

littlebigGirl + co.



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we are story connectors and community weavers

littlebigGirl + co. isn't the new social media marketing agency, the hot video production house or cutting-edge experiential marketing firm, we are all of the above. In our interconnected, "always-on" society, there is little separation between digital and in-real-life activity; people move between big and little screens, and on and offline communities daily – this is the 21st century attention flow. Lifestyles may have changed, yet people still engage in one of the oldest forms of communication – storytelling. littlebigGirl + co. works with visionary individuals, businesses, non-profit organizations, entertainment and event properties to engage the attention flow with story-centric content and experiences. Our company services Clients and/or collaborates on original projects; we specialize in cross-platform storytelling, social media strategy and online/offline community integration. Our little stories, big strategic thinking and girlish sensibilities prepare Clients and collaborators for meaningful, continuous connections.

bred in Brooklyn, NY...

we spread love in MA, CT, NY, NJ, DC

Chana Ginelle Ewing, a storyteller and community strategist, is our **HGIC** (Head Girl in Charge)

She empowers us to **mash-up** industries:

Professional Services / Media & Entertainment / Retail / Textiles, Apparel & Luxury Goods / Personal Products / Internet Software + Services / Hotels, Restaurants & Leisure / Non-Profits

Through ongoing play, we discovered **our capabilities:**

Real-Time Storytelling/Social Media

Reporting: We find the narrative at your live event through a mix of mobile photos, video, on-site interviews, social media integration and reporting.

Story Strategy: Who are you, what do you create and why? We immerse ourselves in your world to uncover its narrative framework: we map the characters and their journey, design a story bible that considers all possible engagement touchpoints (social media, offline events, owned media, etc.) and serves as a reference for continuous interaction.

Social Media Planning + Policy:

We link objectives to plans, policy and execution and ready your team for social media integration. Establishing clear guidelines for platform usage and a plan for tactical execution is necessary. We solve the time/resource management problem with a clear and flexible plan and policy.

Real-Time Community Building: Check-ins, scavenger hunts, mobile networking – we create live community building programs that amplify the message of your event and inspire connections.

Online Presence: Are you overwhelmed by social networking? Don't have time to engage? Lost for words? It is not uncommon to hear the above sentiments expressed by busy professionals and businesses. However, owning your voice online is crucial and achievable. We help you focus, develop an online voice and manage your presence.

Spot Training + Optimization:

What do you want to learn? Scared of "The Facebook," engaging in one-way conversations with your alter-ego on Twitter or curious about other tools and platforms? We personalize training sessions to meet your needs. Separately, we offer fixer-upper packages that optimize your social media efforts.

Industry Intelligence: We research and monitor trends, thought leaders and influencers shaping your Industry. The data provides insight on the stories that will resonate in your community.

Content/Experience Production:

Cross-platform experiences, blogging, team/workforce events, mock award shows, films, viral videos, theater – we've done it all. We have access to and collaborate with a network of talented writers, artists, and technologists to create spreadable content that's on message and budget.

Online/Offline Community Integration:

We infuse existing offline communities with digital / social / mobile retention + loyalty programs. We are a full-service solution for on/offline communities; audits, analysis, engagement, team recruitment, management and monitoring.

Chana brings what's missing in social media strategy which is storytelling... she is able to really enable true community that is activated by the philosophy of a company and from a client's perspective – a more engaged and passionate audience. - Stella Grizont, Market Director, Ladies Who Launch - NYC/NJ

Clients benefit from our dedicated customized service, nimbleness and flexibility; this is **how we do it:**

1-on-1 or Team Training Sessions / Project-based Consulting / Project-based Production Services / Retainer-based Consulting

let's connect: Call us to set-up a Complimentary (swag!) Real-Time Brainstorm. Let's co-create **impact.**

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