

# THE VVOGUIDE

*Bringing your Brand Vision, Voice & Values to life.*



[www.thevoguide.com](http://www.thevoguide.com)

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# WHO ARE WE:

TheVOGuide is a creative marketing agency focused on helping service and product based businesses become visible & show up authentically using the power of storytelling to communicate their vision, voice & value to those they've been called to serve.



Our services include:



Social media  
content  
management



Brand Campaign  
Development



Creative Direction  
& Email  
Marketing

So whether you're looking for one time support to get your product, service or message into new hands or to outsource your social media needs, we are the agency for you.

*Vivienne Okafor*

**Founder & Head Storyteller**

## BRANDS WE'VE WORKED WITH

**CFHS**  
Consulting For Human Services



 **YouTube**



*styled by* **DVI**  
BE YOU. BE DAPPER.

**BEARD SZN**



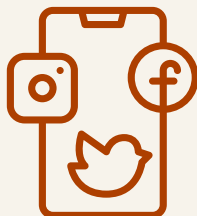
Glariel candles

**GREEN  
EVERYTHING  
COMMUNITY**

**JW**  
JASMINE  
WOMACK

  
**ESTARIE**  
COLLECTION

# SERVICES & PACKAGES



## Social Media Content Management

This service is for brands ready to outsource their monthly social media strategy and content.

Get expert help to clarify your message & develop a sustainable social media strategy for 1-2 platforms of your choice.



### The Partial Reset- Strategy, Copy & Content Creation

- Develop Monthly content strategy and plan (content ideas, captions, hashtags)
- Graphics designed & videos edited

*Client is responsible for scheduling and posting on social media platforms*



### The Complete Reset -Full service content & social media management

- Develop Monthly content strategy and plan (content ideas, captions, hashtags)
- Daily Social media management (Publishing + outbound engagement)
- Tracking KPIs & social media analytic reports

# SERVICES & PACKAGES



## Brand Campaign Development

For brands with a desire to get their products, services & message in front of new eyes to increase brand awareness, client engagement, sales & market share within their industry.



### Virtual Brand Campaign Development

- Consult meetings to determine, goals, vision & first-look strategy of brand campaign
- Strategy development
- Campaign mood-board & assets curated

*Client is responsible for providing video & photo assets needed for the production of campaign assets*



### In-person Brand Campaign Development

- Consult meetings to determine, goals, vision & first-look strategy of brand campaign
- Campaign Strategy, mood board, asset development
- In-person creative direction for photos and videos for campaign
- Campaign Assets develop & social media management during campaign timeline.

# SERVICE ADD-ONS



## Creative Direction & Email Marketing

These service add-ons are not inclusive in all packages but can be requested depending on current needs of every client.



### Brand Photoshoot/Videography Creative Direction

For brands that desire to develop fresh images & videos for social media & website content or brand campaigns. We provide creative direction to bring your products or service to life. This service can be added to your social media retainer or brand campaign packages.



### Email Marketing Services

For brands that desire to set up an email marketing funnel for their services. This can include developing and designing a lead magnet, welcome sequence & monthly nurture sequence copy.

# CLIENT TESTIMONIALS

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*"I was struggling with clarity around my messaging, branding and how it tied in with my bigger picture.*

*This was one of the best investments I made, Vivienne is more like "show me what you got", then she transforms it. She basically takes your WATER and turns it into Fine WINE."*

**IDA ASARE - Therapist for Creatives @thechillingtherapist**

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*Thank you for my content. You really brought my voice out. This [partnership opportunity I received] is so big in my industry.*

**JASMINE WILLIAMS - Real Estate Consultant & Strategist**

**@greenrealestatemom**

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*The Voguide Agency is the perfect solution for any business looking to have their story told and expand! Working with Vivienne was a pleasure! She is organized, extremely responsive, and a genuine pleasure to work with. Our Christmas campaign was a huge success. Thank you so much again.*

**Juliette Bush - Founder & CEO of Brave by Faith Travels**

# PROJECT TIMELINE & PROCESS

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Our process for every package is strategic and purposeful, taking a minimum of 4-6 weeks to produce the collateral needed for you to dominate social media.

Once you are committed to a package we begin with orienting you to your **client portal** where all your social media assets will live.

We proceed with the most important phase of this process: Research & consult meetings, where **an extensive social media content audit is performed** and your content strategy or campaign strategy is developed.

We meet a final time during the week 4 or 5 to review the strategy for approval. Once it is approved, we proceed with **developing your monthly content plan, copy** and assets ready for implementation.

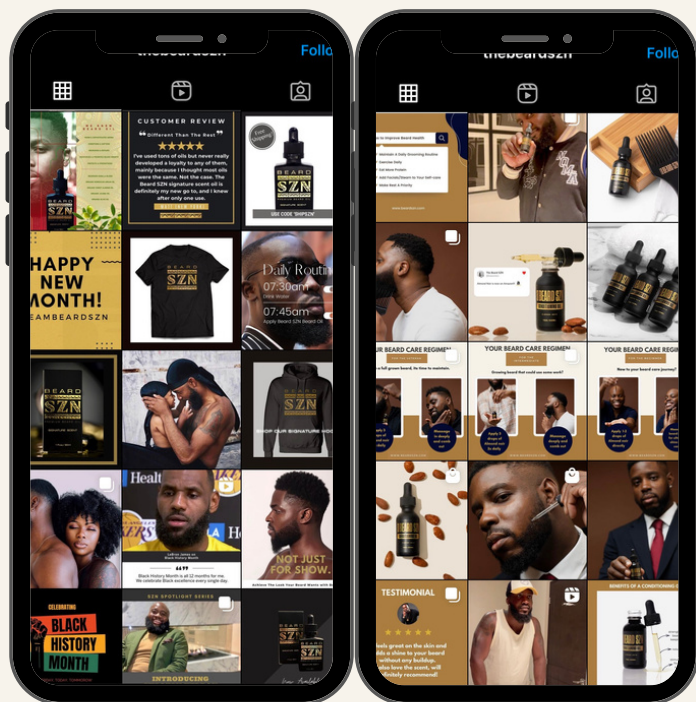
NOTE: *The execution & implementation phase is dependent on the package that is selected.*



# OUR WORK

Before vs After

Before vs After



## BEARD SZN

Messaging Strategy + Social media strategy & graphics + creative direction  
 Men's Grooming brand

## GREEN REAL-ESTATE MOM

Messaging Strategy + Social media strategy and graphics  
 Real estate consultant

Client the link below to review our Agency portfolio to review the breath of projects we've had the privilege of executing!

## AGENCY PORTFOLIO