

HEALTHY FOOD

# **EAT RIGHT ATLANTA**

FRESH & HEALTHY FOOD



**Eat Right Atlanta** 





**Agriculture** 



Scope: SMS Texting, Marketing



Description of the role: Content

Creation, Event Coordination

**Description of the role:** To improve access to food and raise awareness around the problem of food deserts

**WATCH NOW** 

### **Description Of Services**

#### **Description of the role**



Get the word out about your brand through engagement to become well-known within your industry.



Drive more customers to your door with a powerful, yet easy-to-use email marketing tool that's affordable for businesses—you won't have to spend a lot of time or money to get big results.

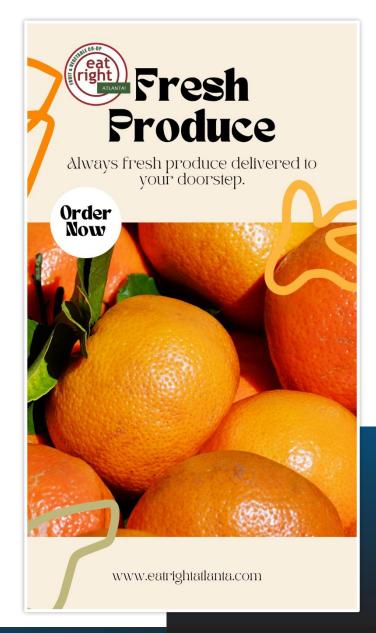


We can grow your email list and sync contacts. We provide real-time reporting to measure results.



We will adjust the frequency of your distribution as needed.









# **Staffing**









**Work Samples** 

Brand awareness New market exposure Tell (

100+ new subscribers to their customer base since November



### **Work Samples**



New market exposure



**100+** new subscribers to their customer base since November



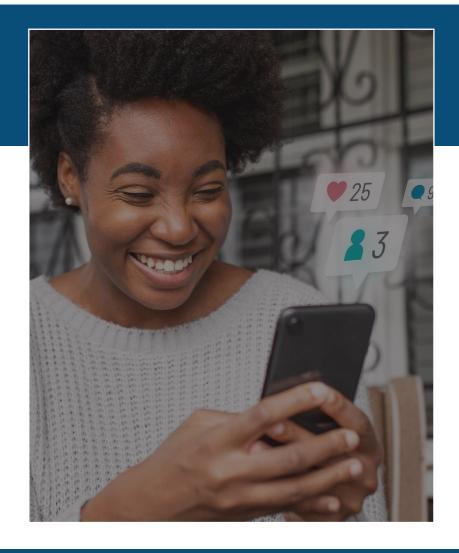
Brand awareness



# **Atlanta Airport Publications**



#### **Publishing**





**Scope:** Writing, Social Media, Web Development, Advertising



Goal: Creating branding experiences involving more than print



22 Cities in Georgia



**100K** copies at the ATL Airport



11 Welcome Centers in Georgia



**184** hotels in Atlanta

### **Description**

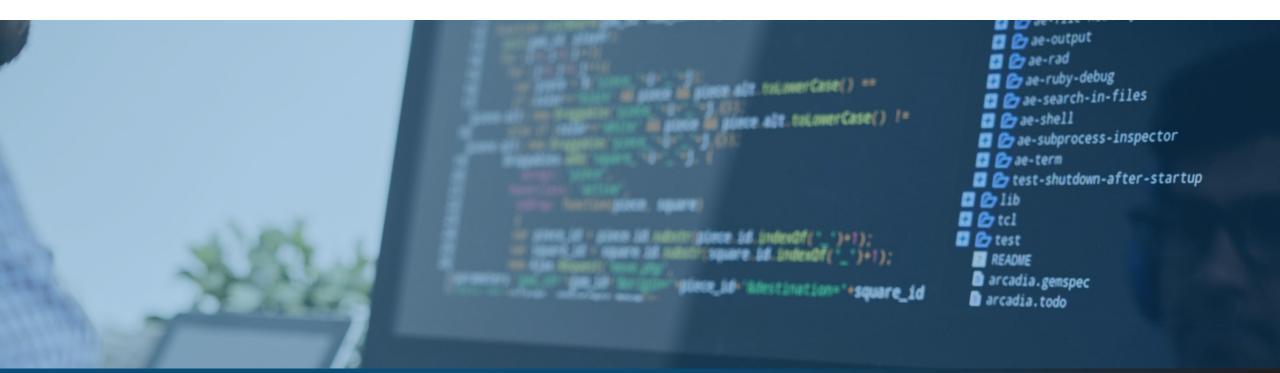




We'll build a WordPress website with up to 5 pages and 12 months of maintenance included.



Have access to an experienced team of web designers and developers to build your website.



# **Work Samples**



#### **Outcomes**









### **ATL Airport Chamber**



**Goal:** Serving as the primary conduit for global commerce in the Tri-Chamber Cities area at the ATL Airport.



**Scope:** Event Coordination,

Marketing, Social Media, SEO



### **Description**

We will create engaging and current blog content essential to establish the Chamber as the authority and be in the forefront of prospects' minds when they are ready for membership.



Get the word out through brand segmentation to become wellknown for powerful email marketing.

We will create even more emails designed to engage to generate more contacts and more prospects.



**IMPACT** 



#### On Average 33 New Members Quarterly

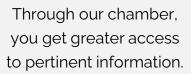
#### A look at our membership by industry

Below is an approximate snapshot of the industries the ATL Airport Chamber serves











Increased knowledge and understanding around critical development issues.



Informed decision - making and action.



We encourage your participation in the Chamber to grow your business.

#### **USDA**



### Scope: Collating data to create a database from various schemes.





Goal: To create a unified urban farmer database to help the NRCS and state of Georgia with better planning to meet the needs of these unique communities and segments.





To account for all urban farm types in the 10-county metro Atlanta area, as defined by the Atlanta Regional Commission, Bibb County and its central Georgia cities by Sept. 30, 2023.





To Determine Their Existence and Welfare.

# **BlueScorpionRM: The Podcast**



Apple Podcasts Preview		-
	Blue Scorpion RM: The Podcast Blue Scorpion Reputation Management Business Listen on Apple Podcasts 77	b
67 episodes  *BlueScorpionRM: The Podcast* centers on talks specific to the business of video garring and agribusiness. To learn more about us visit us criline at bluescorpiormizon and abbo our digital store at https://bit.yyBlueScorpionRMStore more	Nov 2, 2021  Understanding NFTs: The Bitcoin of the Art World  NFT (non-fungible token) transactions often involve cryptocurrency like Bitcoin and Ethereal stored on a private witual key to a blockchain wailet. NFTs have taken the world by storm and and are also ushering in significant changes to doing business. Our quarterly Legal Protections discussion with  PPLAY 55 min	- ,
	DC Glenn: Music, Marketing and Motivations from the Entertainment  Part 2 of our discussion is a continuation of our conversation with DC Glenn, better known as DC The Brain Squreme, of the 90s hip-hop duo Tag Team with their chart-topping hit "Whoomp There It is."  Whother you know them from tearning with Galco for their commercial, "Scoop, There It is," DC Glen  PLAY 43 min	· •
	SEP 21, 2021  DC Clenn: Music, Marketing and Motivations from the Entertainment  Part 1 of our two-part session centers on DC Glenn, better known as DC The Brain Supreme, of the 90s hip-hop duo Tag Team with their chart-topping hit "Whoomp There It Is." Whether you know them from teaming with Gelco for their commercial, "Scoop, There It Is," DC Glenn will share whal it takes  PLAY 4s min	- ,
	SEP 14, 2021  Social Gaming and Indie Hits Indies Goddess Jilian Kaufman and Facebook Gaming Official Partner Imani Bell have joined us to talk about the gaming platform and indie games. Kaufman and Bell are members of the all-female Athena Alliance esports team. Check out the Athena Alliance on all social media platforms @athenaalliancec  PLAY S2 min	- ,
	SEP 7, 2021  How-to Manage Your Work Effortlessly Sam Williams of Ready Virtual Center (RVC Tell joined us to discuss how business owners can work more efficiently to focus on expanding their business. Visit BVC Tel orline at getrvc.com To learn more about Biue Scorpion Reputation Management, visit bluescorpionrm.com #taskmanagement    PLAY   25 min	,
	AND 31, 2021  Creating Effective & Efficient Business Processes In our Business Exclusive, Craig Daley, principal of Tampa-based PMC Consulting, discusses "Creating Effective & Efficient Business Processes" See the live video at facebook.com/bluescorpionm Business processes are key assets of an organization. This discussio	- ,

#### **Podcast link:**

### **Principal Consultant**





Kimberly M. Starks, APR is an accredited public relations practitioner with a specialization in reputation management. She is the principal consultant of Blue Scorpion Reputation Management, a PR firm specializing in the areas of video gaming, agribusiness, pet health and wellness, and government contracting. She also is the cofounder and CEO of Immense DC, an esports consultancy. Prior to launching her firms, she served as the spokeswoman for the Georgia Lottery Corp. and was a print reporter at a number of newspapers throughout the Southeast. She is a board member of the Georgia Game Developers Association (GGDA), and Positive Growth Inc.

#### FEDERAL PERFORMANCE

**USDA-NRCS** 



Qualitative and Quantitative research throughout the City of Atlanta and its 10-county metropolitan area through Bibb County (middle Georgia)

#### **MUNICIPAL PERFORMANCE**

#### **City of Atlanta**

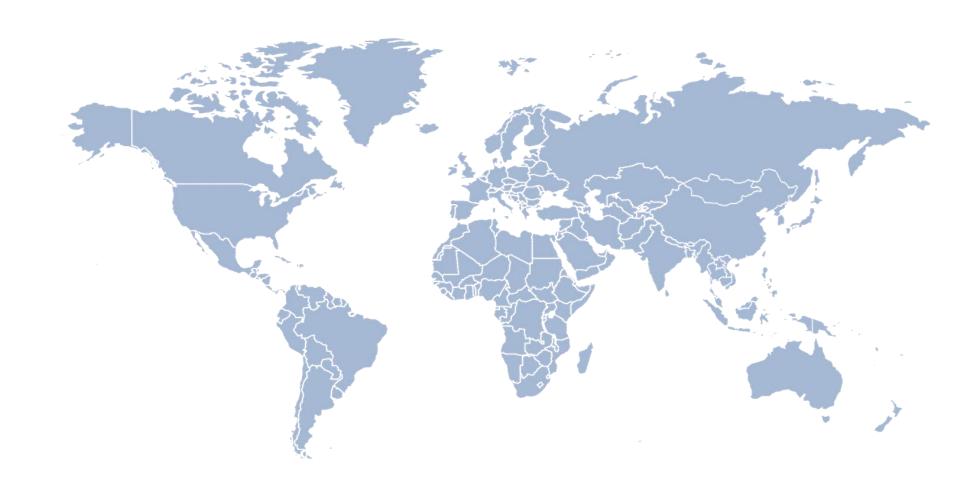


2020 Small Business Development Program for Watershed Management and Hartsfield-Jackson Atlanta International Airport

# **Let's Collaborate**











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