

Case Studies

BSRM

Public Relations | Marketing |
Digital Marketing | Advertising

HEALTHY FOOD

EAT RIGHT ATLANTA

FRESH &
HEALTHY FOOD

WATCH NOW



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

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.

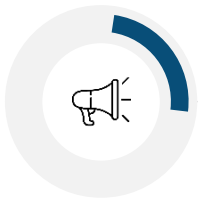


We will adjust the frequency of your distribution as needed.





Staffing



BSRM



Chainlink Media



OneChaunce



Outcomes

Work Samples



Outcomes

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

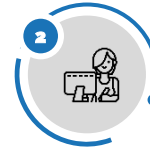


184 hotels in Atlanta

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

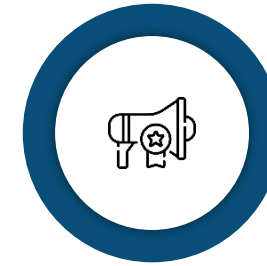


New Market
Exposure

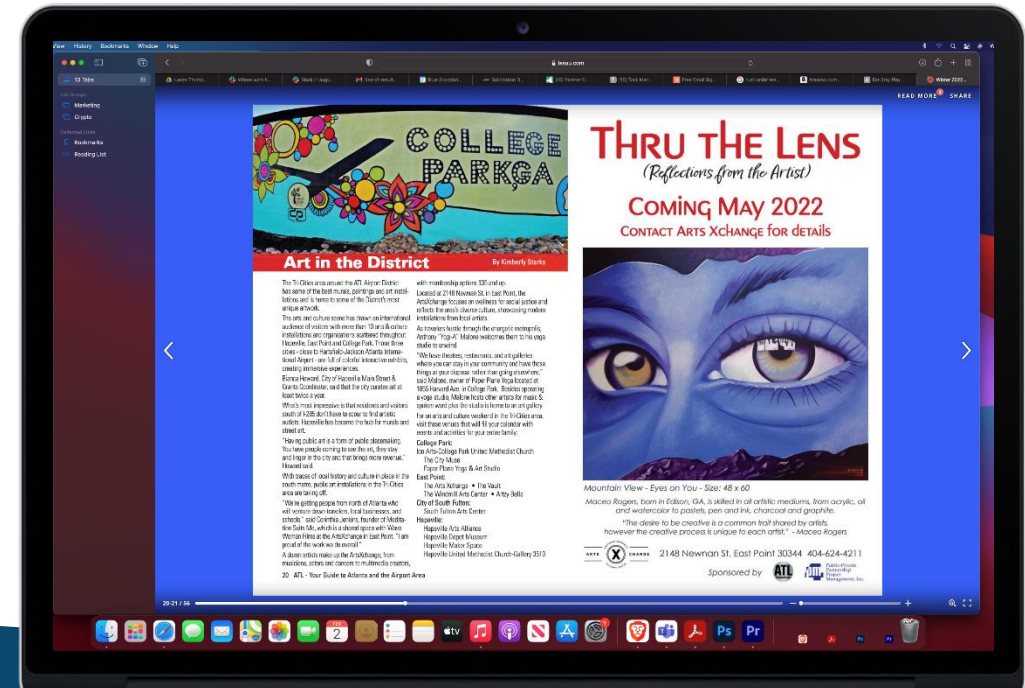
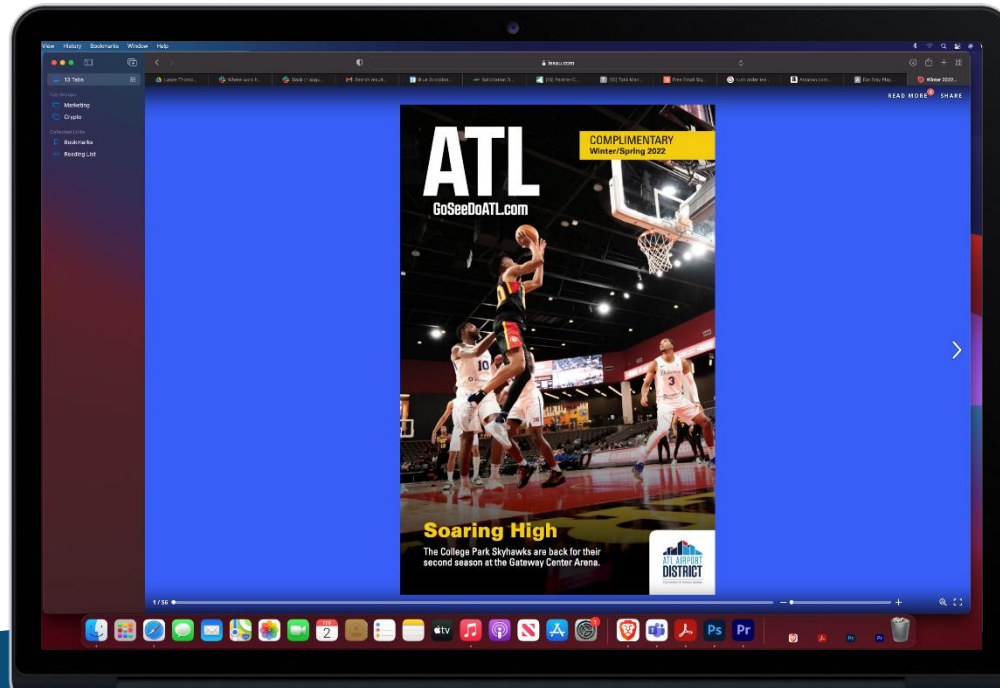
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2



Brand
Awareness



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

SUPPORT
LOCAL BUSINESS
THROUGH THE
CHAMBER OF
COMMERCE

.....
FIND ATL
AIRPORT REGION
BUSINESSES IN
OUR BUSINESS
DIRECTORY

AIRPORTCHAMBER.COM



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.



Outcomes

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



IMPACT



Through our chamber, you get greater access to pertinent information.



Increased knowledge and understanding around critical development issues.



Informed decision – making and action.



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

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.



Description

BSRM assists with data collection to improve the state's familiarity with the number of farming operations in Georgia. We believe there's a need to conduct a census to identify urban farms.

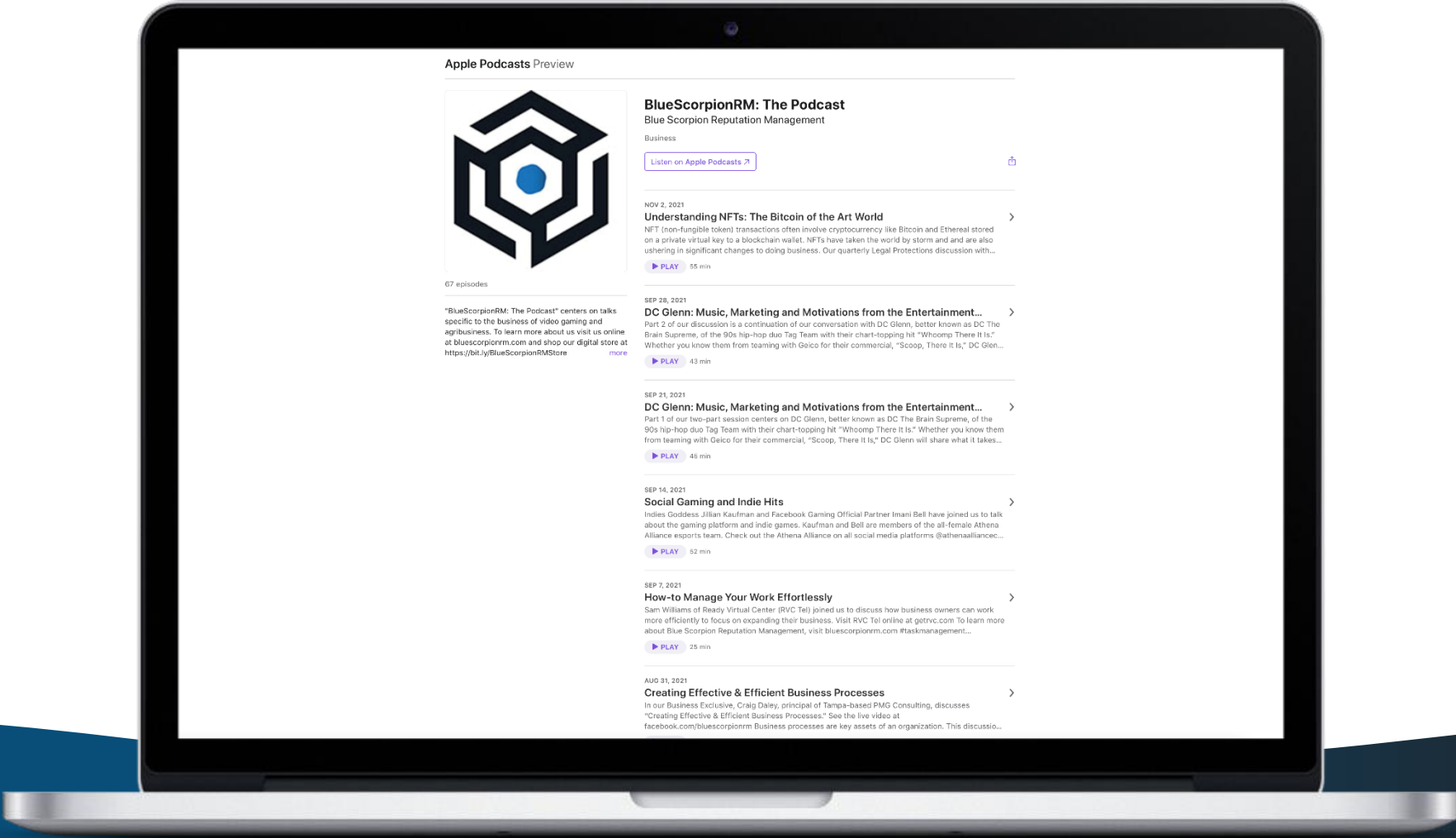
Outcomes

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



Podcast link:
<https://podcasts.apple.com/us/podcast/bluescorpionrm-the-podcast/id1519019847>

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)

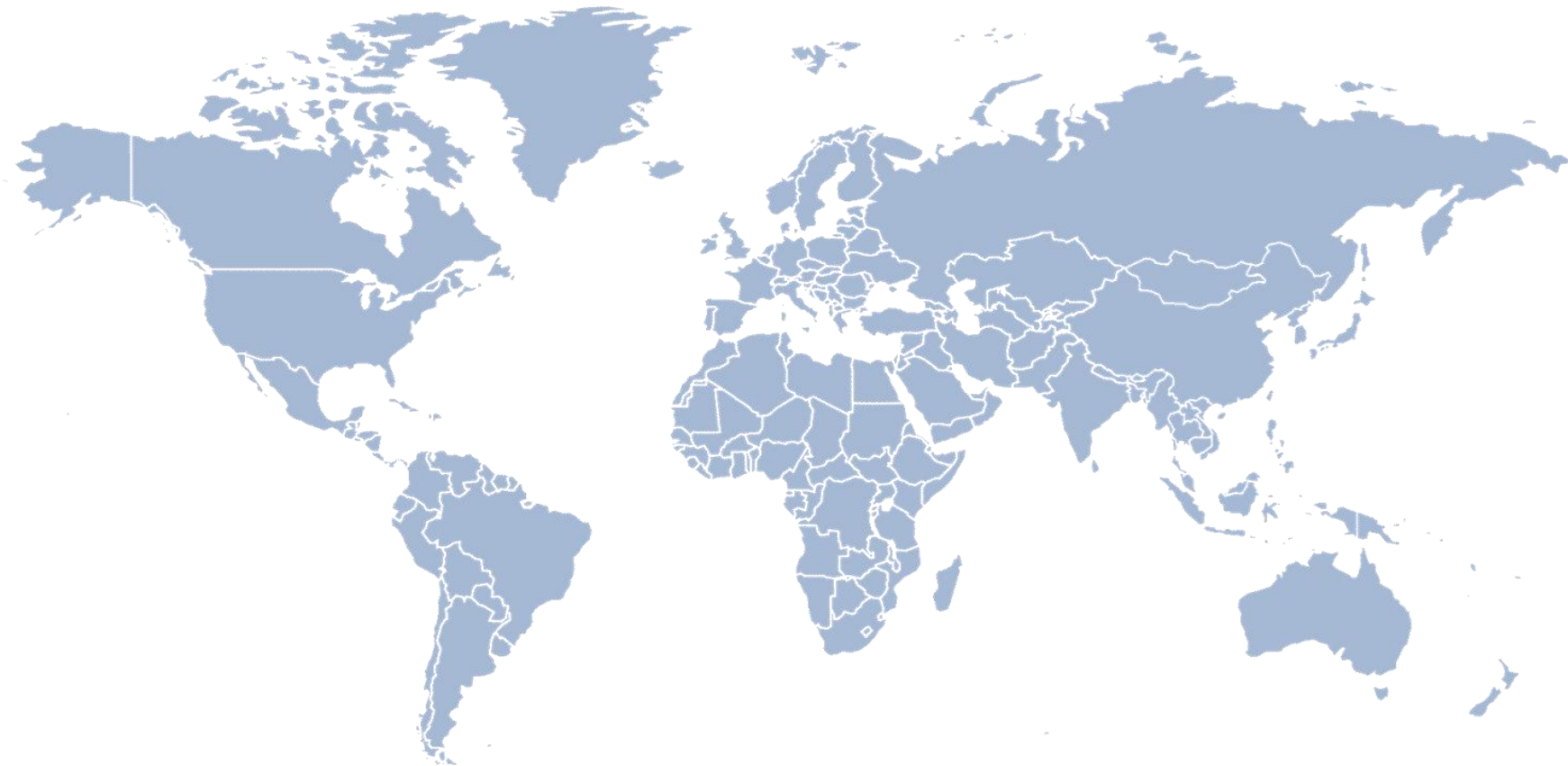
MUNICIPAL PERFORMANCE

City of Atlanta



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

Let's Collaborate



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