



WHAT WE DO



**little
word**
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CONTENT CREATORS
crafting your story

BRAND ARCHITECTS
designing your legacy



WHO WE ARE

We are a full-service creative content studio based in Newport Beach, Calif. With clients ranging from multi-million-dollar startups to Fortune 500 brands, we work across multiple industries (real estate, technology, wellness and entertainment) to deliver quality content and most of all, bottom-line results.

THE BACKGROUND

Melissa Kandel founded little word studio in 2018 after serving five years as the global director of PR, Communications and Digital Media for Berkshire Hathaway HomeServices worldwide. Bolstered by a passion to create, imagine and help others succeed, she quickly grew the business, signing Berkshire Hathaway HomeServices as her first major client one week after launch.

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 @littlewordstudio

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A graduate of Columbia University with a master's from Northwestern University's Medill School of Journalism, Melissa has a strong background in writing and almost a decade of experience building global brands. In 2018, she was selected to serve on the Forbes Communications Council and her work is frequently featured in Forbes.com, as well as on the cover of REAL ESTATE magazine, in Fast Company, Inc. and more.

PROJECT TIMELINE



CONTENT

- Crafting your brand story
- Writing and/or editing website copy, ad copy, company newsletters and other marketing materials
- Blogging on behalf of your company
- Creating SEO-optimized content for blog posts, landing pages and websites
- Putting together targeted social media advertising campaigns on Facebook, Instagram, Twitter and LinkedIn
- Creating brand videos (from script writing to the final video package) for testimonials, social media and ads
- Writing business plans for use by brand leaders and/or potential investors
- Crafting short- and long-form scripts for brand videos
- Ghostwriting short- and long-form editorials on behalf of senior executives and brand leaders
- Editing websites, marketing materials, brand books, and internal and external communications
- Building, writing and distributing branded newsletters
- Organizing social media and digital marketing efforts around a company event or conference
- Covering a conference or large-scale event via social media on behalf of a company or brand

PUBLIC RELATIONS

- Leveraging local and national media outlets to score earned media coverage
- Creating a customized public relations strategy to target local, national and international media outlets
- Crafting press releases, media advisories and executive talking points for industry-specific, local, regional, national and international distribution
- Working with distribution platforms like Business Wire, PRWeb and Meltwater to send, target and performance-track press releases

SOCIAL MEDIA

- Building and managing social media accounts including Facebook, Instagram, Snapchat, Twitter, LinkedIn and Pinterest
- Creating content (visuals, videos and copy) for specific social media platforms to be used as one-off pieces or as part of a larger, branded campaign
- Putting together short- and long-term social media strategies that align with specific and measurable business goals
- Creating Facebook/Instagram, LinkedIn, Twitter and Snapchat advertising campaigns to generate business leads and support your company's objectives



DIGITAL STRATEGY

- Implementing web and digital strategy, including providing guidance on marketing stack, international expansion, domain consolidation and marketing automation integration
- Assisting with UX and conversion rate optimization to create a user experience that improves website engagement
- Analyzing wireframes, prototypes and behavior flows
- Optimizing paid marketing campaigns to generate a desired and quantifiable ROI
- Continuous testing of landing pages to optimize lead generation
- Crafting an effective SEO strategy that includes website optimization recommendations, Google Analytics data analysis and recommendations and keyword performance reports
- Creating a meaningful set of web metrics that correctly conveys the success of marketing programs, including deep analysis, behavior flow, analytics audits and custom report generation

CONSULTING

- Consulting on content strategies, social media strategies and content marketing
- Consulting on proper allocation of budget for marketing/social media
- Creating customized 1-2 hour sessions on marketing, content marketing, social media marketing and more
- Consulting on public relations and media outreach

WEB & GRAPHIC DESIGN

- Building a mobile-optimized website with customized functionality and design
- Creating company logos, brochures, mailers, brand books and additional branded materials

BUSINESS TRAINING

- Customized presentations and training on business-building, leadership and real estate by veteran sales masterminds
- Topics include: the art of asking the right question, redefining your brand story, creating a life balance, understanding your clients, on-boarding the right talent, in search of profit business planning, and more

VIDEO

- Video solutions for product and sales videos, brand story videos, event videos, high-quality livestreaming and more
- Drone videography available from FAA-certified (Remote Pilot Certified) instructors

PHOTOGRAPHY

- Professional photography from a photographer that shoots for the Academy Awards, the Dodgers (official photographer), ABC News and Ford
- Drone photography available from FAA-certified (Remote Pilot Certified) instructors



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**THANK
YOU**



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FOR QUESTIONS:

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FOR MORE:

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