



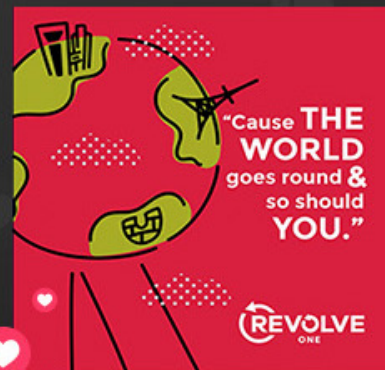
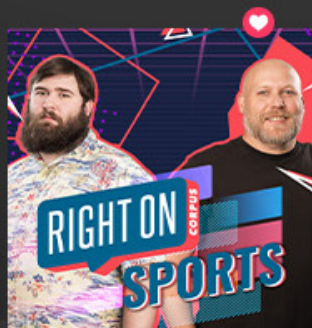
# ADVERTISING, CREATIVE & DIGITAL MARKETING

## MEDIA KIT 2020



# About Us

## HRMG & Media Partnerships



Hi-Res Media Group has pursued new opportunities in digital advertising for 2020. A new world of local content under one roof.

After a decade in the industry, HRMG has partnered with several local media content experts to develop digital platforms such as podcasts and online publications. The result of this locally-owned and operated endeavor is a series of media encompassing area restaurants, events, sports, arts, entertainment, entrepreneur-driven professional development and even community issues such as culture, diversity and our society.

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**Starlite Broadcasting** Visit our local radio partners new online website at [StarliteBroadcast.com](http://StarliteBroadcast.com)

# A Bolder Tomorrow

Digital media for a developing market



## OUR LATEST PODCASTS



### DRIVING THE NARRATIVE

Encompassing all aspects of our community, our digital assets resonate all facets of the Corpus Christi area. From sports to arts and culture, we're working collectively to build a positive narrative while lifting up local.



### VARIOUS DEMOGRAPHICS

Whether you're looking to reach a specific demographic we have a platform that reaches your target audience and ideal customer.



### RELEVANT TOPICS

Our team of podcasters, writers, personalities and executives are focused on content that is relevant to each audience. We understand that content should not only be developed regularly, but also highly integrated with the current focus of its market. As such, our content is locally produced.



### BRAND DEVELOPMENT

An investment in advertising with HRMG results in better photography, videography, awareness and general facets of brand development. We work together to insure the best outcome possible.

HRMG has exciting fresh content that is now available on desktop, tablet and mobile devices.



# Creative

All established brands are built on a foundation of quality creative such as high-resolution photography, videography, custom logos, rich graphics, unique flyers, brochures, and engaging websites. That's why we offer some of the most diverse services in one convenient package.


## Video Production & PHOTOGRAPHY

- 
- Wardrobe & Styling
  - Makeup & Hair
  - Set Design
  - Full Production Crew
  - All Budgets
  - Any Industry

Our team has produced Spanish-language short films, developed training videos for companies with 3,500 employees and edited company overview videos with 60+ years of footage.

More information available at [hrmg.agency/services/media-production](http://hrmg.agency/services/media-production)

## Website Design & DEVELOPMENT



Your website is the central hub of your internet presence. Used correctly, all marketing efforts lead customers back to this one central location. We drive engagement and create longstanding relationships.

- Web Design - UI/UX
- Copywriting & SEO
- Analytics & Metrics
- eCommerce
- Managed Hosting

Delivering the right content to the right audience at the right time starts with a well developed web presence.

More information available at [hrmg.agency/services/website-design](http://hrmg.agency/services/website-design)

## Strategic Planning & INBOUND MARKETING

Business growth and sales being the one singular purpose of creating a world of media around your brand, we put our creative services to work by using marketing and advertising the assets on multiple channels such as social media, podcasts, YouTube and PPC.

- **Content Outreach**
- **Pay Per Click (PPC)**
- **Landing Pages**
- **Organic Keywords**
- **Social Media Promotions**
- **Promotional URLs**
- **In-bound Linking**
- **Podcasts and Media**

Marketing is about knowing your customer and reaching them on a regular basis with fresh content and ideas that enriches their lives.

More information available at [hrmg.agency/services](http://hrmg.agency/services)

## Branding & GRAPHIC DESIGN

Whether you need an updated logo, print media, infographic or even social media content, we have the right designers.

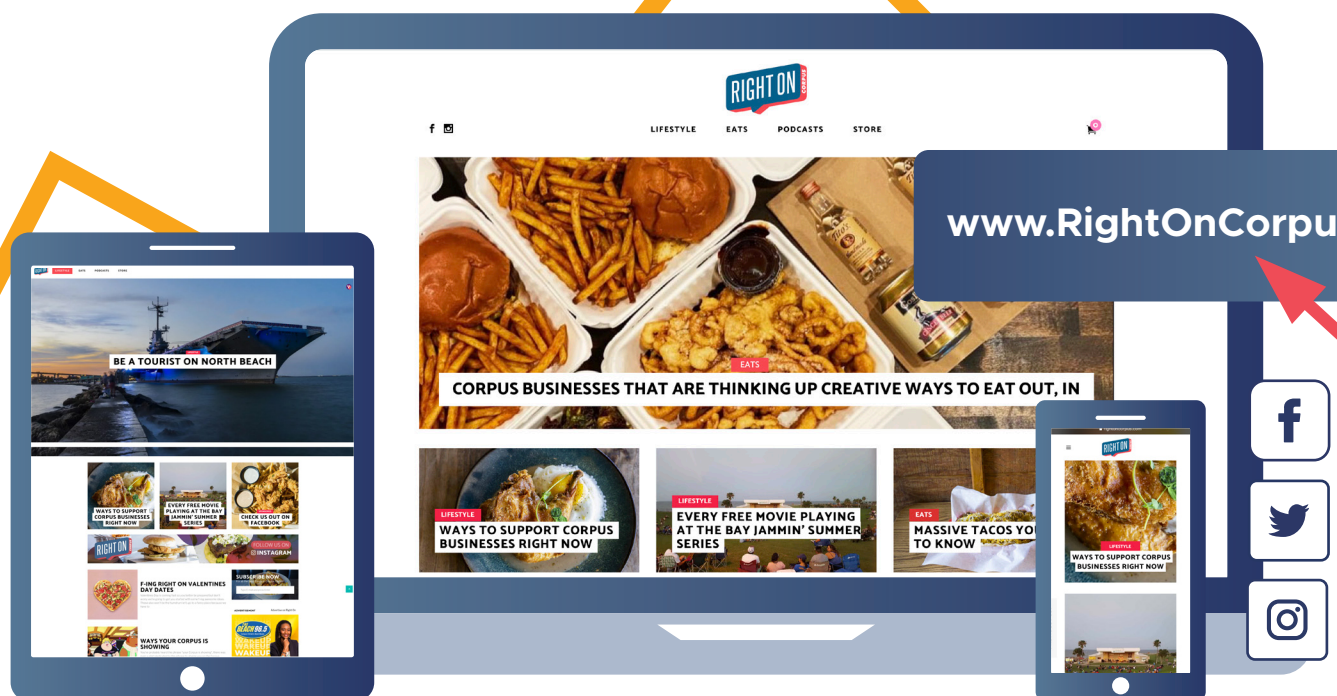
- **Custom Logos**
- **Illustration**
- **Business Cards**
- **Flyers**
- **Brochures**
- **Catalogs**

Designers are a dime a dozen. Maintaining a consistent feel across multiple mediums builds a brand identity a customer remembers.

More information available at [hrmg.agency/services/graphic-design](http://hrmg.agency/services/graphic-design)

# Right On Corpus

Digital Media & Lifestyle ePublishing



Right On Corpus is an online publication focused on exploring local culture, showcasing exceptional restaurants, and sharing exciting events and activities within the Corpus Christi area.

New visitors/month  
**3,245 or 58%**



Average time spent on site  
**5 min 20 sec**



Page views/month  
**5,400**



## Established in 2017

Founder Russell Selman promotes local businesses and generates interest with stunning photography and entertaining articles on the Right On platforms. Right On's motto is "We are all about finding the Right On things to do in Corpus!"

# Right On Podcasts

A Family of Media Focusing on Lifestyle

Three podcasts covering everything from life outdoors, sports, arts and entertainment in the Coastal Bend.



Listen on  
Apple Podcasts



Listen on  
Spotify



**Welcome to Wild Bend!** More intoxicating than a rattler bite and coming at you with more force than a gator tail whip is a podcast about our diverse wilderness. Join Jon, Marc and Stefan chatting about all things wild in the Coastal Bend. **They explore fishing, hunting, surfing and the countless amounts of other killer outdoor activities we get to partake in while living on the third coast.** Hit subscribe to stay on our tail as new podcasts release weekly.

**WEIRD  
CORPUS  
PODCAST**

**Weird Corpus Podcast is a deep dive into the Corpus underground art and culture scene.** Listen up for thought-provoking interviews with the movers and shakers of the Corpus Christi art & music scene, as well as the people who have their hand on the pulse of what makes our city weird and wonderful. Your hosts Ema Nicole Smith and Johnny Hotcakes take you on a tour of the wild side on the Weird Corpus Podcast!



Gabe Myers and Jason Kucera have partnered with Right On for the common goal of providing world class sports coverage in the Coastal Bend. **Everything from your favorite pro teams such as the Houston Astros, to your favorite high school teams like the Miller Buccaneers.** With two outstanding sports aficionados, we want to be the voice of the people, discussing and covering the stories that you care about.

# PowerUp Hero Podcast

Our World Needs Heroes Today, More Than Ever Before!

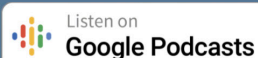
PowerUp is a 501(c)3 organization based in Corpus Christi, Texas. Led by global educational technology ambassador Liza Wisner, PowerUp was formed in 2010 in response to increasing demand for the inclusion of technology and life skills as a compulsory subject in all education curricula worldwide.

In collaboration with corporations, schools, and non-profit organizations, PowerUp seeks to positively impact lives by bridging the “digital divide” and brings Science, Technology, Engineering, and Mathematics (STEM) education to economically disadvantaged communities. PowerUp’s motto is Providing Opportunities Where Everyone Rises Up.



[www.PowerUp.org](http://www.PowerUp.org)

The PowerUp podcast regularly shares tips for business as well as systems for personal success.



**POWER  
UP.ORG**

Let's Get To Work, Together!  
#PowerUp #EliminateTechnologyPoverty

## POWERUP HERO PODCAST



## WAKEUP TO POWERUP PODCAST



**POWER  
UP.ORG**



# Revolve One Podcast

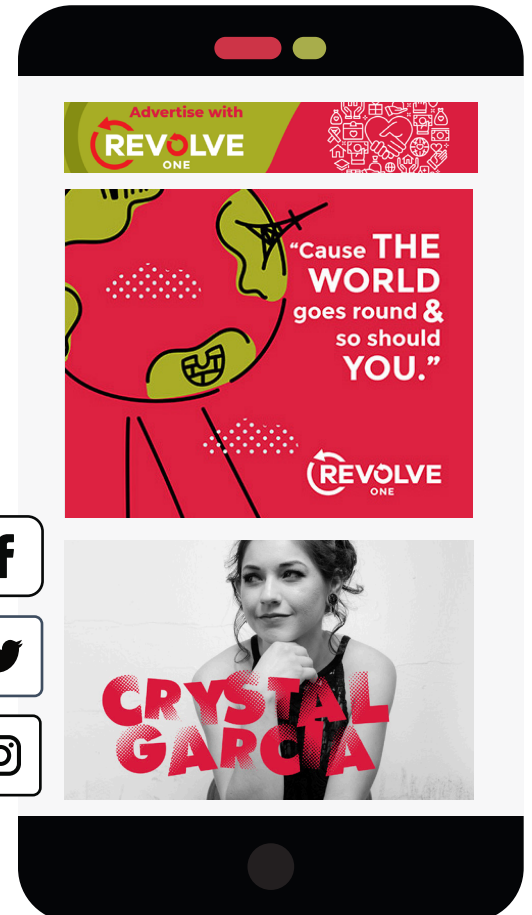
“BECAUSE THE WORLD GOES ‘ROUND AND SO SHOULD YOU.”

Revolve is a collaborative project that seeks to educate, enrich and engage people in many different areas of interest, topics, and marginalized issues, beginning with its creators, and seeks to involve everyday people, who: listen, read and support Revolve in this creative collaboration.

Featuring siblings Rudy Garcia and Crystal Garcia.

## Episodes frequently include

- 1 Local political figures
- 2 Local creatives
- 3 Local industry leaders
- 4 Hard-hitting topics



Revolve One is part of HRMG's media offerings based in Corpus Christi, Texas.

The podcast can be heard on multiple platforms such as Spotify, Stitcher, iHeart and as well as 96.5 FM The Beach.

Listen online at  
[www.RevolveOne.com](http://www.RevolveOne.com)

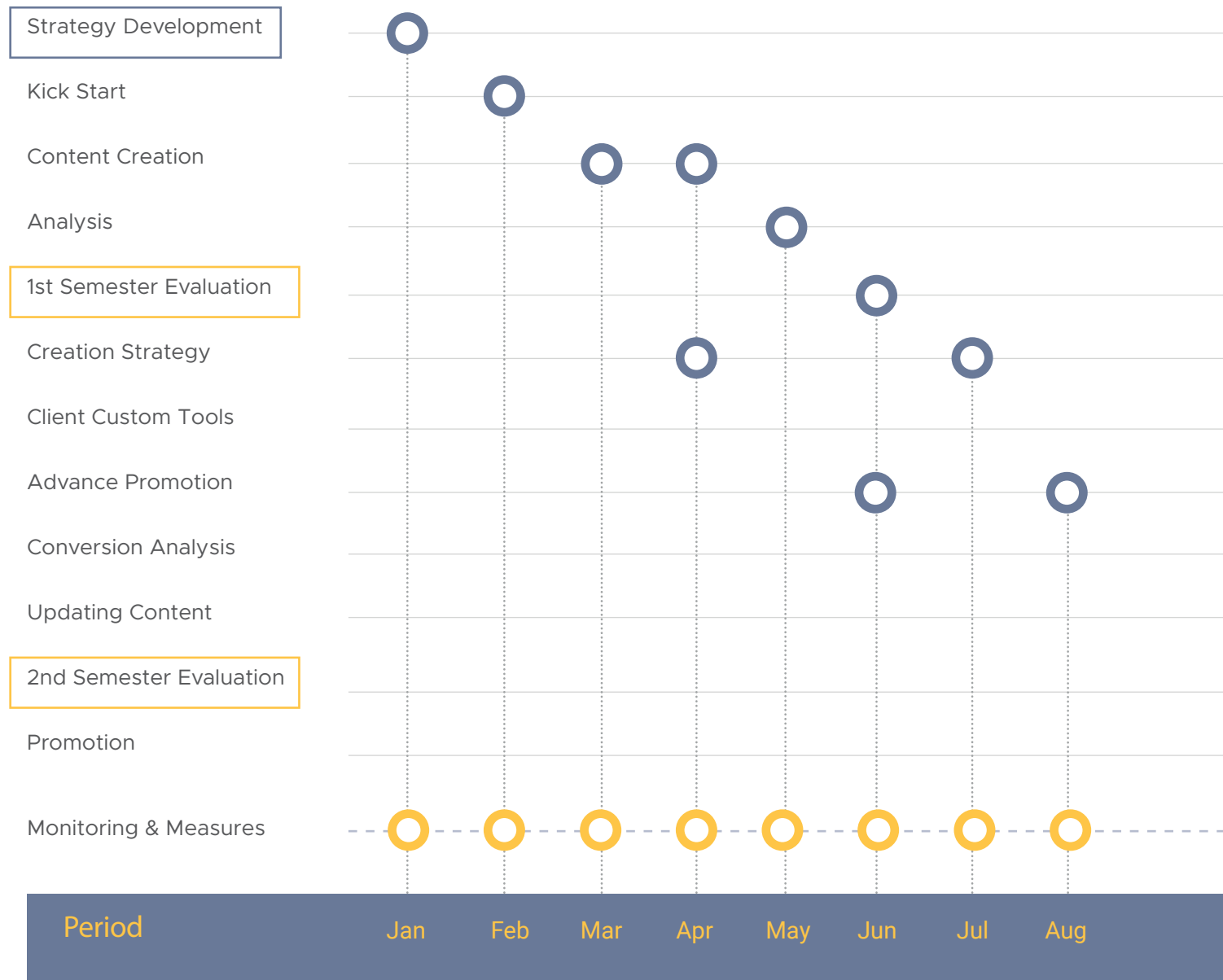


ALSO AVAILABLE ON



# Advertising Campaign

## Annual Model



## Publishing Schedule

Advertising is a lot more than simply buying ‘ads’ and drawing down a budget. Our content strategy team identifies the best platforms for you and works with our mediums to execute the best return for your budget. While we highly recommend longstanding relationships for the best return, we also explore alternative solutions.



### Daily



Strategist's Role

Research market  
Discuss with team  
Gather feedback  
Produce content



### Weekly



Strategist's Role

Website analytics  
Report performance  
Identify needs

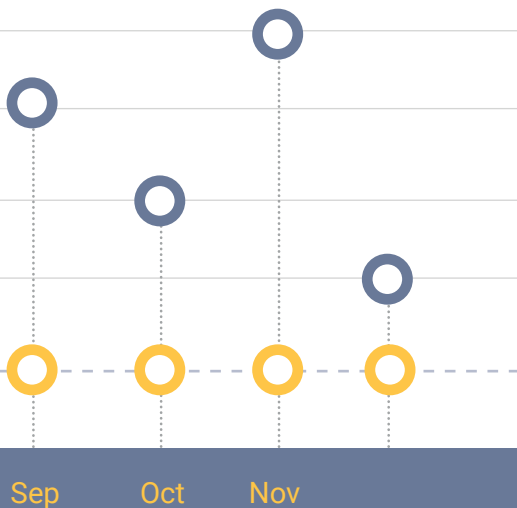


### Monthly



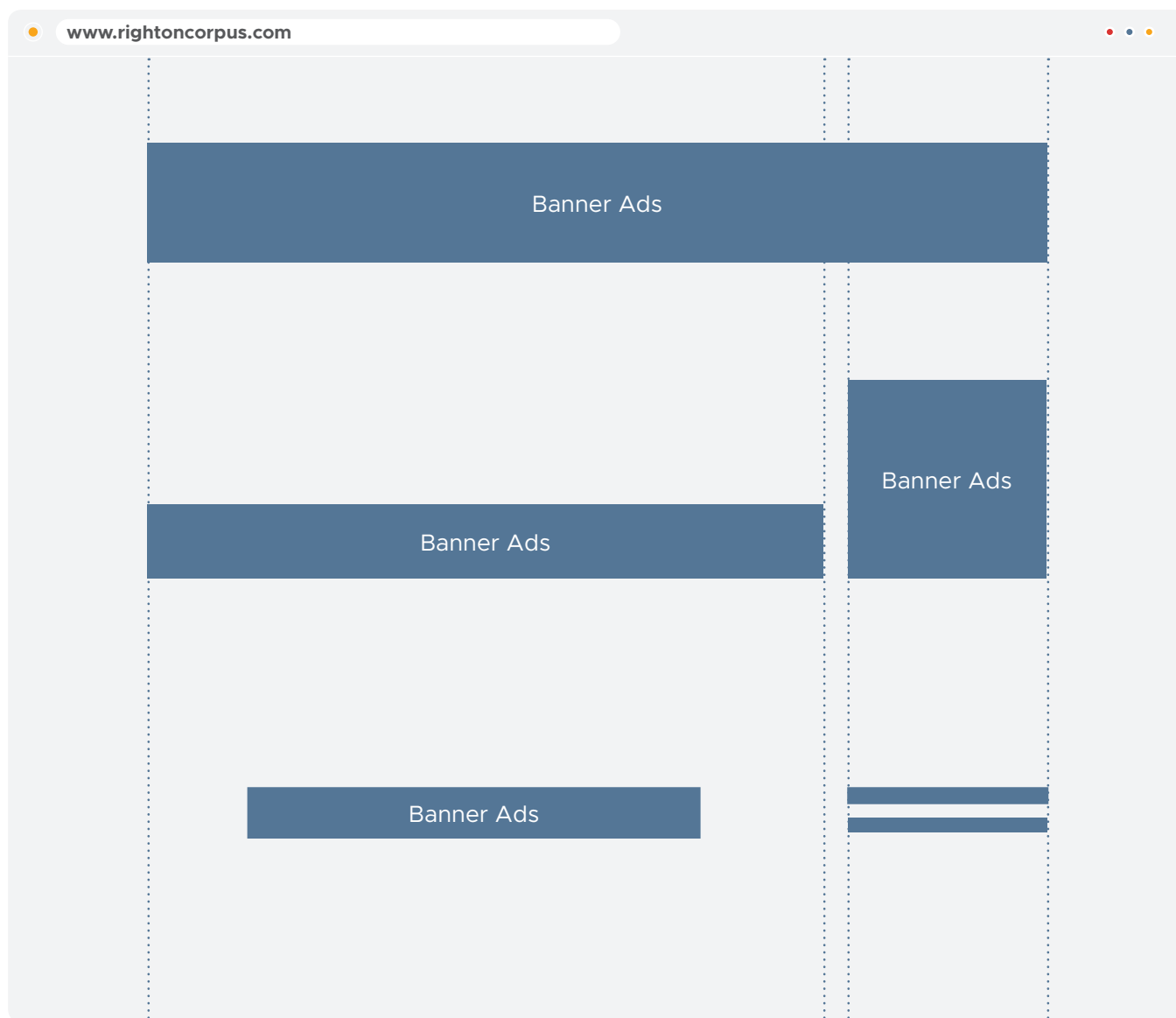
Strategist's Role

Evaluate performance  
Plan new strategy  
Review ad spend  
Consult client



# Banner Advertising

Access to targeted global Hi-Res Media Group audience



## Image Banners Ads

Web banners appear in rotation on a number of site position



## Text Ads

Web banners appear in rotation on a number of site position



## Video Ads

Web banners appear in rotation on a number of site position



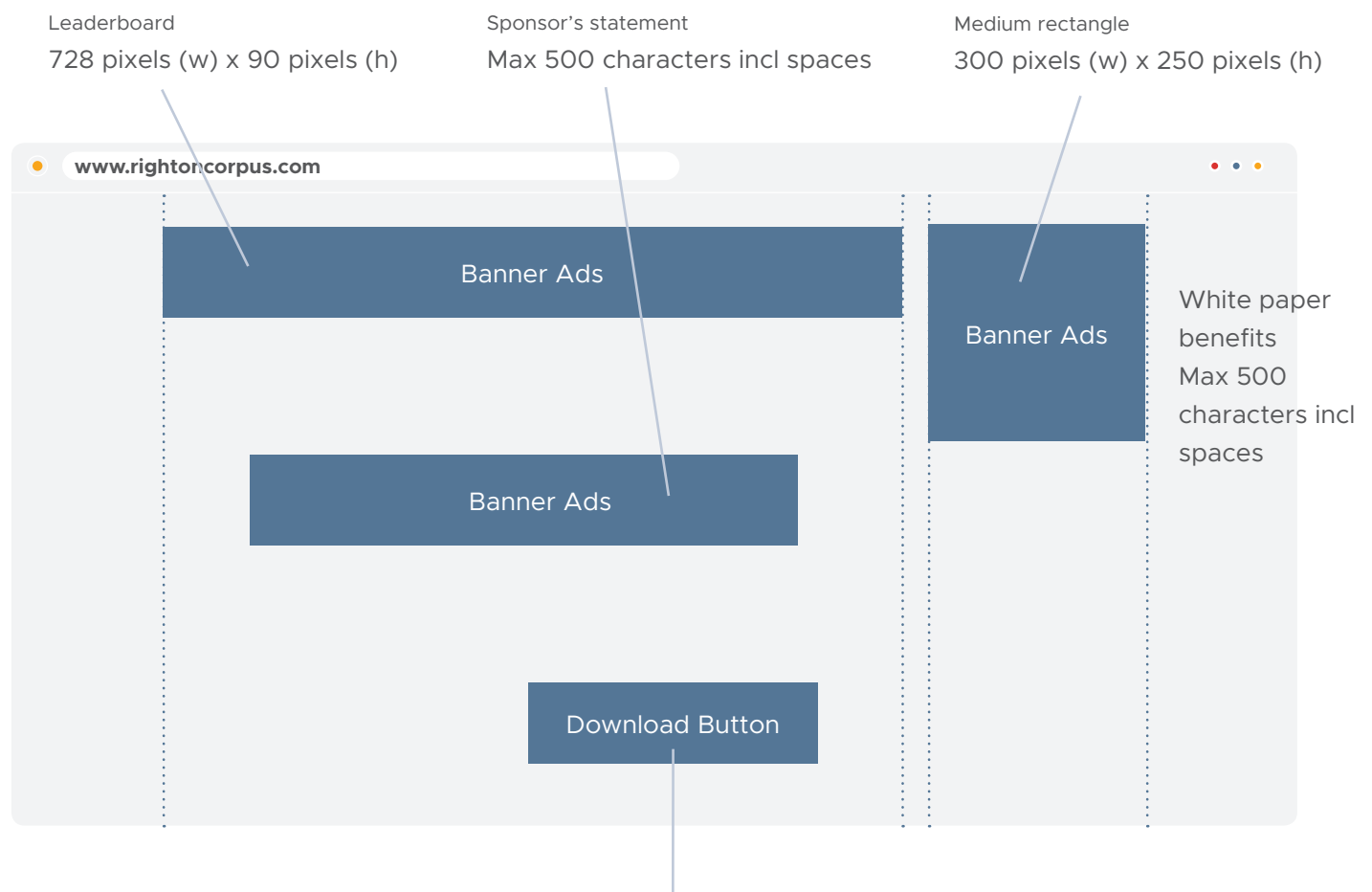
# Ad Specifications

Advertising opportunities to targeted audience

Digital topic sponsorship gives you **exclusivity on a topic section and individual articles under that section as well as appearing in the run-of-site locations mentioned on the previous page. Impressions and clicks of your ads are tracked.**

## What's included:

- 1 Sponsor's statement on topic home page and on all topic tagged articles.
- 2 White paper benefits on topic home page and on all topic tagged articles.
- 3 Monthly promotion with PPC/Boosts



Each white paper has generated an average of 133 leads per month

# Tactical Plan

Once you have an established web presence, integrated analytics to capture customer metrics and a brand that keeps them engaged, the world of online digital marketing truly opens up. We will work with you on a regular basis to devise a tactical plan to grow brand advocacy and maintain customer relationships.

Our team has helped over 72 clients in a variety of industries from municipalities, industrial services, consumer retail and real estate in the last decade develop their relationships with customers online and build an entirely new audience through creative services and digital media production.



**eBook**



**Ecommerce**



**Virtual Trade**



**e-Learning**



**Guest Blog**



**Email**



**Social Network**



**Article Posting**



**Events**



**Presentations**



**Appointments**



**eNewsletter**

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Our team of experienced content strategy experts work with you to develop content that reflects who you are and engages your audience on a level that brings them back again and again.

**Podcast****White Paper****Video****Webinar****Infographics****Facebook Stories****Community Forum****Custom Print****Mobile Application****Minisite****Video Blog****Online Games****Case Studies****Web Blog****Print Newsletter****Research Reports****Landing Page****Digital Magazine****How to Guide****Online Survey**

# Digital Marketing



## Content Management

Managing content requires a high level of commitment. Blending strategic planning with the latest CMS technology, we can help you tailor content for users and present information that is relevant to them. Management services include:

- Content Updates & Maintenance
- Content Auditing
- Content Inventories
- Content Distribution



## Analytics Consulting

Analytics is invaluable as a measure tool and can help you see how well your efforts are paying off by reporting the progression of customer interaction. Our technical team can help you with a number of efforts including:

- Google Analytics Setup
- Analytics Audits
- Metrics & KPI Development
- Analytics Reports



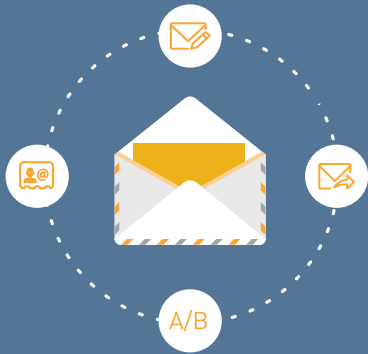
## Social Media Marketing

Did you know that almost 80% of adults have social media profiles? We can make sure your message is delivered to the right people by using proven social media marketing services including:

- Fully managed social media channels
- Interesting, relevant content updated regularly
- Prompt customer service interactions
- Trackable results to evaluate how customers engage online



## Email Marketing



Email marketing is one of the best ways to let your customer base know about the latest and greatest offerings at the King Ranch Saddle Shop. From featured merchandise to content highlighting the shop's history and commitment to quality craftsmanship, email marketing can be a significant part of your digital marketing efforts. Services may include:

- Targeted content for segments of your demographic
- Platform management
- Ongoing newsletter distribution with original content
- Monthly split-testing and reporting



## Organic Search (SEO)

The longer you are consistently adding quality content to your website, the more likely you are to drive users to your products and services. Using key phrase strategies, your content production will be tailored to meet exactly what users are searching for. Our organic search services may include:

- Organic search strategy
- Keyword content development
- Technical website audits
- Promotion and link building

## Video Production



Did you know that over 100 million users watch online video each day and 90% of shoppers use video to make decisions regarding retail purchases. For businesses, video marketing is becoming the single most effective method of selling your story online. This means that with the right video, you may see a dramatic increase in leads and conversion. Our video production services include:

- Filming and production
- Post-production editing & processing
- Animated effects
- Music and audio

# Services Summary

## Advertising

- Pay Per Click Promotions
- Integrated Media Campaigns
- Social Media Campaigns
- Email Campaigns



## Production

- Video & Photography
- Radio Ads & Audio
- Illustration
- Copywriting



## Web

- Content Outreach Campaigns
- Website Design & Development
- Web Hosting & Maintenance
- Analytics/Assessment



## Creative

- Branding & Graphic Design
- Promotional Materials
- Print Media
- Packaging





# Attract. Engage. Convert.

We build customer engagement into every campaign and grow your audience globally.

**Contact Us Now**

361-816-7708

[connect@hrmg.agency](mailto:connect@hrmg.agency)

[www.HRMG.agency](http://www.HRMG.agency)