





**RL Studios** specializes in local engagement through captivating digital marketing campaigns that highlight the unique story, values, and purpose of a business.

Our people-first policy brings a human-centric strategy for our campaigns that will create a **lasting impression** on your target market.

**OUR SERVICES:**  
*PHOTOGRAPHY, VIDEO PRODUCTION,  
GRAPHIC DESIGN, PRODUCT DESIGN/DEVELOPMENT,  
MARKETING CONSULTATION, EVENT CURATION*



1

## **CONTENT CREATION**

RL Studios will conceptualize and execute a photo campaign and/or video for the client. Original content will be created and utilized for social media platforms and will be archived for the client.

2

## **SCHEDULING**

RL Studios will create a content calendar that will show the visual aesthetic of the Instagram feed (about two months in advance) in addition to copy (captions) for each post. Once approved, RL Studios will facilitate the social media posting and will report monthly on user engagement and analytics.

3

## **GROWTH**

RL Studios will meet or surpass the goals (engagement rate, growth rate, etc.) voiced at the beginning of the relationship with the client. The analytics will be researched by RL Studios and reported to the client so that we can understand the client's core market and how we can leverage new campaigns to capture additional markets.





# 1 CONTENT CREATION



05.28 – Paid Ad?

[students prepare their family dinner during their culinary class at Chester High School]

Behind the scenes of Culinary Club at Chester High School

#BTsofChester



05.13 – Facebook

#GetInTheMix

We are asking ALL likeminded organizations in our Chester Community to get involved with our youth and CEF related opportunities; you will be pleasantly surprised on how you can change a student's life. Our 'Communities That Care' (CTC) monthly meetings are held every second Thursday, mark your calendars and join our email list for updates!

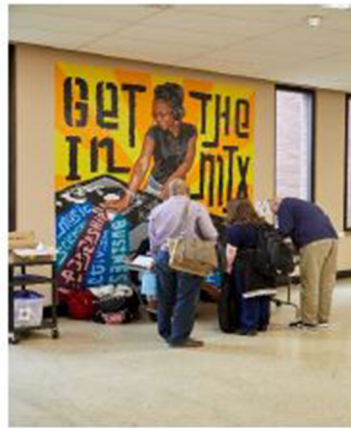
(Please share to your IG story/Repost)

#CEFcommunity

# 2 SCHEDULING



Tuesday May 14, 2019



Monday May 13, 2019



Sunday May 12, 2019



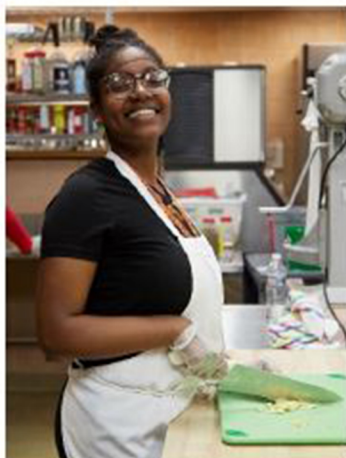
Friday May 10, 2019



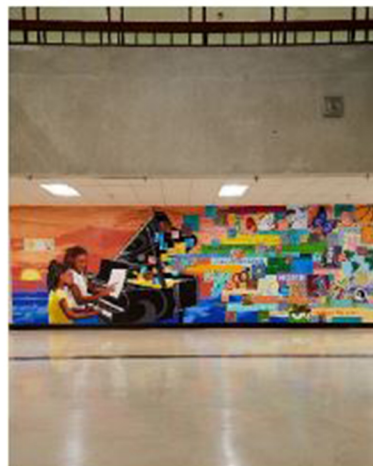
Wednesday May 8, 2019



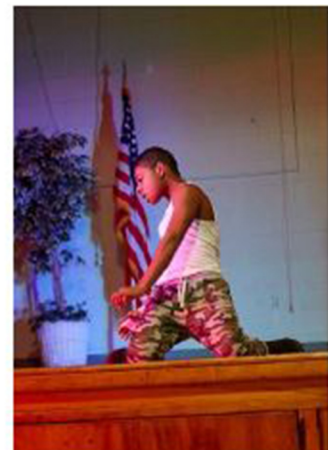
Tuesday May 7, 2019



Monday May 6, 2019



Sunday May 5, 2019



Friday May 3, 2019



## Month – April

Beginning of month follower-count: 27

Growth Rate: 111.11%

End of month follower-count: 57

### Engagement Rates + Overview

04/01:

Interactions – 22 likes, 6 visits

Rate – 49%

Reach – 51 Accounts

Impressions – 66

04/02:

Interactions – 32 likes, 2 comments

Rate – 59.65%

Reach - 90

Impressions – 119

04/03:

Interactions – 28 likes, 7 visits, 5 comments, 1 save

Rate – 71.93%

Reach – 92

Impressions – 158

04/07:

Interactions – 32 likes, 4 visits, 1 comment

Rate – 64.91%

Reach – 66

Impressions – 106

04/08:

Interactions – 26 likes, 2 comments, 6 visits

Rate – 59.65%

Reach – 84

Impressions – 124

04/09:

Interactions – 33 likes, 1 comment, 2 visits

Rate – 63.16%

Reach - 51

Impressions – 74

THANK YOU FOR YOUR  
INTEREST IN RL STUDIOS.  
WE LOOK FORWARD TO  
SPEAKING WITH YOU SOON,  
PLEASE FEEL FREE TO  
REACH OUT TO US DIRECTLY  
AT **301.919.3256** CHECK  
OUT MORE EXAMPLES ON  
OUR WEBSITE

**ROBBLIM.COM**

HAVE A WONDERFUL DAY.

*HELLO@ROBBLIM.COM*