

LGBT Brand Voice Online Marketing Proposal

Content Marketing – Social Media Outreach – Banner Advertising – Analytics

We bring together more traditional marketing such as banner ads, e-mail and PR, and merge that with the power of social media and #hashtag marketing.

What Pink Banana Media does is bring together the conversations and relevant content related to your LGBT/LGBT-friendly business, where we participate in and become an active part of these social media conversations out where they are happening live, in real-time on Facebook, Twitter, Instagram, etc. As a business, we are participating in these conversations, identifying which individuals and brands are strongest in this specific niche market relevant to your business, as well as determining who are the bloggers, vloggers, influencers and various video content creators dominant in this space. Our intent and our goal is to interact with, work with and leverage their activity and user-generated content for your campaign.

Content Marketing & Social Media Outreach: *Merging PR, Advertising & Social Media with the Power of Individuals, their Interactions and their Relationships*

We will blog once per month on your company's behalf, summarizing what's happening at your business for the month, along with highlighted other events and happenings in your area (such as foodie events, gay pride, etc.). This will be what we use for our social media marketing outreach. We would use content that you've written, or write it ourselves (additional \$195), uploading it to our blog and/or your website, along with images such as your promotional posters.



Cost: \$750 per month for posting and social media outreach.

NOTE: *we can manage more of your social media outreach on a weekly basis as well... the overall cost, including the above, would be \$1,500 per month, and would include working with you to create a social media editorial calendar.*

Hyper-Targeting Your LGBT Audience Via E-Mail:

We've had a resurgence in highly successful e-mail campaigns here at Pink Banana Media this year... with an LGBT consumer list now up to 250,000 names and growing, we're able to **target your audience** based on **REGION**, as well as **CATEGORIES** such as Travel, Sports Lovers, Foodies, Theatre-lovers and more.

Our open rates average 20%, and our click-through rates on open e-mails average 15%.

Costs starting at \$300



#ILoveGay Twitter 360° Network: From your Twitter profile, we would monitor your content DAILY, including artwork, posters, photos, links and videos, and rebroadcast select items through our #ILoveGay network, choosing #ILoveGay profiles specific to your content, such as @ILoveGayTV, @ILoveGayFoodies and @ILoveLGBTTravel, as well as some of our larger profiles including @ILoveGayLGBT. We would also share via #ILoveGay profiles based on the region your content is focused on, such as @ILoveGayLA, @ILoveGayNYC and @ILoveGayLondon. *Costs starting at \$500 per month.*



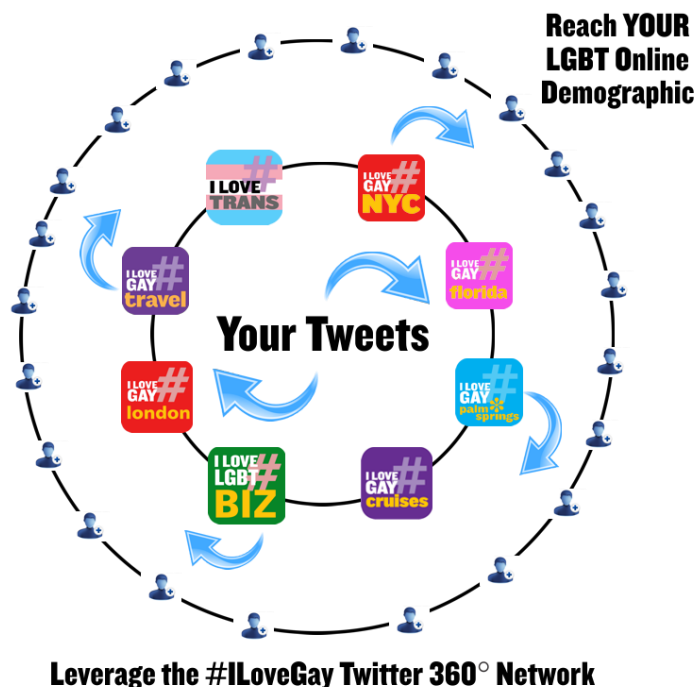
*NOTE: We will ReTweet/Quote ReTweet your posts through 2 accounts in our network for \$95
- 5 posts ReTweeted for one week is discounted to \$295*

What is #ILoveGay to Consumers?

Best Hub for all LGBT social conversations related to a specific region or theme.

What is #ILoveGay to Businesses? Best Brand to work with when targeting the LGBT community online, blending influencer marketing, content marketing and social media, as well as traditional online strategies.

How Do We Do It? We find the right mix of curating, retweeting, and liking content, as well as following Twitter users, while staying "on brand". We promote content, including advertisers', at the social media post level, you know, just like an influencer would ;-)



Facebook & Twitter Hyper-Targeted Advertising: Offering highly targeted advertising to reach your company's LGBT demographic. In the following example shown below, this targeting selects individuals living in the New York City area, 18-65+, who have shown an interest in Barcelona, Madrid, Ibiza or just Spain in general, AND show an interest in LGBT travel. Layering these interest data sets together allows us to target gays men and/or lesbian women who would like to travel to Spain. This type of targeting allows us to focus on your key demographic like never before.

Costs starting at \$500 per month.

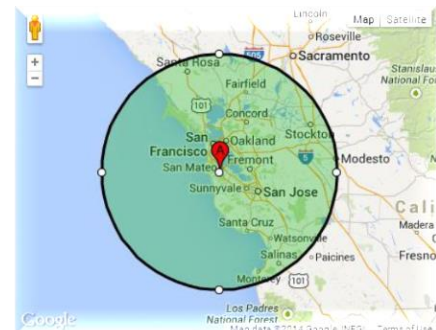
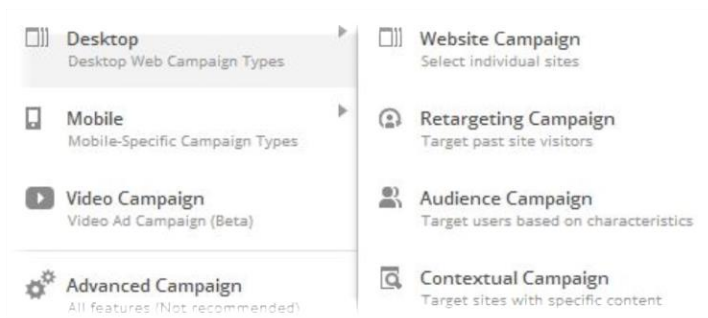
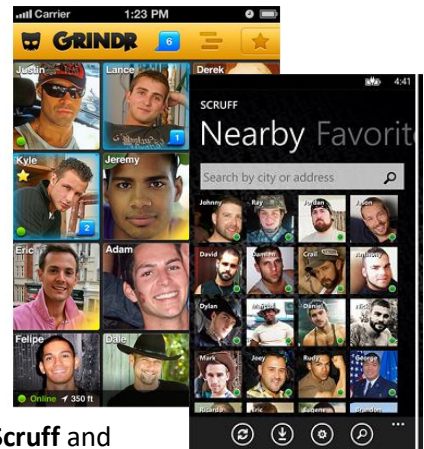
The screenshot displays the Facebook Audience Builder interface. At the top, the 'Audience Name' is set to 'LGBT Travel Spain'. Below this, the 'Custom Audiences' section shows a 'Choose a Custom Audience' dropdown and a 'Browse' button. The 'Locations' section is set to 'People who live in this location' with a dropdown arrow. A map shows the 'United States' with a pin on 'New York, New York' and a radius of '+ 25mi'. Below the map, there are options for 'Include' and 'Add locations', and a 'Drop Pin' button. The 'Age' section is set to '18' - '65+'. The 'Gender' section has buttons for 'All', 'Men', and 'Women'. The 'Languages' section has a text input field 'Enter a language...'. On the right side, the 'Potential Audience' section shows 'Potential Reach: 3,800 people'. Below this, the 'Audience Details' section lists the following criteria:

- Location - Living In:
 - United States: New York (+25 mi) New York
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Madrid, Barcelona, Spain or Ibiza
- And Must Also Match:
 - Interests: LGBT tourism, Instinct's Gay Travel News, International Gay and Lesbian Travel Association, Island House Key West Gay Hotel & Resort, Gay Travel, Gay Travel Center, Travel Gay Canada, Gay Trip or Orbitz Gay Travel

Programmatic Banner Advertising: Offering highly targeted advertising to reach your company's LGBT demographic on mobile apps such as Grindr, Scruff & Hornet, as well as sites including **Huffington Post Gay Voices, Gay Star News, Gay Ad Network, Here Media, Q.Digital, Pink.News, Towleroad.com** and more.



We currently purchase most of our clients' advertising using **Programmatic Ad Buying** and **Real-Time Ad Bidding (RTB)**, tapping into the wide inventory of banner advertising opportunities available to us in **Demand-Side Platform (DSP)** ad buying. We're able to target specific demographics (travelers, sports fans, moviegoers) in specific regions worldwide, with the capability of targeting LGBT consumers in specific neighborhoods via **Hyper-Local mobile targeting**. The ad inventory we have access to includes the **Huffington Post Gay Voices, Gay Ad Network, Here Media (Advocate.com, Out.com, etc.), InstinctMagazine.com, GayStarNews.com, Towleroad.com, Queerty/GayCities.com, Grindr, Scruff and Hornet**, just to name a few. We also have **first-party LGBT data** via programmatic ad buying. This allows us to reach an LGBT audience wherever they may be on the Internet (*including Huffington Post, Gawker, Daily Beast, Jezebel and now including Facebook Ad Exchange*), with the added capability of reaching your specific target demographic.



Costs starting at \$500 per month.

LGBT BRAND VOICE BY



For more about **LGBT Brand Voice**, visit www.LGBTBrandVoice.com

For more about our company, our strategies, our business approach and our team, you can download our PDF here: https://www.dropbox.com/s/cu5c3n8c59tb95m/PI_About_PBM.pdf