

Social Media Marketing Portfolio



Social
Lifestyle Content



About

The Company

We are a family owned and operated multimedia company that encompasses various forms of media that includes print, audio, blogging, email marketing, merchandise marketing, social media marketing, entrepreneur education and charitable efforts. We have over 25 years experience in marketing, promotions, production and advertising. We have been based in Atlanta, Georgia for over 20 years with national and international clientele. Our products and services are for the mass market but has also been of benefit to the freedom challenged and anyone that services them such as attorneys, activists, non-profit organizations, providers of inmate services, etc. Our reach is unlimited as we do network with a varied demographic of people.

The Couple

Rufus and Jenny Triplett are co-owners of Dawah International, LLC are a brand within themselves as a husband and wife team. Not only are they **Ebony Magazine's Couple of the Year for 2012 and Marriage Experts as deemed by Huff Post Live**, but they are also motivational speakers, radio co-hosts and co-authors, social media influencers and are becoming a household name as media personalities and marriage, parenting and business tipsters as well as activists. You can read more about the very unique couple that is also a brand [here](#).

Check out their media gallery and appearances (which includes Dr. Phil & Huff Post Live) [here](#).

Objectives

What We Do

1. Analyze Need.

- Complete an overview of all social media accounts.
- Assess how we can boost the value.

2. Differentiated offer.

- How we make this celebrity, brand or company stand out from any other comparable brand, celebrity or company?

3. Services to affiliates.

- How can more value be brought to those affiliated with this celebrity, brand or company, both online and offline?

4. Communication of Value

- How can we leverage online or mobile media to achieve a more efficient and segmented communication? Can communication strategy be updated to more advanced tech and less traditional tools? Innovative communication is key in attracting various demographics.

8. Marketing Management - Focus, Segmentation & Innovation

- Brand Marketing
- Online Marketing

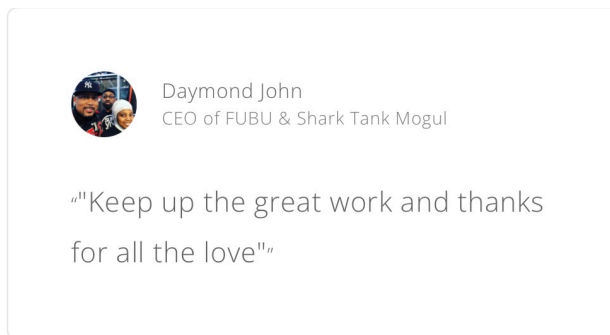
- Influencer Marketing
- Commercial
- Co-marketing in the private sector

Top Five Clients

Celebrities, Brands, Corporations

1. Daymond John - CEO of FUBU and Shark Tank Mogul

- VIP Ambassadors - Working as social media influencers and book marketing



Feedback from Daymond John

2. NBC Universal

- Social Media and LifestyleMarketing



3. Hilton Hotels

- Social Media Influencers and Lifestyle Marketing



4. Facebook

- Community Building and Social Media Influencers



5. Bain Corporation

- International Media Consulting



We look forward to
working with you.

Testimonials

" To say Jenny is impressive is an understatement! She is a highly sought after internationally recognized speaker (and TEDx alum). We were honored and grateful to get the opportunity to work with her. Jenny is very professional and gives everything she does 110%. She is a social media maven and went above and beyond to help promote our event before, during and after. She is a true leader; Jenny speaks her mind and shares her opinions in a way that challenges you to think differently and inspires you to action. Jenny truly loves what she does. Her passion for her business and the topics she speaks on is evident to all and helps her to easily connect with any audience. If you want to take your event to the next level invite Jenny - you won't be disappointed!



Laura Gmeinder ACC
ICF Certified Coach | Professional Speaker |
Business Strategy + Leadership
Development
Dec 17, 2019, Jenny was a client of Laura



Ramsey Bear

Yall two are such cool people to be around. I just love the way yall vibe. I was telling someone that after just seeing how yall two operate and the respect yall give each other for one another strengths. It was a true pleasure to be around yall two.



Aubrey LeBlanc

I am loving the positivity and energy awareness. Soul work is serious business, but it should not make life burdensome. We aren't here to just suffer for no reason and make a problem out of living and dying. So happy to see this recognized and celebrated. Socially conscious and active and that laughter and hearts light as a feather. Makes my heart sing. Unconditional love is a place without fear. And you can sit comfortably in the "in between" because of the inner knowing that used to seem so out of reach unless you're an ancient prophet or spiritual giant but Truth is the veil is right there to be pierced at any moment! LOVE IT! LOVE IT! LOVE IT!

7h Like Reply



Wanda Wallace

Wow. Knowledge is the Key. I am so grateful that Rufus and Jenny Triplett graced us today on how to use Social Media, How to make money with Social media and how to increase your presence on Social Media. It was wonderful information and I am so happy that they were able to give us knowledge on how Social Media can help your business, increase sales and help you Network.

13 minutes ago · Like · Reply · 1



Rufus-Jenny Triplett



Rufus-Jenny Triplett

June 17, 2015 at 5:33 PM ·

In tears 🥹🥹🥹 yall don't know how emotional I am. Just received a call from one of my **#marketing** clients. He's doing big things with Randy Moss (former NFL player) now. He wanted to thank me for all of my help and patience (he was hard headed lol) He said that what me & hubby did was a blessing that he could never repay. Humbled...we just do the work. Love to see others achieve and live their dreams. I guess we can chalk that up as another great reference 🥹