

KLOUT9

DIGITAL MARKETING

MEDIA KIT

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ABOUT US

At Klout 9, we redefine digital marketing with sophistication and strategy. As a premier, full-service agency, we're more than social media managers, we're your dedicated partners in growth, blending local expertise with world-class innovation. From bespoke campaigns to cutting-edge solutions, Klout 9 crafts a personalized path to elevate your brand and achieve exceptional results. With us, your success isn't just a goal; it's a masterpiece in the making.

SOCIAL MEDIA



PRODUCTION



SEARCH MARKETING



DESIGN & BRANDING



SOCIAL MEDIA MANAGEMENT



01 SOCIAL MEDIA MARKETING



HOW IT WORKS

Our marketing experts design bespoke strategies for businesses of all sizes, leveraging the transformative power of social media to connect, captivate, and cultivate a loyal audience. At Klout 9, we go beyond campaigns, we build enduring relationships by showcasing the essential steps to elevate your brand's presence, foster meaningful engagement, and ensure lasting impact. Let us turn your vision into a dynamic and enduring success story.



ACCOUNT MANAGERS

Your Klout 9 account manager is more than a partner—they're an extension of your team. Acting as your dedicated point of contact, they immerse themselves in your industry and embrace your brand's unique culture. With a deep understanding of your business, they deliver tailored strategies and seamless collaboration, ensuring your goals are not just met but exceeded.



CONTENT & STRATEGY

Your Klout 9 Account Manager will craft a sophisticated social media strategy centered around thoughtfully curated content pillars. These pillars represent key facets of your brand, such as engaging storytelling, brand awareness, or entertainment, strategically designed to captivate your audience and elevate your digital marketing efforts. By balancing diverse content themes, we ensure your campaigns resonate with purpose and sophistication, driving meaningful connections and measurable success.



IMPLEMENTATION

From visionary concepts to compelling copywriting, striking visuals, and seamless publishing, your Klout 9 Account Manager handles every aspect of your content creation and execution. By overseeing each step—from ideation to posting and active monitoring—we ensure your content reaches its full potential, delivering an elevated user experience and driving exceptional engagement.

01 SOCIAL MEDIA MARKETING



COMMUNICATION

An attentive and strategic customer service approach is vital to shaping your brand's digital presence. Your Klout 9 Account Manager ensures seamless engagement by promptly addressing reviews, ratings, direct messages, and comments with professionalism and care. By cultivating meaningful interactions, we enhance your audience's trust and loyalty, solidifying your brand's reputation for excellence.



ADVERTISING

Beyond managing your brand's dynamic feed content, Klout 9 Account Managers design and execute tailored social media advertising campaigns.

Leveraging advanced targeting based on demographics, behavior, and location, we ensure your ads reach the perfect audience. These precision-driven campaigns not only amplify your reach but also provide detailed insights, allowing us to optimize your growth strategy and deliver measurable results.

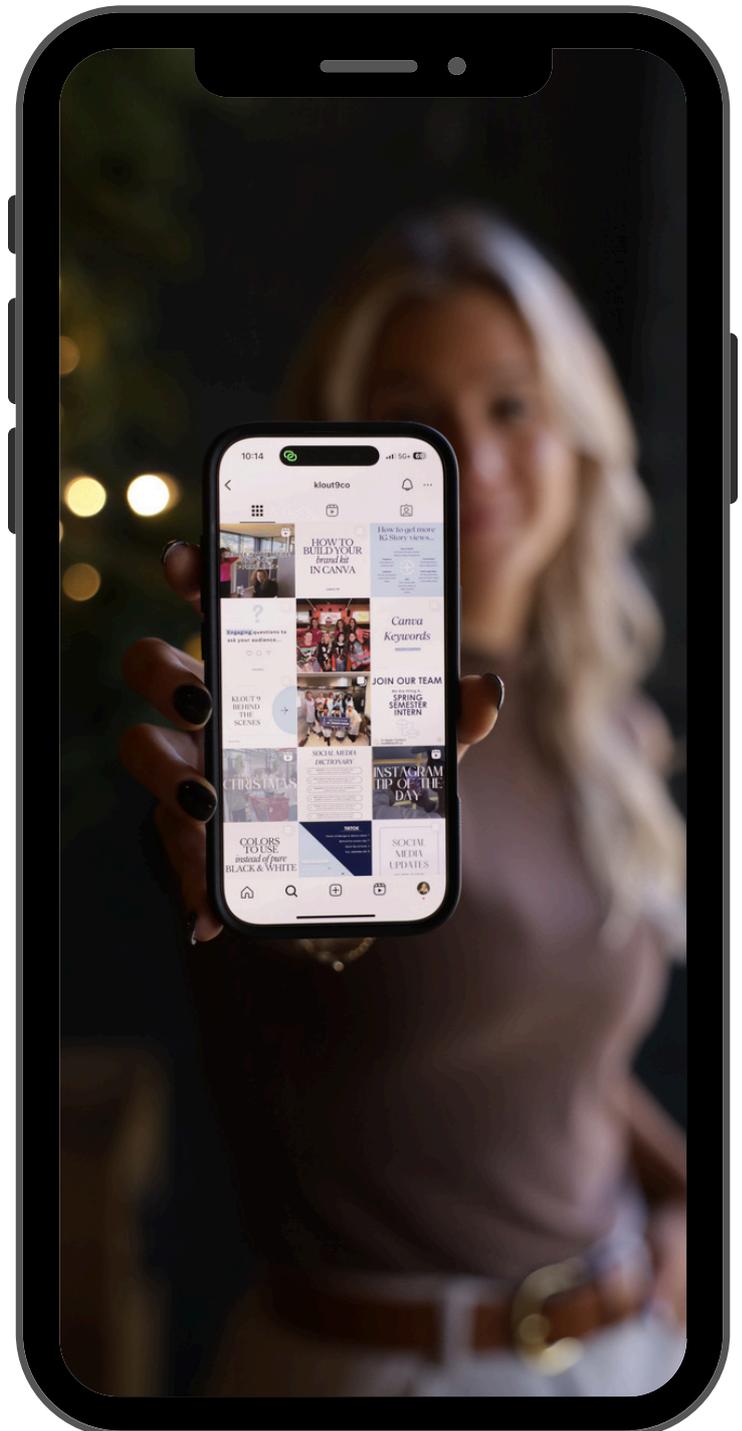


REPORTING

Our account management team meticulously monitors the performance and success of every initiative across your digital presence. Through comprehensive, regular reports, we provide clear insights into the impact and growth driven by each post, custom ad, and interactive campaign. This data-driven approach ensures your brand's strategy remains dynamic, refined, and consistently aligned with your goals.

THE RESULTS SPEAK FOR THEMSELVES, AND OUR METRICS BACK IT UP.

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PARISH PROUD

ABOUT THE BRAND

Parish Proud is a non-profit organization committed to fostering a culture of collective responsibility in Acadiana by enhancing and preserving the natural beauty and visual appeal of the spaces where we live, work, and play. Through community cleanups and beautification projects, Parish Proud drives awareness of how a clean, appealing environment can inspire investment, economic growth, and an improved quality of life for everyone.



THE CHALLENGE

Parish Proud aimed to revitalize several school campuses in the Carencro area through cleaning, painting, and gardening to improve the environment for students and faculty. After securing a sponsor, they needed a way to promote the event, drive awareness, and encourage volunteers to sign up.

THE GOAL

- Increase awareness of the community cleanup event.
- Drive traffic to Parish Proud's website to inspire volunteer sign-ups.

THE CAMPAIGN

Klout 9 executed a multi-month social media campaign leading up to the event, utilizing a mix of graphics and video to share event details and highlight the sponsor, Manuel Companies. By leveraging targeted advertising on Facebook and Instagram, the campaign effectively amplified awareness and drove traffic to Parish Proud's website.

RESULTS

235,603

IMPRESSIONS

6,697

ENGAGEMENTS

2,569

LINK CLICKS

33,274

VIDEO VIEWS

The image shows a Facebook post from Parish Proud dated July 29, 2024. The post text reads: "Parish Proud is with Love Our Schools and Manuel Builders. Put your passion into action with #ParishProud!! Join us on September 14th as we continue to improve the schools in our Parish for our next big #ParishProudDay! We'll be at Live Oak Elementary, Carencro Middle School, and Carencro High School, creating vibrant places where students can thrive and experience firsthand the impact a beautiful space can make in a community! This is an excellent opportunity for those looking to give back to the community, particularly involving the schools of Lafayette Parish, or families who want to get involved in an activity that benefits the community at large! It's also a great opportunity for businesses in Acadiana to show their support for education - we'd love to have your support! Send an email to info@parishproud.org to learn more about how a partnership with Parish Proud is good for business! Click here to register as a volunteer: https://parishproud.cervistech.com/acts/console.php... Parish Proud Day is presented by Manuel Companies in partnership with Love Our Schools. Manuel Builders". Below the post is a promotional graphic for "Parish PROUD DAY!" on September 14th from 9 AM - 11 AM at three locations: Live Oak Elementary School, Carencro Middle School, and Carencro High School. The graphic includes logos for Parish Proud, Manuel Companies, and Love Our Schools, and a "Sign up" button.

DIANNA RAE JEWELRY

ABOUT THE BRAND

Dianna Rae Jewelry is renowned for its creativity, exceptional craftsmanship, and one-of-a-kind jewelry experiences. From custom designs and exclusive collections to interactive features like the “Jewelry Playground” and “Jewelry Theater,” the brand offers a fresh, engaging approach to fine jewelry. With a commitment to high ethical standards as a Registered Jeweler® with the American Gem Society, Dianna Rae Jewelry continues to captivate a nationwide audience.



THE CHALLENGE

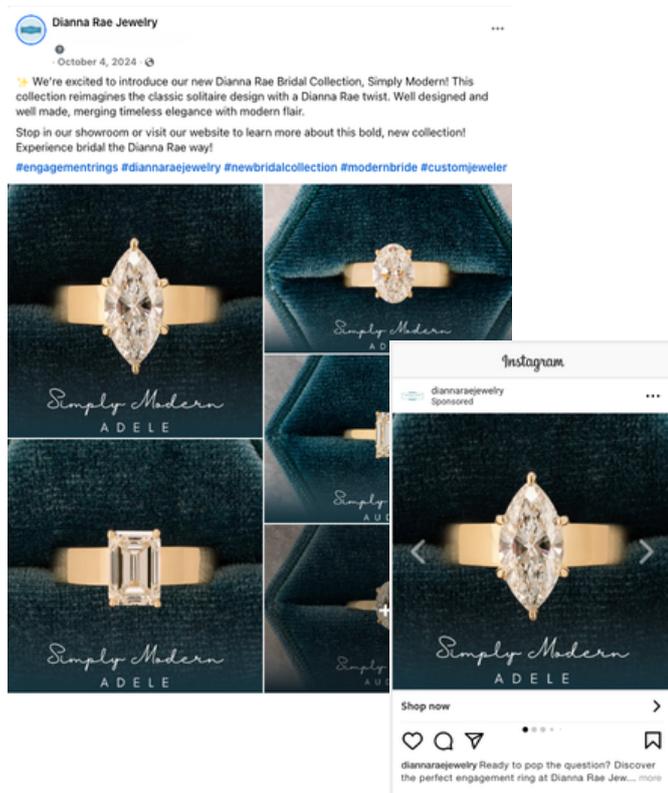
Launching the Simply Modern Bridal Collection, an exclusive line of reimagined solitaire designs, required standing out in a crowded jewelry market. With jewelry available nationwide, the primary challenge was building brand awareness and getting the collection in front of as many potential buyers as possible.

THE GOAL

- Create buzz and awareness around the Simply Modern Bridal Collection.
- Drive showroom traffic and online inquiries to increase sales.

THE CAMPAIGN

Klout 9 developed a comprehensive multi-platform campaign across Facebook, Instagram, TikTok, and Pinterest to highlight the collection’s timeless yet modern designs. We wanted the collection to speak for itself by using engaging visuals, strategic storytelling, and targeted advertising, the campaign positioned the Simply Modern Collection as a must-see for prospective buyers.



RESULTS

102,617

REACH

6,820

ENGAGEMENTS

83

LINK CLICKS

116,976

VIEWS

The Simply Modern launch became Dianna Rae’s best-performing bridal collection to date and helped drive the most profitable year in the company’s history.

DR. KEVIN'S WELLNESS CLINIC

ABOUT THE BRAND

Dr. Kevin's Wellness Clinic in Lafayette, Louisiana, takes a root-cause approach to treating autoimmune disorders, thyroid issues, diabetes, and more. Led by Dr. Kevin Lenderman, the clinic combines alternative medicine with advanced diagnostics to restore long-term health. With personalized care and natural therapies, patients are empowered to take control of their well-being.



THE CHALLENGE

Dr. Kevin's Wellness Clinic needed a way to consistently attract new patients. Traditional marketing methods weren't yielding the results needed to scale, and finding the right audience for holistic care required a highly strategic approach.

THE GOAL

- Increase appointment bookings
- Convert more patients into high-value treatment plans
- Maximize ad spend efficiency
- Reach the right audience seeking holistic care

THE CAMPAIGN

Klout 9 implemented a heavily targeted digital ad strategy, leveraging Facebook's advanced audience segmentation to reach individuals actively seeking holistic solutions for chronic conditions. We crafted compelling ad creatives, optimized ad spend, and continually refined targeting based on performance data to maximize conversions.

RESULTS

\$11k+

INVESTMENT

62

APPOINTMENTS BOOKED

\$108,000+

ESTIMATED ROI



PRODUCTION

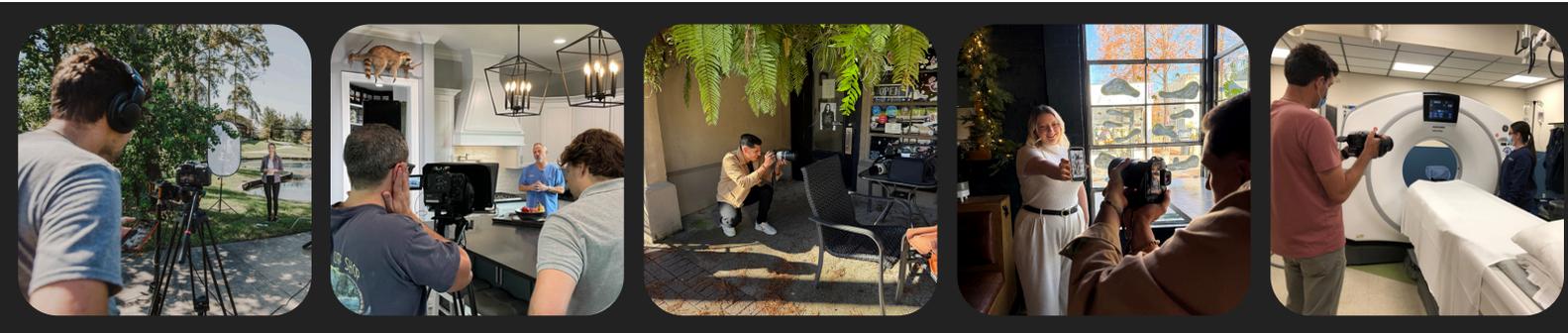


02 PRODUCTION

The Klout 9 production team excels in creating commercial-grade photography and videography that captivates and tells your brand's story with stunning visual quality. We are your dedicated partner, guiding you creatively and logistically at every turn. Whether capturing powerful testimonials, authentic experiences, professional headshots, or major events, our lenses are designed to highlight every detail, ensuring your brand stands out and outshines the competition.



02 PRODUCTION



BEHIND THE SCENES

Our production team excels in creating commercial-grade photography and videography that captivates and tells your brand's story with stunning visual quality. We are your dedicated partner, guiding you creatively and logistically at every turn. Whether capturing powerful testimonials, authentic experiences, professional headshots, or major events, our lenses are designed to highlight every detail, ensuring your brand stands out and outshines the competition.



SEARCH MARKETING



03 SEARCH MARKETING

SEO

You've built an exceptional website—now it's time to ensure it gets noticed. Search engine visibility is often the driving force behind digital traffic, working in harmony with your other marketing channels. The higher your pages rank in search results, the greater your chances of attracting both new and returning customers, ensuring your brand stands out and drives meaningful engagement.



03 SEARCH MARKETING



SEARCH ENGINE OPTIMIZATION (SEO)

Without SEO, your website can remain virtually invisible to search engines. At Klout 9, we prioritize strategic blogging and keyword-rich content while monitoring the overall health of your site. This ensures that when potential customers search for information relevant to your industry, your business ranks higher than the competition, driving more visibility and success.



SEARCH ENGINE MARKETING (SEM)

While SEO drives the organic growth of your website, SEM acts as the paid strategy that ensures your site's ongoing success. With more consumers turning to online research and shopping, search engine marketing has become an essential tactic to expand your company's reach. At Klout 9, we focus on three key areas of SEM to maximize your brand's visibility and impact: Pay Per Click (PPC), Retargeting, Video & Display Ads.



SEARCH ENGINE LISTING MANAGEMENT

Managing your online business listing ensures that any inaccuracies are corrected, making it easier for customers to find you. This process also includes review management and real-time updates to crucial contact details. Whether your business has moved and needs its address updated on Google, or your hours of operation require adjustments for holidays, search engine listing management keeps your information accurate and accessible at all times.

GRAPHIC DESIGN & BRANDING



SESSION 3

**MOVING MYTHS:
CREATIVE MOVEMENT**

**JUNE 22-26
AGES 6-12
FULL-TIME CAMP**

WHAT IT'S ABOUT:
In this camp, we'll learn about world mythology with dance! We'll explore elements of dance-making through games, discover production elements like costuming and music selection



SESSION 5

GET CREATIVE

CONTEMPORARY ART ADVENTURE

**JULY 6-10
AGES 8-14
FULL-TIME CAMP OR
SINGLE DAY OPTION**

WHAT IT'S ABOUT:
Contemporary art is a dynamic combination of materials, methods, concepts and subjects and this week of camp will explore just that! Discover your new favorite art form. Try one or try them all!

- Op Art
- Pop Art
- Graffiti Art
- Abstract Art
- Comic Art

SUMMER ART CAMPS 2020

04 DESIGN & BRANDING

The Klout 9 website development team excels in managing websites with the latest systems and best practices to deliver a seamless, user-friendly experience on both desktop and mobile devices. Whether your project involves ongoing maintenance or requires building a brand-new site from the ground up, we are equipped and eager to bring your vision to life.

LOGOS



VERNON PARISH
ASSESSORS OFFICE



PREMIER
URGENT CARE



SLEEP WELL
LOUISIANA



ACADIA PARISH
—POLICE JURY—



TSL INSURANCE GROUP

KLOUT9
DIGITAL MARKETING

04 PRINT PROJECTS

VERNON PARISH ASSESSORS OFFICE

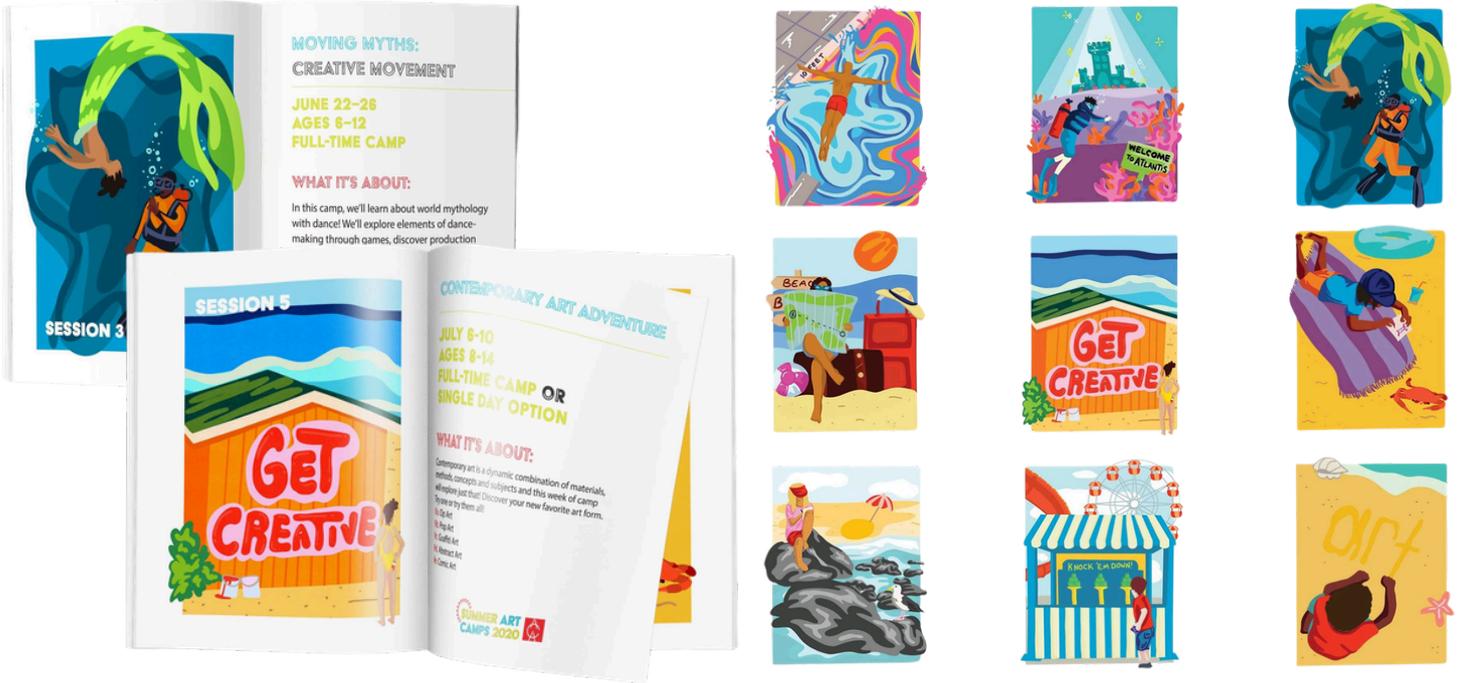


ALLEN PARISH COMMUNITY HEALTHCARE



04 PRINT PROJECTS

ACADIANA CENTER FOR THE ARTS



FACETS



04 GRAPHIC DESIGN

READY TO SELL YOUR HOME?

LET'S TALK →

SEAN HETTICH

133+ Cancelled Or Expired Listings Turned Into **SOLD**

★★★★★
Over **340** 5-Star Reviews On Zillow

Over **15.7k** Followers On Facebook & Instagram

SEAN HETTICH

MY HISTORICAL SALES

Year	Volume	Count
2019	\$43.9m	192
2020	\$48.4m	211
2021	\$73.4m	272
2022	\$74.1m	290
2023	\$56.4m	216
2024	\$57m	215

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Brokered by: Real Broker, LLC



WHAT IS YOUR CHILD'S FAVORITE TOOTH BRUSH COLOR?

A. RED

B. GREEN

C. BLUE

D. YELLOW

PELICAN PEDIATRIC DENTISTRY

PELICAN PEDIATRIC DENTISTRY

4 PEDIATRIC DENTISTRY QUESTIONS

PELICAN PEDIATRIC DENTISTRY

DID YOU KNOW?

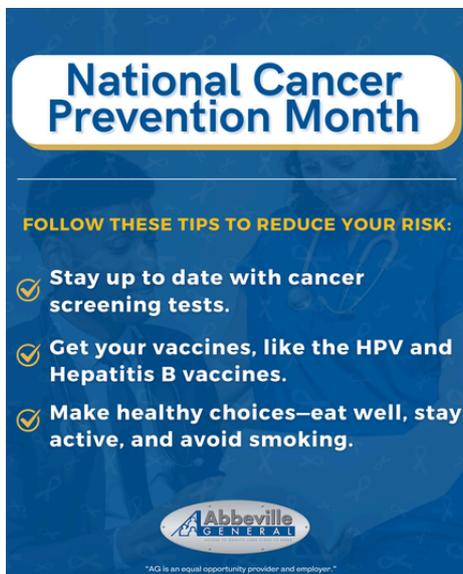
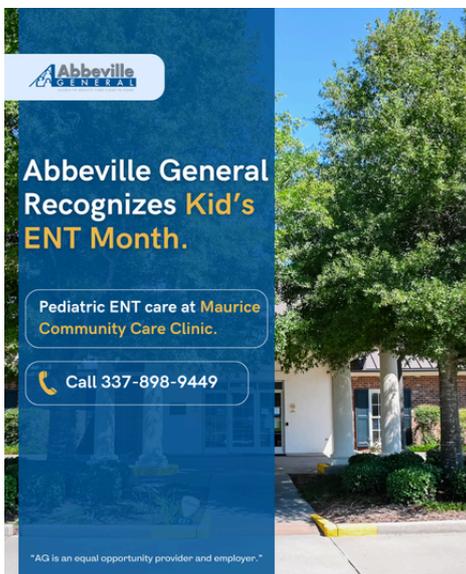
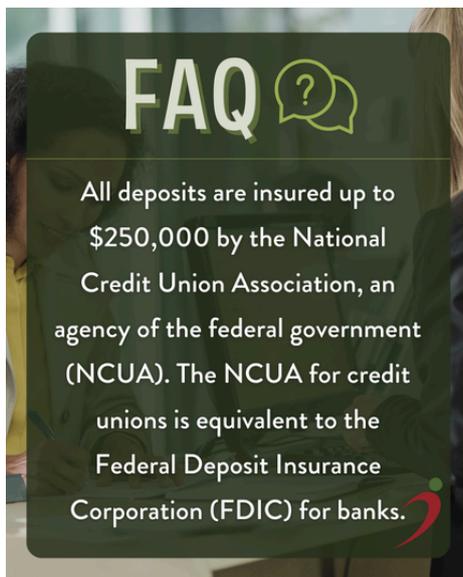
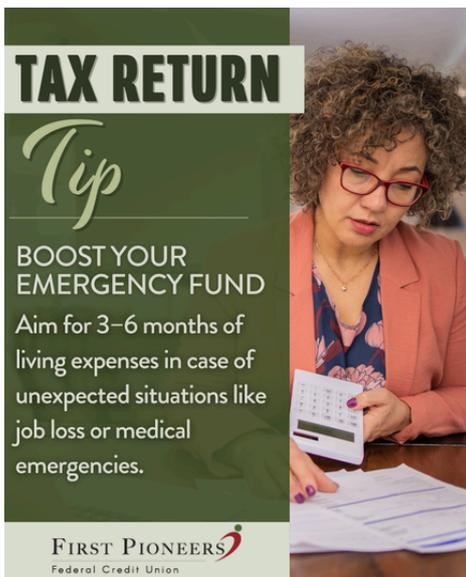
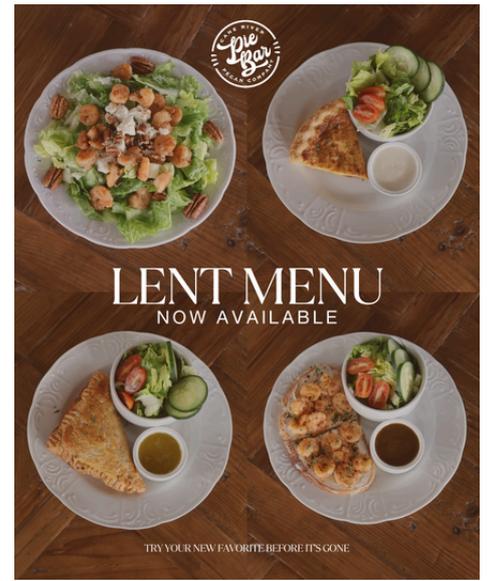
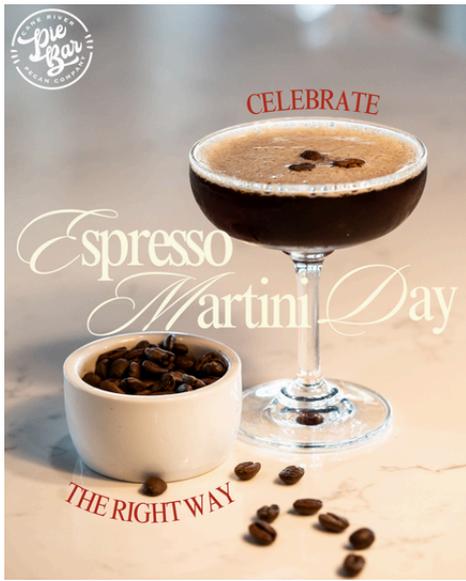
MAY IS NATIONAL SMILE MONTH!

PELICAN PEDIATRIC DENTISTRY

TOOTH TRUTHS

In children younger than 11 years of age, 42% had cavities in their primary teeth and 21% in their permanent teeth, and 23% had untreated cavities.

04 GRAPHIC DESIGN

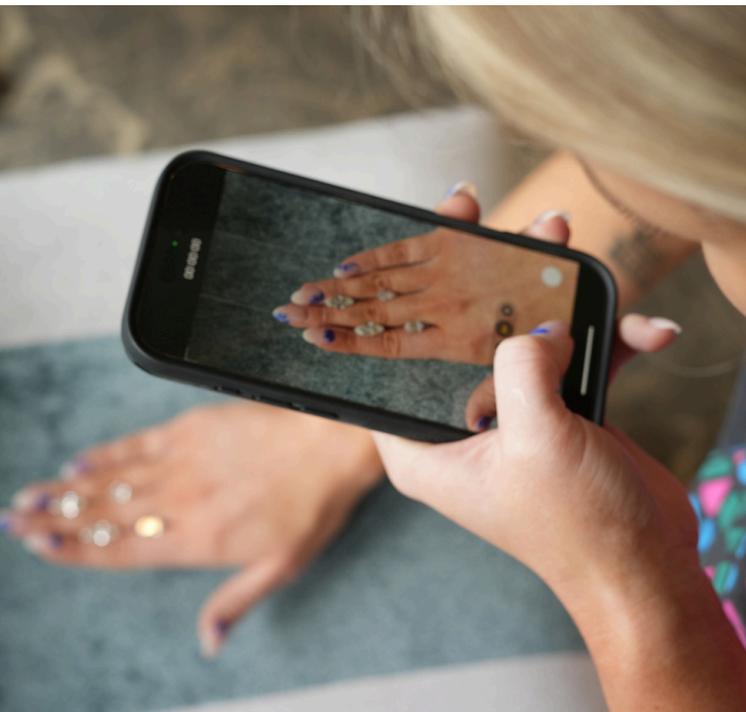


WHAT OTHERS THINK



"In our long-standing relationship with Klout 9, our Account Manager has become a part of our family. It has been great to work with someone who goes to extremes to understand what we're looking for and not only us but what our consumers are looking for and to help inform the general public of what we do and what our needs are."

Ann Bodkin-Smith | President
TSL Insurance Group



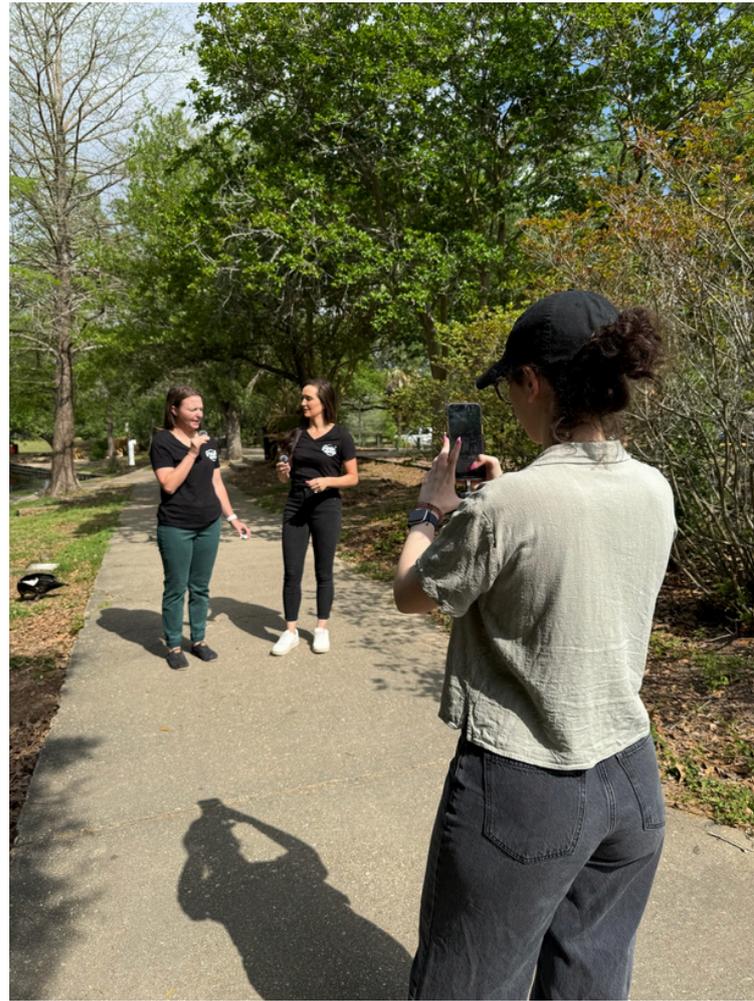
"We tried to manage social media within our talented but busy staff. When we took the leap to turn over our social media to Klout9, it was the best decision we have ever made. Their attention to understanding our brand and telling our story far and wide has been amazing. We have more traffic, more brand recognition and more sales. 2024 was the best year in our 10 year history. Thank you to Ashley and Madison. Your creativity, passion, knowledge and commitment to us is the best! Keep it coming!"

Katheryne Levin | Brand Manager
Dianna Rae Jewelry

WHAT OTHERS THINK

“Gulf States Insurance Group is a regional property carrier operating in the coastal region of Alabama, Louisiana, and Mississippi. Our home base is in Lafayette, LA, and it was important to our organization to support our local businesses when deciding to partner with for our branding and social media. The partnership that we have with Klout has more than exceeded our expectations with the value that they bring to help promote our online and community presence. They are an extension of our company, keeping pace with our growth, our messaging, and our culture. We are really excited for our continued partnership and successes with Klout as we move forward through this new year!”

**Crystal Bunol | Vice President
Gulf States Insurance Co.**



“I was a little apprehensive about hiring a dedicated marketing firm to take over some of my processes. They wanted me to do things that were outside of my comfort zone and I really didn't want the additional overhead. However, I knew in order to grow, I needed to listen to the people who follow marketing trends more closely than I do. Trends and algorithms change so fast on social media, it's hard to keep up. Since partnering with Klout 9, I have seen a great uptick in my followers and engagement. People regularly comment to me in public on specific content that they have help produce. So far so good!”

Sean Hettich | Realtor | Real Broker LLC



LET'S CONNECT

At Klout 9, we're always excited to connect with those who are eager to explore our sophisticated approach to storytelling and impactful marketing strategies. Let's collaborate and unlock the full potential of your brand's narrative. Reach out today to schedule a consultation at matt@klout9.co and let's elevate your brand to new heights.