller, but the impact has been tremendous. Rvampp not only excelled in helping us drive traffic, but their ability to understand our unique needs and work seamlessly with our sales team was truly remarkable. Their dedication to exceeding our expectations and going above and beyond what we anticipated has been the highlight of our partnership. We are thrilled with the outcomes and highly recommend Rvampp to anyone seeking unparalleled expertise and personalized support.

Client C Report

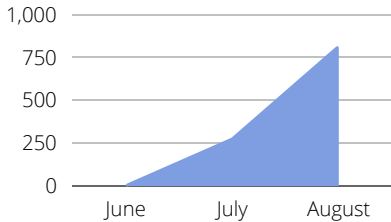
Client Example C: LinkedIn Report

Auditor: Name Here - Report Time Period: 06/01/2023 - 08/31/2023

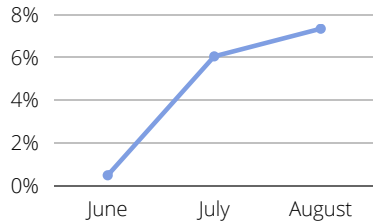
500+
TOTAL CONNECTION
81
POSTS
807
IMPRESSIONS

POSTS	81	8000%
IMPRESSIONS	807	2274%
CLICKS	12	1100%
ENGAGEMENT RATE	7.34%	7919%

IMPRESSIONS



ENGAGEMENT RATE



STRATEGY

- Client C: Our Strategic plan was to focus on their business profile and personal profile via LinkedIn.
- Our goal was to create a consistent presence on LinkedIn for the connection we already had.
- Their social media goal was to present Informative, Promotional, and Engaging content daily on their pages

TESTIMONIAL

Working with Rvampp Brand Consulting has been a game-changer for our LinkedIn strategy. Our primary goal was to boost content consistency on this platform, and Rvampp's expertise truly shone. They not only understood our brand's unique tone and voice but also ensured that it reflected seamlessly in the copy they created. The result? A LinkedIn presence that not only engages but also aligns perfectly with our brand identity. We're excited about the progress we've made and look forward to continuing this journey with Rvampp.

CONTENT EXAMPLES



FILM NEGATIVE

FILM NEGATIVE



FILM NEGATIVE



FILM NEGATIVE

FILM NEGATIVE



FILM NEGATIVE

💛 The Power of Networking: Building Authentic Connections 💛

I can attest to the immense power of networking and making genuine connections. Building relationships with like-minded individuals and industry peers has been instrumental in my professional growth and success.

Networking opens doors to new opportunities, partnerships, and valuable insights. By attending events, engaging in online communities, and reaching out to others, I've gained invaluable knowledge and support. Real connections are about authenticity and mutual benefit, not just exchanging business cards.

I've found mentors, collaborators, and even loyal customers through networking. By nurturing these relationships and offering genuine value to others, I've cultivated a strong network that continuously fuels my entrepreneurial journey. Networking is not just about transactions; it's about building a supportive community that helps everyone thrive.

💛 Let's connect and expand our networks! I'd love to hear about your networking experiences and the impact it's had on your business. Share your insights in the comments below!

#NetworkingPower #BuildingConnections #EntrepreneurialJourney #CommunitySupport #LinkedInForBusiness

🛒 Browse our extensive selection of quality products from the comfort of your home, then swing by and collect your order curbside.

Shop now at www.hardwarehank.com and pick up your favorites curbside! 🚗

#OnlineShopping #CurbsidePickup #HardwareHank

The Role of a Real Estate Agent:

Market Expertise: A real estate agent is well-versed in local market trends, property values, and neighborhood dynamics. **Guidance through the Process:** Agents guide buyers and sellers through the entire real estate transaction process, ensuring a smooth experience. **Property Search Assistance:** Agents help buyers find properties that align with their needs, preferences, and budget. **Negotiation Skills:** Agents negotiate on behalf of clients to secure the best deals for buyers and sellers. **Access to Listings:** Agents have access to a wide range of listings, including off-market properties. **Marketing Expertise:** Agents use various marketing strategies to promote properties and attract potential buyers. **Paperwork and Legalities:** Agents handle all necessary paperwork and ensure compliance with legal requirements. **Inspection and Appraisal Coordination:** Agents facilitate property inspections and appraisals during the transaction process. **Client Advocacy:** Agents act as advocates for their clients' interests throughout the buying or selling process.

Ready to buy or sell a property? As an experienced real estate agent, I can provide expert guidance and support. Let's work together to achieve your real estate goals. Contact me today to get started!

📢 Last Call for Early-Bird Pricing! 📢

Hey everyone! Just a friendly reminder that TOMORROW is the last day to grab your spot at Riverfront Victory Games with early-bird pricing. 🕒 After that, the prices go up – don't miss out on the savings!

🏃 Secure your spot now and be part of a race that supports mental health awareness. Let's do this together!

Sign up: [Link: http://bit.ly/Victory_Games]

#LastChance #EarlyBirdEndsTomorrow #RiverfrontVictoryGames #RunForACause

Asked **FREQUENTLY** Questions

CLIENT EDITION

Can I see my content before it is published/scheduled?

Absolutley, you will get an invite to join Asana where every piece of content will be. It will have copy, graphics, hashtags and more!

Can I change or take out content I don't feel represents what I am hoping to share?

YES! With Asana, you have to opportunity to look at and comment on things before they go live. I do ask that those things get done prior to monthly scheduling as changing them after that step is extremely difficult.

Do you use all stock images or can I send you my own?

I would LOVE for you to send me pictures! You will get a Google Drive folder link that you can constantly upload items.

What if i decided I want to add more services, can I do that after signing the scope of work?

100% that is fine! Happens more often than you would think. Simply reach out to me and schedule a meeting via Calendly to chat about a new plan!

Do you have a referral program if I want to send someone else to you that would need your servies?

I do! If that is something you are interested in hearing more about, I would love to tell you all about it!

FREQUENTLY Asked Questions

PROSPECTIVE CLIENT EDITION

What platforms are you experienced in managing?

I am well-versed on Facebook, Instagram, LinkedIn, Pinterest. I do not work on YouTube or TikTok.

How do you stay updated on the latest social media trends and algorithm changes?

I'm constantly plugged into industry publications, attend webinars, and participate in online communities. Staying ahead of trends and algorithm shifts ensures our strategies remain effective and adaptive in the ever-evolving social media landscape.

Can you share your approach to creating engaging and relevant content for different target audiences?

I tailor content by dissecting audience preferences, pain points, and aspirations. This fuels content creation that resonates, whether through storytelling, visuals, or trending topics, ensuring each audience finds value and connection.

How do you adapt your social media strategy based on analytics and insights?

I analyze metrics rigorously to uncover trends and patterns. This data-driven approach guides adjustments in content, posting times, and engagement techniques, maximizing impact and aligning strategy with audience behavior.

How do you adapt your social media strategy based on analytics and insights?

I develop comprehensive brand guidelines encompassing tone, style, and messaging. This acts as a compass, ensuring uniformity and an unmistakable brand voice across diverse social media platforms for seamless customer recognition.

WHAT WE'LL USE

Tools & Resources

[ASANA](#)

This is the application we use for Project Management

[Dubsado](#)

This is your forms, invoices and contracts hub

[MONDAY EMAILS](#)

Every Monday you will get an email to remind you to send all your ideas, materials (etc...), This will come from Asana's messaging system

[CALENDLY](#)

This is where you can see my schedule and schedule a meeting

[CANVA](#)

This is where I create a large amount of content.

[GOOGLE DRIVE](#)

This is where you will upload documents, research, photos and more

Communication

Contact Details

- ✉ Jana@rvamppbrandconsulting.com
- ☎ 612-655-1627
- 🌐 www.rvamppbrandconsulting.com
- 🌐 <https://calendly.com/rvampp-brand-consulting>

Office Hours

- ☑ M-Th 7:30am - 4pm

Response Time

- 🕒 2-3 hours

LET'S GET STARTED!

Unleash Your Potential: Ready to embark on a journey of growth and transformation? Let's collaborate to elevate your brand's impact and realize its true potential.

Tailored Solutions Await: Your brand is unique, and so are the strategies we'll craft. Let's discuss your goals, challenges, and aspirations to create a roadmap for success.

Begin Your Brand Evolution: Don't wait any longer to see your brand soar. Reach out today, and let's ignite the spark that will propel your business to new heights.

<https://calendly.com/rvampp-brand-consulting>



Social media is not just a spoke on the wheel of marketing. It's becoming the way entire bicycles are built.

- Ryan Lilly

Jana



Jana@rvamppbrandconsulting.com
www.rvamppbrandconsulting.com

