

MARKETING

for *your* Business

tgs TGS MARKETING
BRAND STRATEGY & MARKETING

In the next following slides, you'll learn a bit about
our company, the founder, our mission & vision
and **what's in it for you.**

CURRENT ISSUES RAISED

**BETWEEN SMALL & MEDIUM-SIZED BUSINESS OWNERS,
ENTREPRENEURS AND CREATIVES.**

PROBLEM 1

Attracting and retaining top clients/customers online and via social media platforms.

PROBLEM 2

Understanding your personal brand, who you serve and how to showcase what you offer.

PROBLEM 3

Determining which social channels will bring top return on investment (ROI).

PROBLEM 4

Creating engaging & consistent content, staying up-to-date with the latest trends and determining the best practices for your unique business.

HOW TGS MARKETING CAN HELP

SOLUTION 1

Help you pinpoint your target audience, then tailor your marketing efforts to their preferences/needs as well as emphasize your value proposition to differentiate your business from competitors.

SOLUTION 3

Teach you about the top social media platforms + their purpose so you are not continuing (or tempted to) waste any more of your business's hard earned money on irrelevant tools.

SOLUTION 2

Our role is to help you develop a strong personal brand that resonates with your target audience. This may involve creating a unique brand voice, messaging, and visual identity.

SOLUTION 4

Help you create 30 or 90 days worth of high-quality, valuable social media content, in one day. + schedule/post for you so you can focus on other elements of your business.

WHY **NOW** IT'S THE RIGHT TIME

REASON 1

Expertise: We have a team of experts who specialize in different areas of marketing, such as social media, SEO, email marketing, and content creation. We have the skills and knowledge needed to create effective marketing strategies that will help you reach your target audience and achieve your goals.

REASON 3

Cost-effective: Although hiring a marketing agency may seem like an additional expense, it can actually be cost-effective in the long run. We can help you create targeted marketing campaigns that generate a higher return on investment (ROI) than if you were to handle the marketing yourself.

REASON 2

Time-saving: Marketing can be time-consuming, and you may often have limited time and resources to devote to it. By hiring us, you can free up your time to focus on running your business while we, the agency, handles the marketing.

REASON 4

Innovation: We are constantly up-to-date with the latest marketing trends and technologies. By working with us, you can benefit from our expertise and access to innovative marketing tools and strategies that you may not have been aware of otherwise.

An entrepreneur with many hats and experiences; a certified brand and marketing strategist, host of The Teresa G. Sivak Podcast, a veteran of the U.S. Army, as well as a mommy and spouse who is passionate about all of the things that have to do with helping you and your online business strategy. My coaching practices may be viewed as a little orthodox: (REAL) psychology dissection and implementation, the kind that makes your target audience think and follow, and a precise military-based approach.

As for the "on paper", holding professional & academic degrees and certifications in business, marketing, brand strategy, and psychology adding 15 years of online business and social media management experience. TGS Marketing started with a simple idea and determination to be able to offer you the very best, tactical, and straight-forward marketing & branding blueprints with strategic and broken-down training to help business owners, like you, use the online space to increase visibility and revenue.

I'm here to serve. No matter what I offer - we're in this to make a difference. I want to help you build a business strategy you love and that fits YOUR lifestyle.

Teresa G. Sivak
Chief Marketing Officer & Founder



Certified Brand & Marketing Strategist

TGS Marketing's SOCIAL PRESENCE over 3 years

9,270+

Follower Count Across

1.2M+

Video Views

100K+

Likes

50K+

Content Shares

2550+

Brands Served over 3 years



INSTAGRAM STATS

Insights ⓘ

Last 30 Days ▾ Oct 30 - Nov 28

Insights Overview

You reached **+963%** more accounts compared to Sep 30 - Oct 29

Accounts reached	19K >	+963%
Accounts engaged	3,660 >	+1,418%
Total followers	3,788 >	+70%

Last 30 Days ▾ Oct 30 - Nov 28

Post Interactions vs Sep 30 - Oct 29	2,860 +528%
Likes	2,718
Comments	37
Saves	17
Story Interactions vs Sep 30 - Oct 29	191 +189%
Replies	148
Shares	43
Reels Interactions vs Sep 30 - Oct 29	1,619 +40,375%
Likes	1,508
Comments	36
Saves	23
Shares	52

Reach

Last 90 Days ▾ Jan 29 - Apr 28

20,284 Accounts reached

+0.5% vs Oct 31 - Jan 28

184 Followers • 20.1K Non-followers

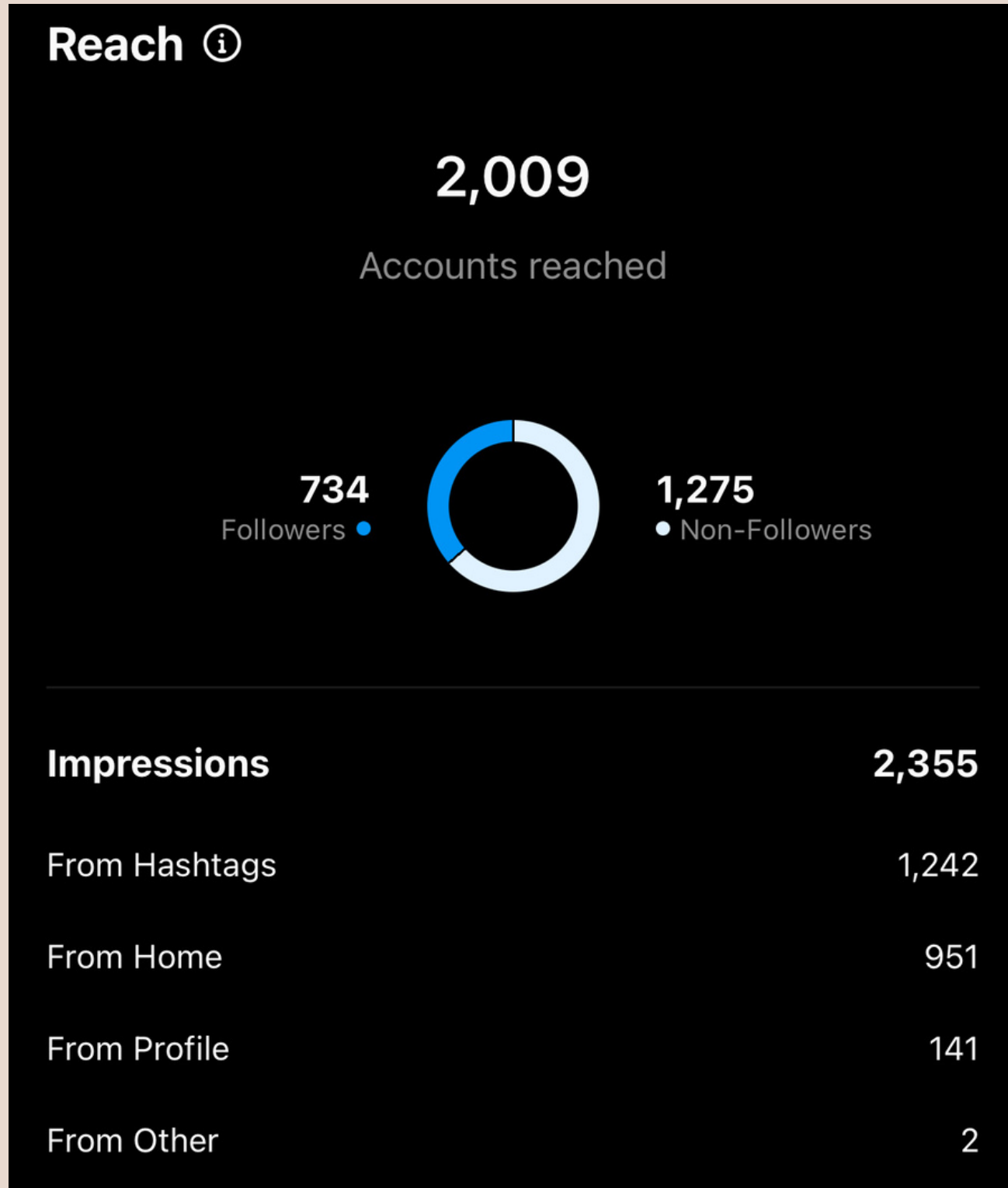
Content reach ⓘ [See all](#)

Reels	20.2K
Posts	466
Stories	256

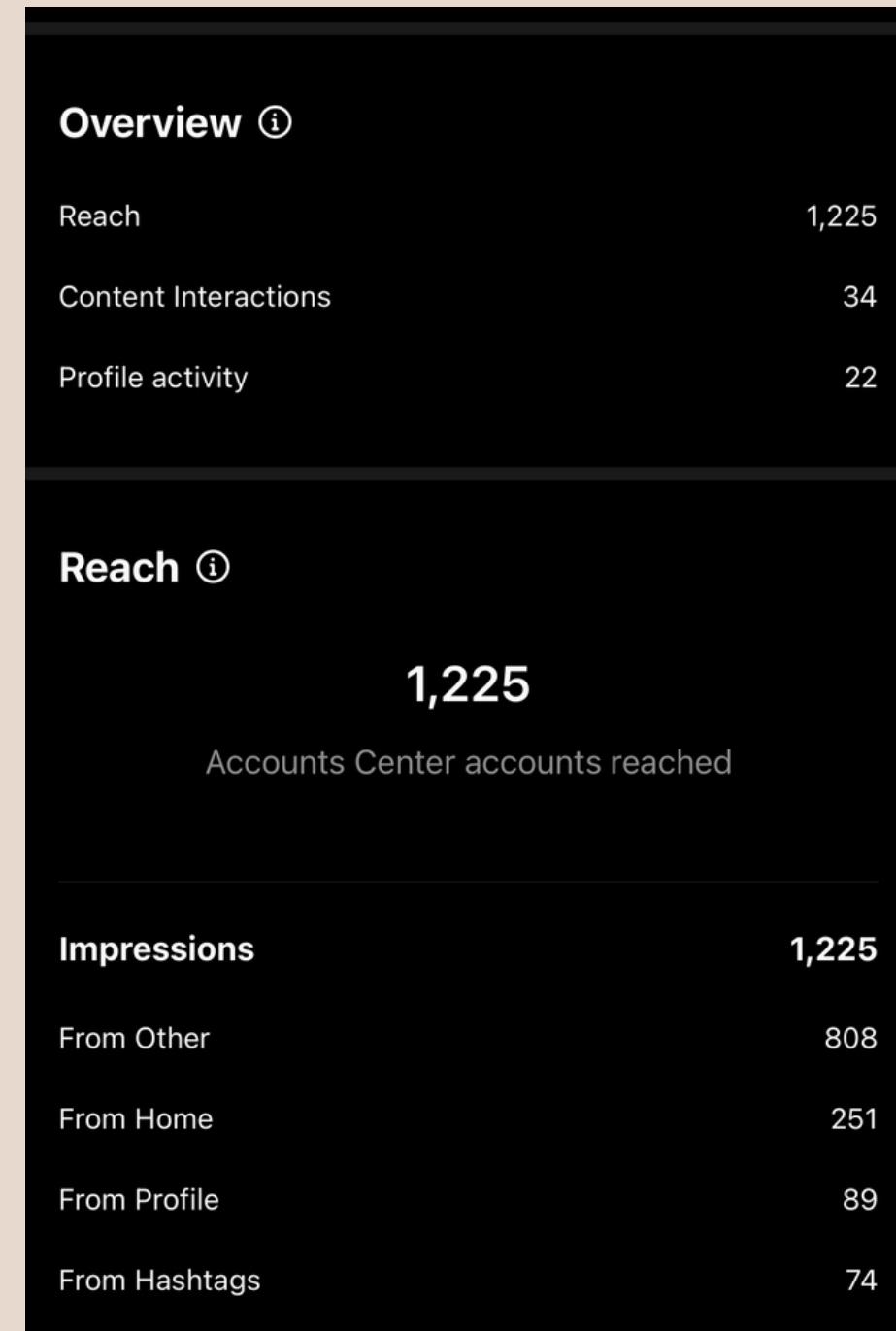
• Followers • Non-Followers

Impressions 44,943 **+50.8%**

CONTINUED...



From Hashtags	58
From Hashtags	72
From Hashtags	68



INSTAGRAM REELS

13722 46 6 3 7

Reel Insights ⓘ

Instagram and Facebook plays	13,725
Instagram likes and Facebook reactions	46

Imagine waiting so THEN you can start... 🤔👀

olivialanemusic · Boy, I sure am stres... Relax! You pr...
November 24, 2021 · Duration 0:11

23682 391 0 1 3

Ready to start your online biz? Partner up with the faste...

tgs.marketing · Original audio
July 12, 2021 · Duration 0:15

11259 143 16 30 4

Don't think you're off the hook either...

February 27 · Duration 1:01

19155 194 19 226 148

10783 383 1 10 35

Reel Insights ⓘ

Instagram and Facebook plays	11,005
Instagram likes and Facebook reactions	383

3558 68 3 2 17

Reel Insights ⓘ

Instagram and Facebook plays	3,559
Instagram likes and Facebook reactions	68

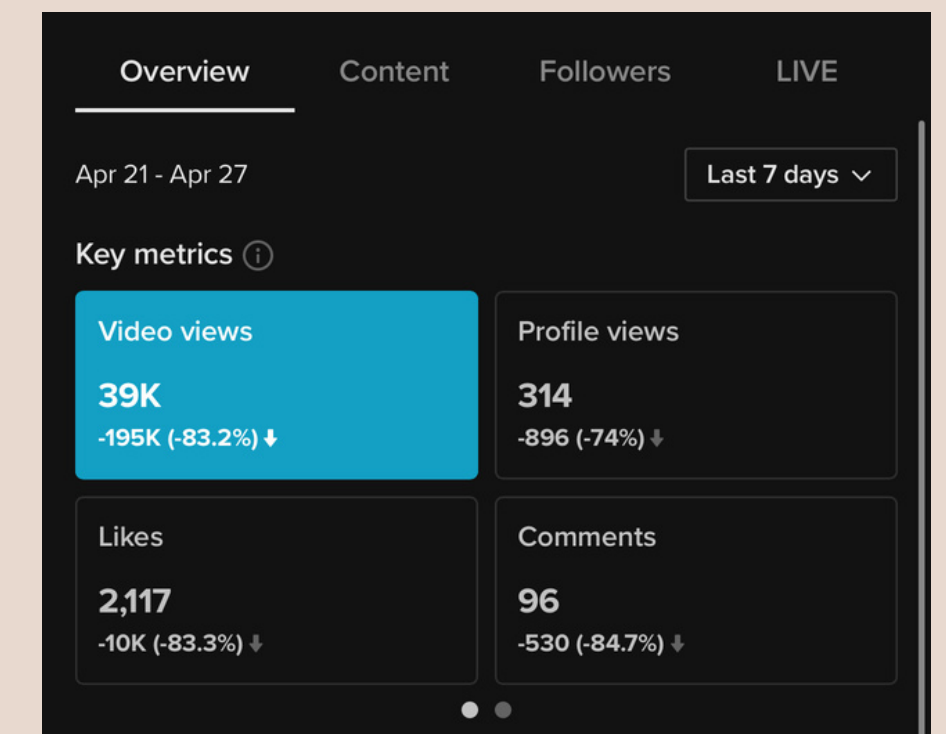
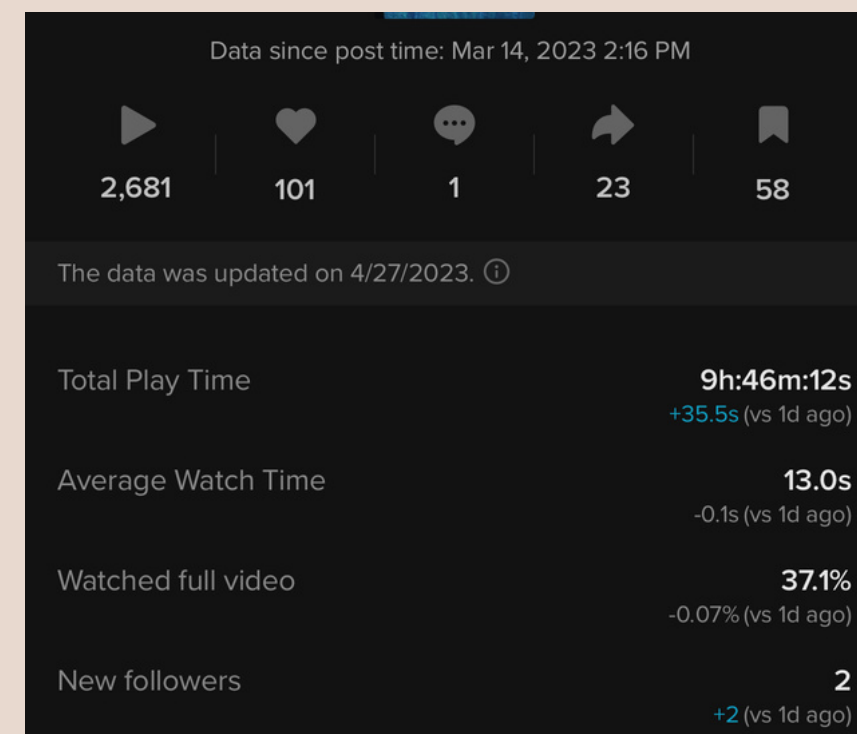
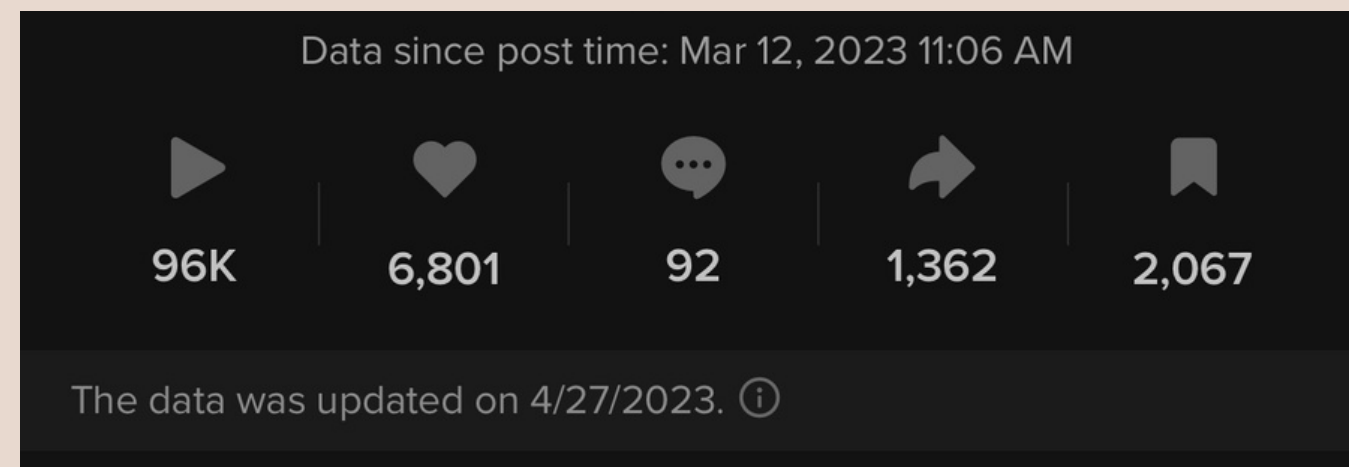
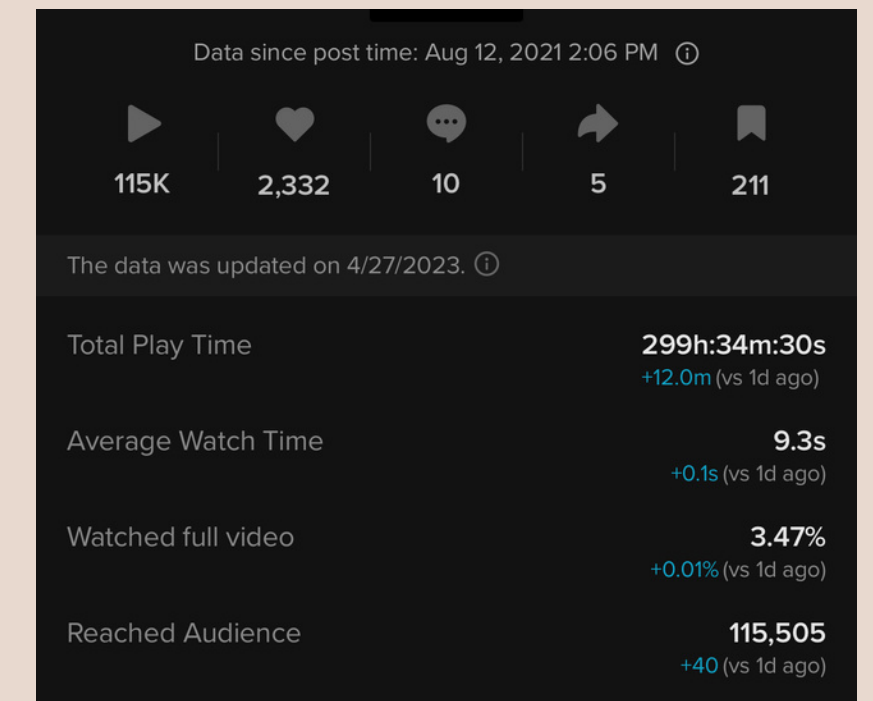
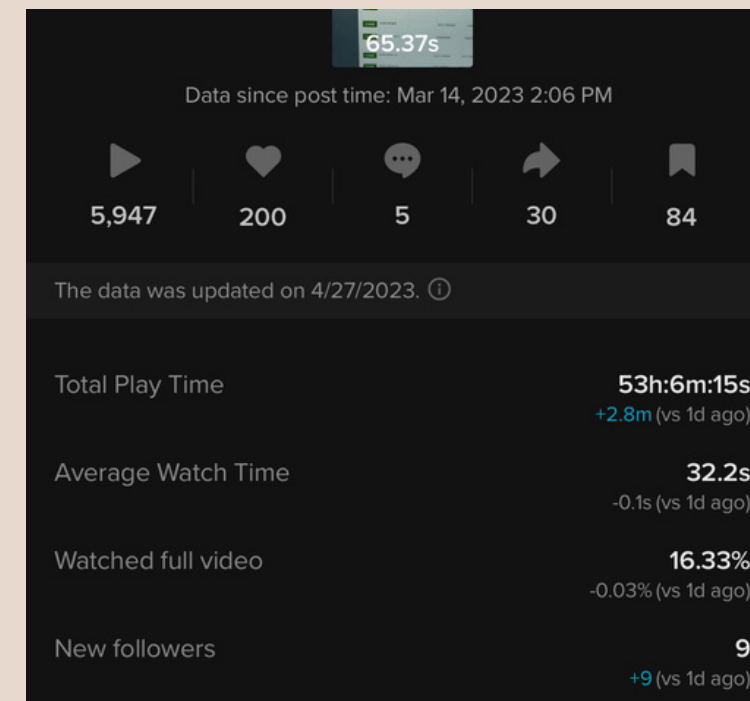
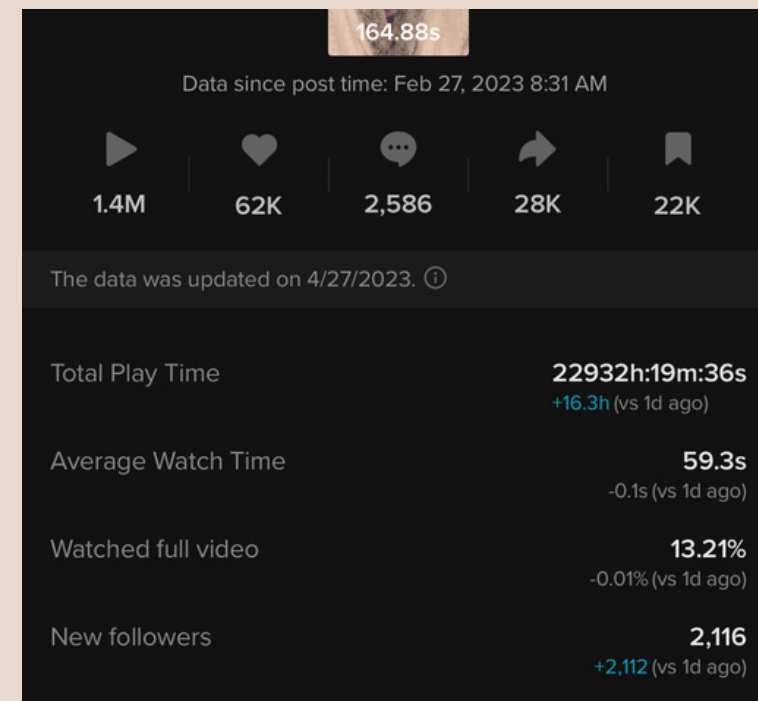
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Reel Insights ⓘ

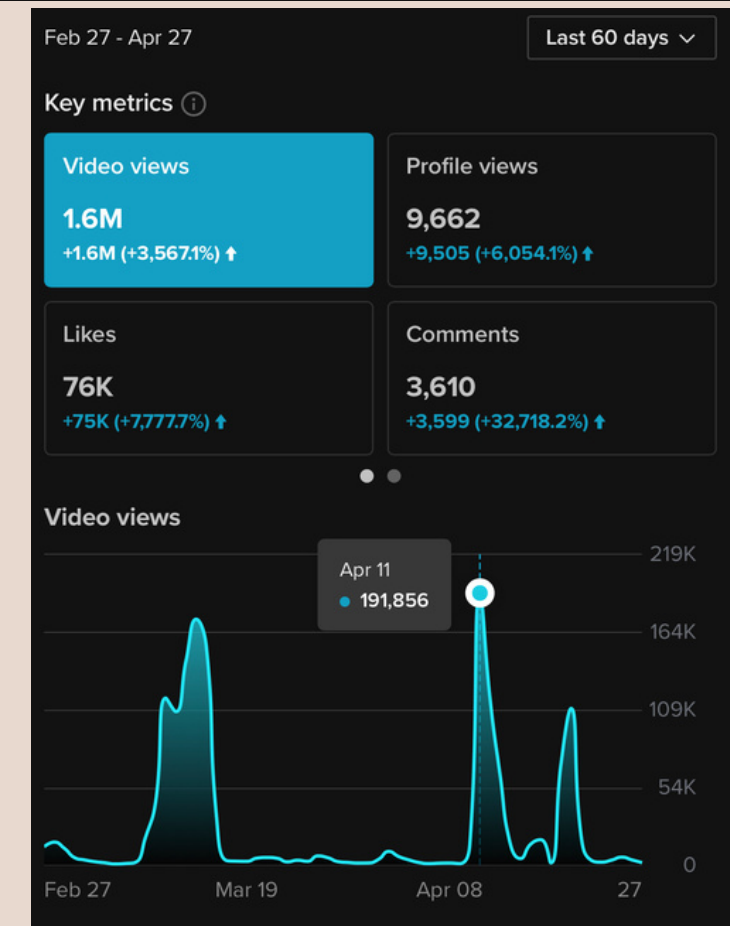
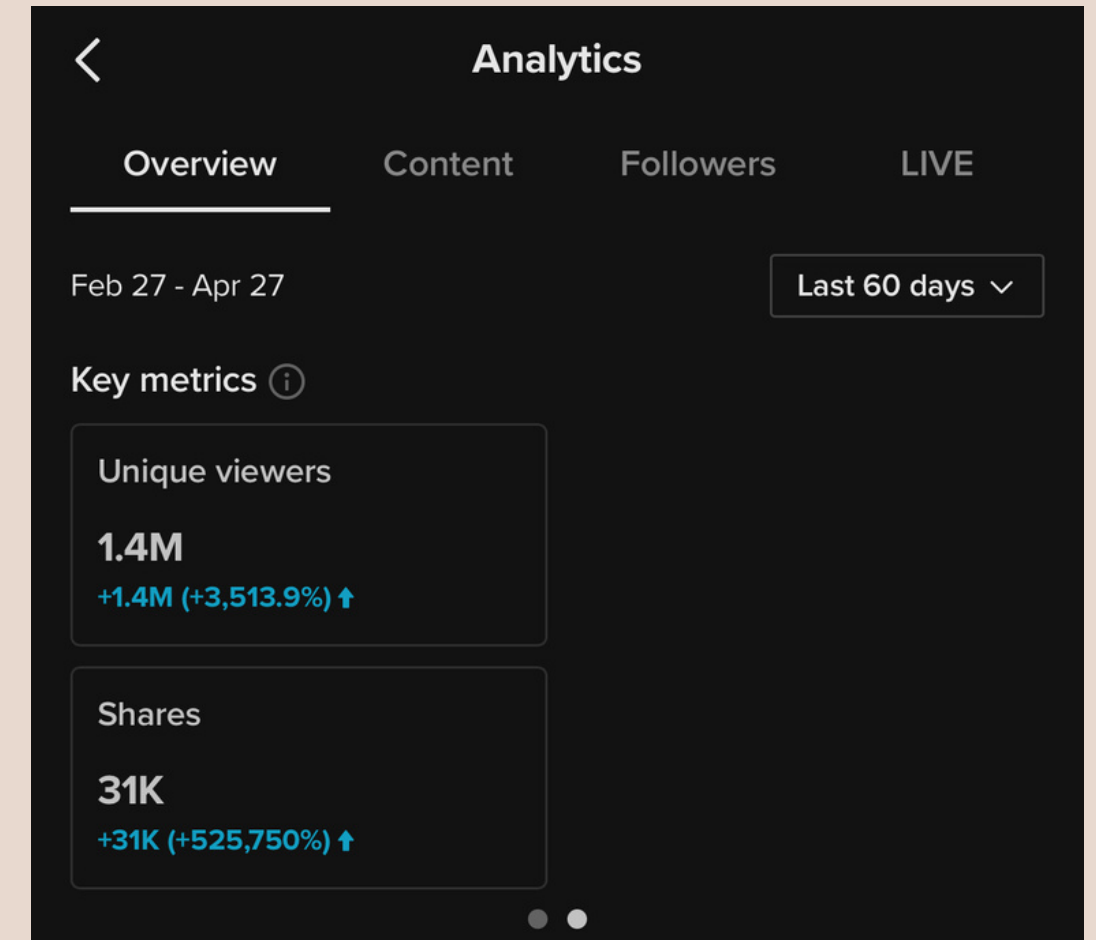
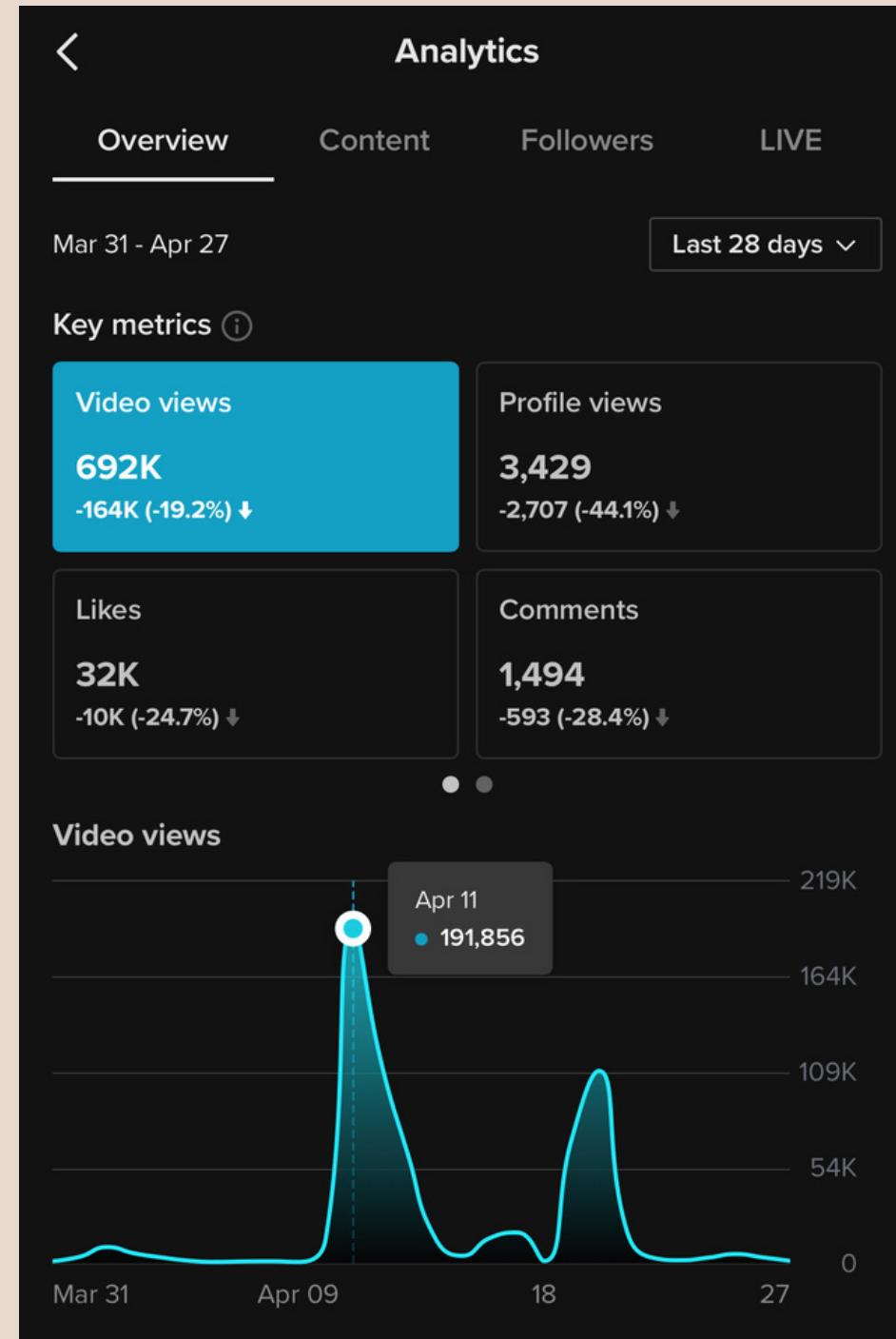
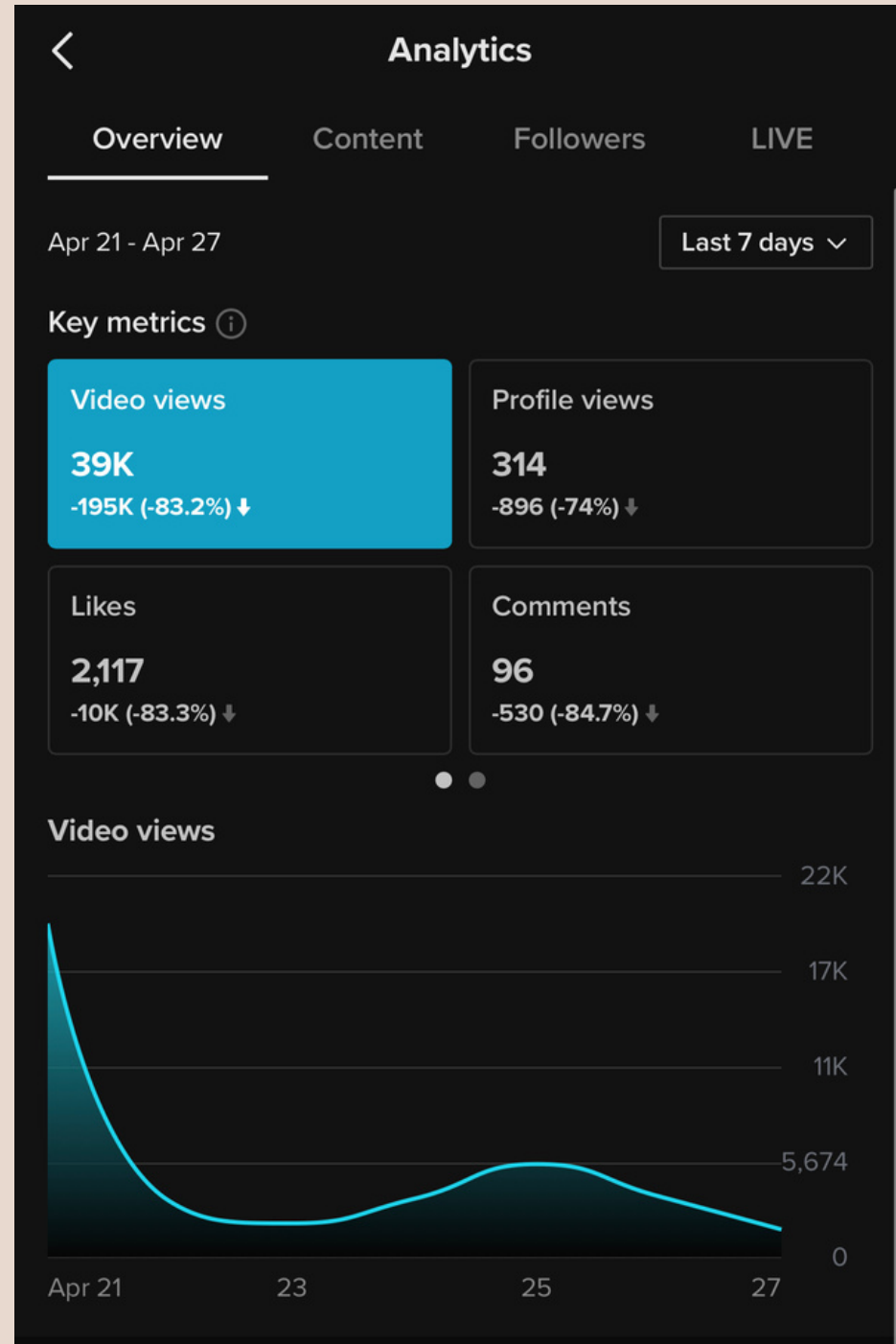
Instagram and Facebook plays	13,071
Instagram likes and Facebook reactions	526

TIKTOK STATS

TIKTOK - a "*search/discovery*" platform. Once you upload a piece of content (video), it's pushed out to new people each time.



CONTINUED...



VISION

To revolutionize the way businesses and creatives think about marketing and help them achieve their goals through innovative strategies.

MISSION

Our mission is to help businesses grow through innovative and effective marketing strategies that deliver measurable results and create lasting relationships with their customers.



WE'VE GOT THE SKILLS YOUR BUSINESS NEEDS



- Brand Strategy
- Marketing & Sales
- Social Media Optimization
- Copywriting (content, ads, blogs, website and more)
- Brand Development
- Content Creation & Management
- Website Design
- SEO Optimization
- Systems & Automation
- Email Marketing & Development
- Graphic Design
- Long and Short Video Editing

EDUCATION BACKGROUND



B.S. in Psychology
concentrating in
Addictions

MBA in Business
concentrating in
Marketing

Certifications in

- **Brand Strategy**
- **Marketing**

PORTFOLIO & CLIENT TESTIMONIALS

We've worked across all different types of industries -- service providers, coaches, product-based businesses, landscaping, brand designers, and more.



Marra Avery-Drayton, Brand Designer

Problem: Marra wanted to hone down on a niched group of people to present her branding services to. Had no idea how to execute her new brand identity and how to market her new services on social media.

Solution: Invested in our top-selling program "Structure Me, Coach!" A 10-week tailored coaching training where she learned everything from goal-setting, brand strategy & marketing to email marketing and product launching.



<https://youtu.be/0J2Oj51Gfpk>



Anyah Mills, Personal Chef & Caterer

Problem: Anyah was having difficulty creating exciting, engaging and concerting content for her business. She wanted to focus more on her clients and craft rather than creating content.

Solution: Invested in our VIP30 - 30 Days worth of content where we recorded high quality reels, TikToks, videos for other platforms, head, body and product shots.

What she did not have to worry about: content ideas, editing, filming, and posting/scheduling her own social media content.



[https://youtu.be/ K8f7wARBRg](https://youtu.be/K8f7wARBRg)



Akin Walker, MV Soaps (Luxury Soap for Men)

Problem: Akin wanted to learn how to make his luxury soap for men stand out on social media. He wanted to learn the ins and outs of social media marketing and branding.

Solution: Invested in our top-selling program "TGS EOY Intensive!" A 5-week tailored training where he learned how to implement current marketing strategies to his brand.



[https://youtu.be/ K8f7wARBRg](https://youtu.be/K8f7wARBRg)



Tarrah Williams, Grant Writer for Small businesses and Non-Profit Organizations

Problem: Tarrah was having difficulty creating exciting, engaging and concerting content for her business. She wanted to learn how to create the content and how to showcase her product and services in a non "sale-sy" or invasive way.

Solution: Invested in our VIP30 - 30 Days worth of content where we recorded high quality reels, TikToks, videos for other platforms, head, body and product shots.

What she did not have to worry about: content ideas, editing, filming, and posting/scheduling her own social media content.



[https://youtu.be/ K8f7wARBRg](https://youtu.be/K8f7wARBRg)



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LET'S WORK TOGETHER

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