

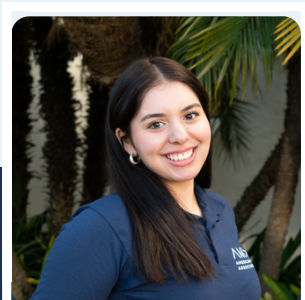
CONSULTING COMMITTEE

What is the consulting committee?

The consulting committee is a marketing agency run by SDSU AMA students. We provide value to our clients by increasing brand awareness of products/services and improving conversion rates.

Services we provide

- Social media management
- Content creation
 - Reels
 - Stories
 - Posts
- Content photo/video sessions
- Brand evaluation
- Website consultation
- Email/Text marketing
- Paid ads*



Valeria Vizcarra

Vice President



Jazmen Howe

VP of Professional Partnerships

Past Clients

The consulting committee has worked with nonprofits, restaurants, IT services, fitness trainers, local startups, venture capitalists, and financial and law services.

Email: partnerships.sdsuama@gmail.com

CONSULTING COMMITTEE SPRING 2023 RECAP



cloutr ²



12 Posts

161 Followers

58 Following

cloutr

Entrepreneur

👥 Team Up. Negotiate. Save.

👤 Founded by @gonzi.6

👉 Click below to get started... more

www.cloutr.com

Professional dashboard

6.2K accounts reached in the last 30 days.



TEAM UP.
NEGOTIATE.
SAVE.

How To #CloutrUp

793 Views

Search for existing missions

cloutr

how to set up your account

About Me

Wishlist

- 1 Car
- 2 Furniture
- 3 SUV

975 Views

3:25

Friday, April 28

CLOUTR

Are you ready to save money? Join a buying group to negotiate better prices on cars, jewelry, planes... Use your imagination! Cloutr gives power to consumers to negotiate better prices using the power of numbers! #NEGOTIATE, SAVE, BUY

291 Views

cloutr

1,626 Views

cloutr

16.7K Views

behind the scenes:

Cloutr Content

312 Views



Reel insights



WHAT CAN YOU USE CLOUTR FOR? 🚗 🏠 🛫

cloutr · Original audio

April 21 · Duration 0:35

16755 Plays 2431 Likes 5 Comments 59 Shares 109 Saves

Reach ⓘ

15,904

Accounts reached

110 Followers



15,794 Non-followers

Plays 16,755



Insights ⓘ

Last 90 Days ▾

Mar 2 - May 30

Overview

You reached +436,325% more accounts compared to Dec 2 - Mar 1

Accounts reached	17.4K	>
	+436,325%	
Accounts engaged	2,497	>
	+249,600%	
Total followers	161	>
	+222%	



CONSULTING COMMITTEE SPRING 2023 RECAP

Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook Page reach ⓘ

3,873 ↑ 96.7K%

Instagram reach ⓘ

17,987 ↑ 299.7K%

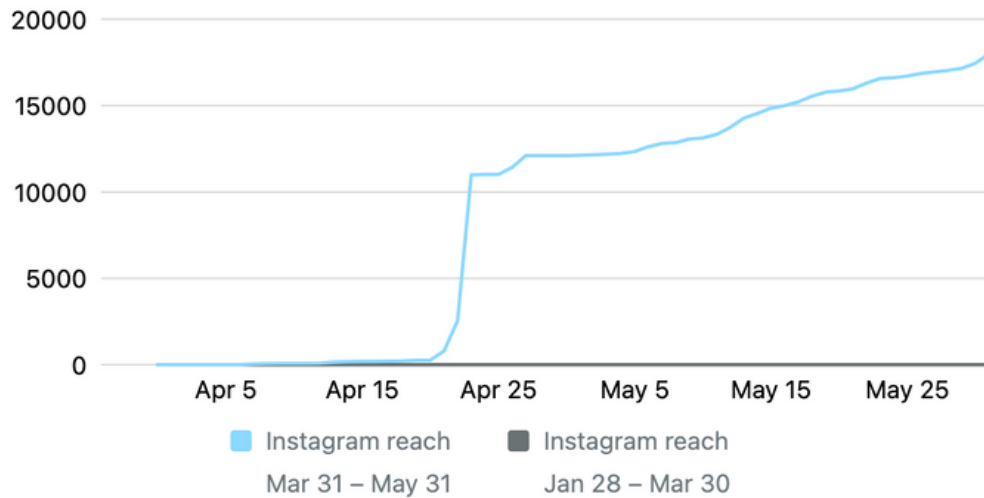
Paid reach ⓘ

0 0%

cloutr



Daily Cumulative



Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook Page reach ⓘ

3,873 ↑ 96.7K%

Instagram reach ⓘ

17,987 ↑ 299.7K%

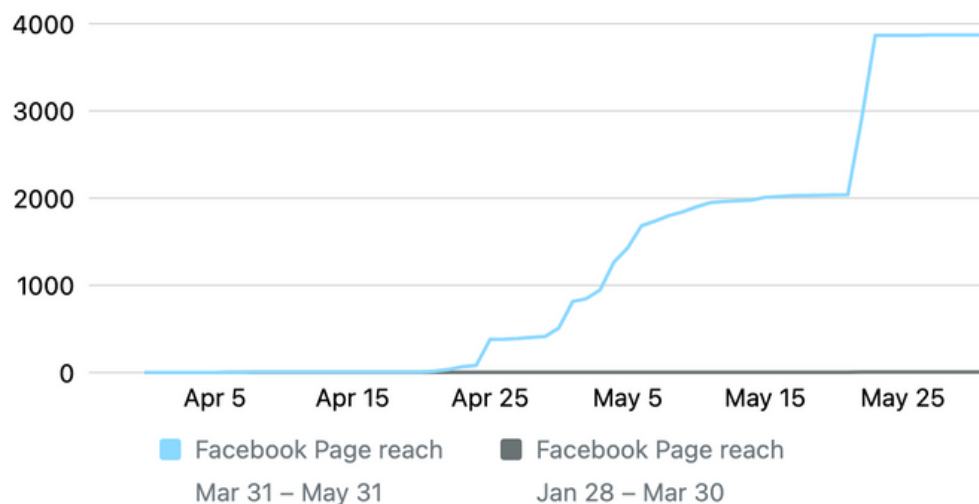
Paid reach ⓘ

0 0%

cloutr



Daily Cumulative



CONSULTING COMMITTEE FALL 2023 RECAP

Services offered:

- Social media management
- Content creation:
 - Reels
 - Stories
 - Posts
- Brand evaluation
- Website consultation
- Email/Text Marketing
- Paid ads (for an upgraded price)

Program Duration:

10 Weeks



619 Spirits North Park

Problem: 619 Spirits partnered with AMA to help increase brand awareness and drive foot traffic to the restaurant especially during non-peak hours.

Solution: AMA leveraged the power of social media paired with hashtags and trending audio to organically grow 619 Spirits following and highlight new menu items, seasonal drinks, and weekly events such as trivia night, comedy shows, and happy hour. AMA also utilized email and text marketing to nurture current subscribers.

Website and Newsletter Recap

54.8%

Mass Email Open Rate
+ 35.1% more than industry average

4.8%

Mass Email CTOR

637

Website Visits
+ 36%

1.58 MIN

Time spent on website

1 Month Social Recap

3,193

Followers
+ 1.2%

22,769

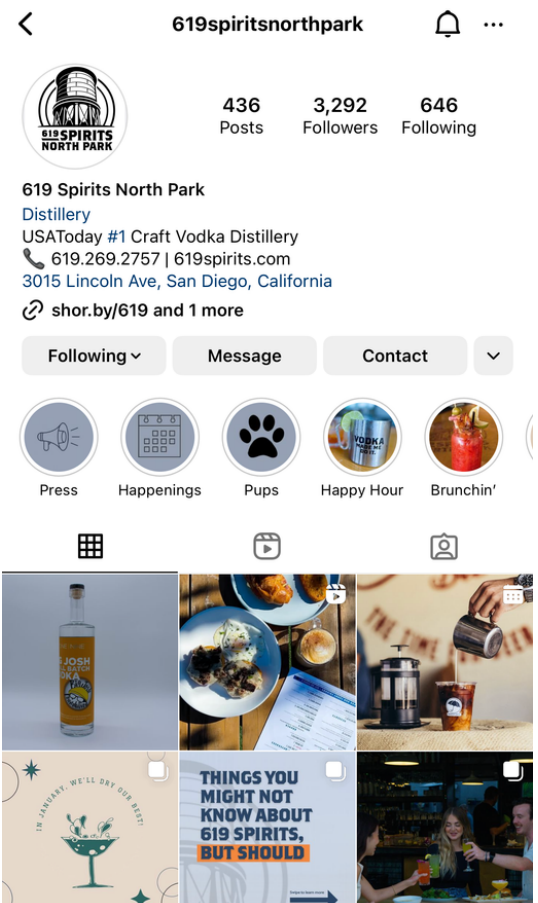
Impressions
+ 175%

5,404

Accounts Reached
+ 278%

268

Accounts Engaged
+ 185%



CONSULTING COMMITTEE FALL 2023 RECAP



619 IT

Problem: 619 IT has no social media presence and a outdated website. All of their clients have been from WOM. 619 IT partnered with AMA to revamp their website, grow their presence on social media and generate brand awareness.

Solution: AMA leveraged the power of social media paired with hashtags to organically grow 619 IT on Instagram, Facebook, and LinkedIn. AMA also utilized email marketing to nurture current subscribers.

Social Media Posts

619 IT, INC.
45 followers
2mo · 🌐

Why are cybersecurity precautions so important for personal accounts and devices?

<https://ow.ly/eVgE50Q1h67>

Are Personal Accounts Compromising Your Security?
mailchi.mp · 1 min read

7.89%
Engagement rate

619it_msp

7 Posts 25 Followers 8 Following

619 IT
Information Technology Company
👉 Your People Friendly IT 🌟
🔧 Serving San Diego Since 2001 🌎
📞 Fast Response & Reliable Support 🚀 ... more

[619it.com](https://www.619it.com)

Following ▾ Message +👤

619 IT, INC.
Nov 01, 17:02

Why are cybersecurity precautions so important for personal accounts and devices? <https://ow.ly/eVgE50Q1h67>

7.89%

619 IT, Inc.
November 14, 2023 · 🌐

Did you know that 88% of executives encounter work-related phishing attempts or spam in their personal accounts? Find out essential steps to steer clear of phishing attacks at 619it.com and check out our November newsletter at [https://us17.campaign-archive.com/...](https://us17.campaign-archive.com/)

IMPORTANCE OF CYBERSECURITY

- Always encourage employees to use strong passwords and update them periodically
- Use a password manager for all business passwords
- Ensure software updates for both work and personal devices
- Use two-factor authentication whenever possible

Learn More

www.619it.com

20%
Engagement rate

LEARN THE LINGO
Bloatware
Spear Phishing

PROTECT YOUR ACCOUNTS

THE HISTORY OF CYBER SECURITY

MANAGED SERVICE PROVIDER
WHAT IS MSP?

619 IT
HAPPY HALLOWEEN FROM THE IT GHOUls AT 619IT!

619 IT, Inc.
Nov 14, 19:00

Did you know that 88% of executives encounter work-related phishing attempts or spam in their personal...

20%

CONSULTING COMMITTEE FALL 2023 RECAP



Unincorporated

Problem: Unincorporated was looking to generate clients for their marketing agency.

Solution: Unincorporated partnered with AMA to generate awareness of their marketing service to set up nonprofits with \$10k of free Google Ads credits per month. AMA prioritized creating advertisements and email campaigns to help drive awareness and increase booked calls.

Content Examples

GOOGLE AD GRANTS

ABOUT US
We specialize in helping nonprofits maximize their potential with Google Ad Grants.

HOW WE CAN HELP
Google Ad Grants is a great way empower your growth through alternative funding that does not break the bank. **Access up to \$10,000 per month in free advertising to use for Google Search Ads.**

What You Can Do
First, apply for Google for Nonprofits. Once you receive verification that you are eligible, activate your Google Ad Grants account. You are now ready to create campaigns.

The Reasons

- Increase your nonprofit's impact
- Achieve your goals
- Attract donors
- Recruit Volunteers

Next Steps
Our expert team will work with you to create targeted campaigns that will reach the right audience. You will achieve your organization's goals through our personalized Google Ad Grants strategy.

CONTACT US
UNINCORPORATED.COM

MAXIMIZE

YOUR NONPROFIT IMPACT WITH GOOGLE AD GRANTS

ACCESS \$10,000 NOW TO GROW YOUR NONPROFIT!

Dear [Company Name],

Are you looking to amplify your nonprofit's impact without breaking the bank? It happens to be your lucky day; Google Ad Grants is the answer. With up to \$10,000 per month in ad credits for Google search ads, you can raise awareness, attract donors, recruit volunteers for your organization, and much more.

UNINCORPORATED specializes in helping nonprofits like yours utilize the power of Google Ad Grants to reach the right audience and accomplish your organization's goals.

Sound interesting? All you have to do is reply to this email or schedule a 15-minute connect call with me to learn the details. We look forward to maximizing your organization's potential.

The UNINCORPORATED Team

Schedule an Appointment

UNINCORPORATED.COM

Grow Your Nonprofit

Access up to \$10,000 per month with Google Ad Grants. Our expert team will create your marketing strategy.

Learn More

UNINCORPORATED.COM

PURPOSE-DRIVEN MARKETING MATTERS

GOOGLE AD GRANTS

Maximize Your Nonprofit's Impact with \$10,000 Per Month in Free Advertising

At UNINCORPORATED, our team of experts will help create targeted campaigns that will reach the right audience and achieve your organization's goals. Make the most of Google Ad Grants so your nonprofit can recruit volunteers, plan events, raise funds, and more. We are here to help.

Learn More

More information : UNINCORPORATED.COM

MAXIMIZE

GOOGLE AD GRANTS

ACCESS \$10,000 PER MONTH IN FREE ADVERTISING YOUR NONPROFIT

Our team of experts will work with you to create targeted campaigns that will reach the right audience. Increase your nonprofit's impact and achieve your goals through our personalized strategy.

UNINCORPORATED.COM

GOOGLE GRANT ADS MAXIMIZE YOUR NONPROFIT

SCHEDULE A PHONE CALL NOW TO RECEIVE \$10,000 TOWARDS A PERSONALIZED MARKETING STRATEGY

UNINCORPORATED.COM

LEARN MORE

IAN EVENSTAR
Business Expert

CONSULTING COMMITTEE FALL 2023 RECAP

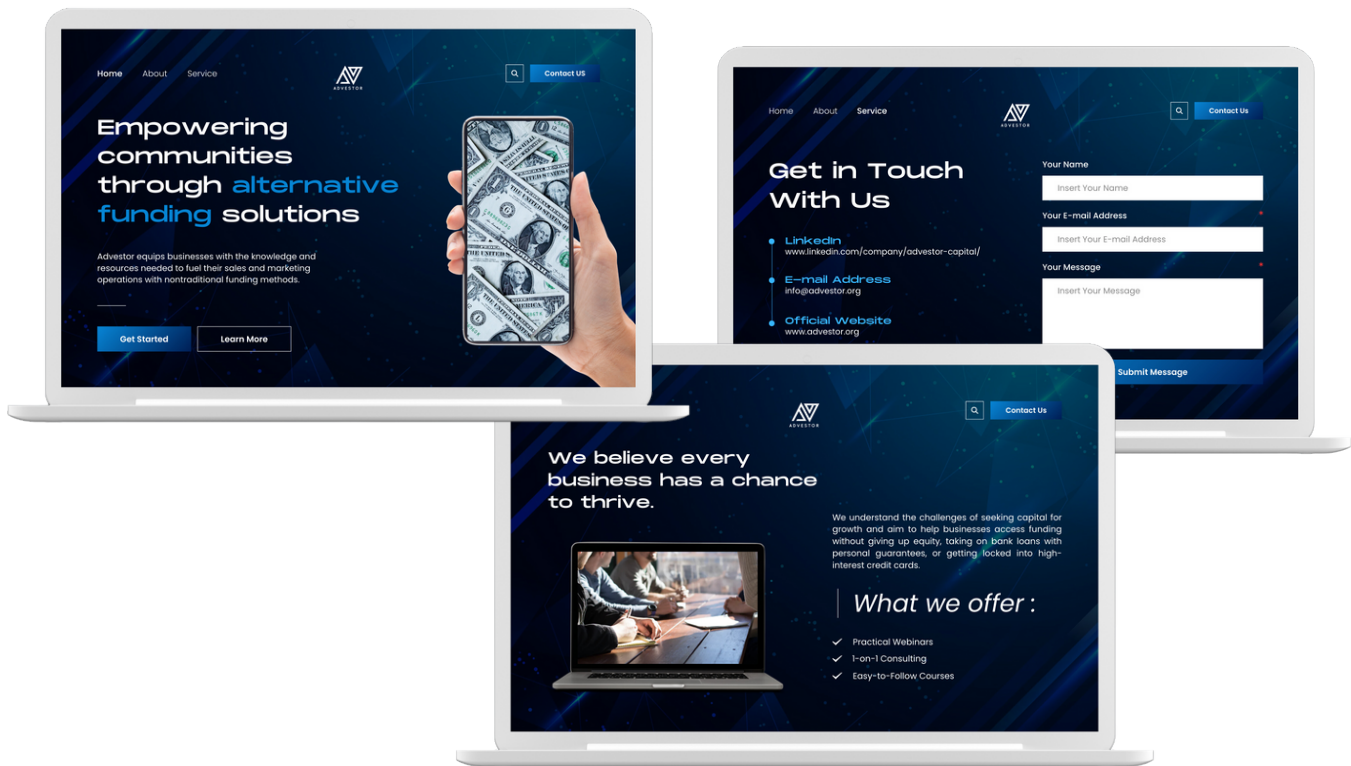


Advestor

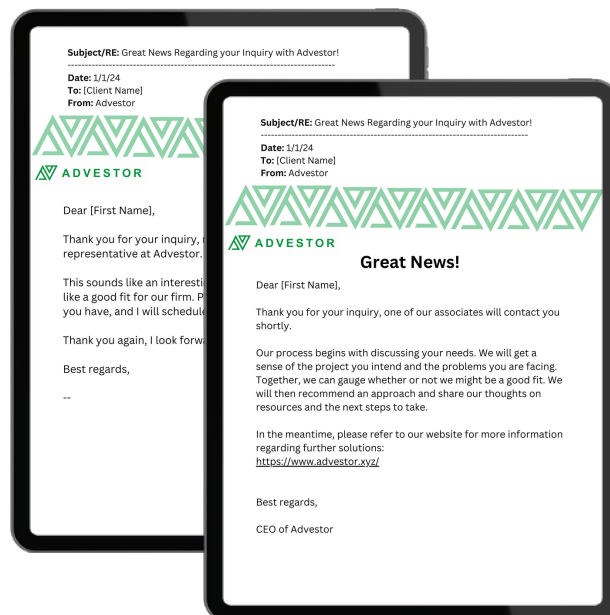
Problem: Advestor was looking to generate awareness and increase booked calls of their venture capital services for a company's marketing budgets.

Solution: AMA generated a mockup website with the goal of educating users about Advestor in order to increase engagement and conversions to fill out a contact form. AMA generated email sequences in order to nurture leads and book calls.

Website Mockup



Email Mockups



PRICING

Cost:

\$2000

Program Duration:

- 10 Weeks

Services:

- Brand evaluation
- Web design
- Content creation
- Email/text Marketing
- Paid ads*

Testimonials

Gonzalo Aranda Sandoval, Cloutr



"I am grateful to AMA's Consulting Committee for surpassing my expectations! They built me an amazing website, increased my social media engagement, and were creative and communicative during the entire program!"