

Second Harvest Food Bank of Orange County

Pitch Deck



SCAN TO
DOWNLOAD DECK



PATTIE CORDOVA, FOUNDER
MAY 8, 2023

LMVL
SOCIAL

Our Mission

Our mission at LMVL Social is to help our clients build strong, authentic connections with their target audience through innovative and effective social media strategies.

Our goal is to create meaningful and impactful content that resonates with our clients' audience, and to foster engagement and loyalty in their social media communities.

We strive to be a trusted partner to our clients, providing personalized attention and customized solutions to meet their unique social media needs.

Meet The Team



Pattie Cordova
Founder

Pattie has been collaborating with amazing brands as both a blogger/influencer, and as an agency owner.



Stephanie Robledo
Social Media Strategist

Stephanie has an eye for creating content that trends and connects to the brand's community.

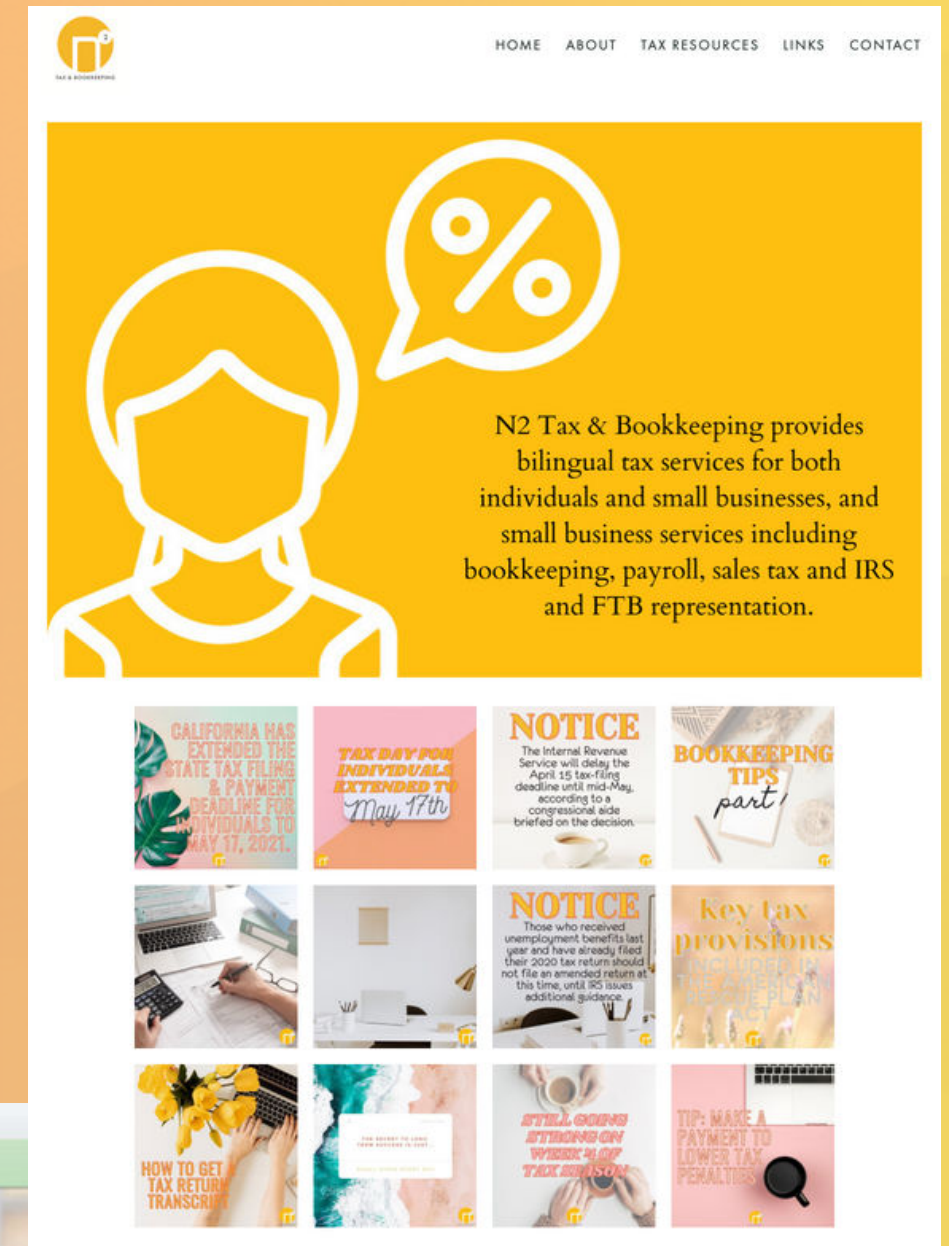
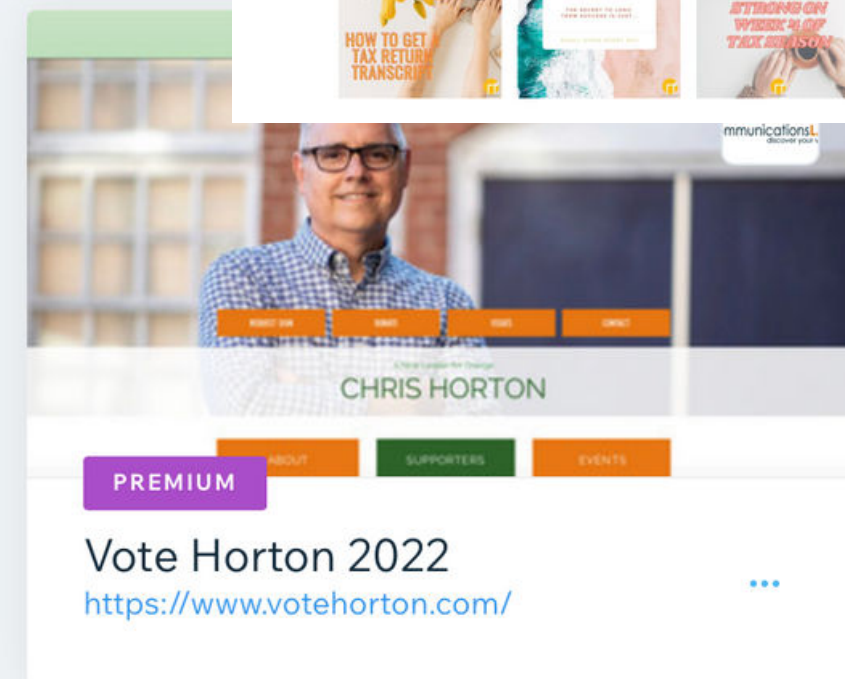
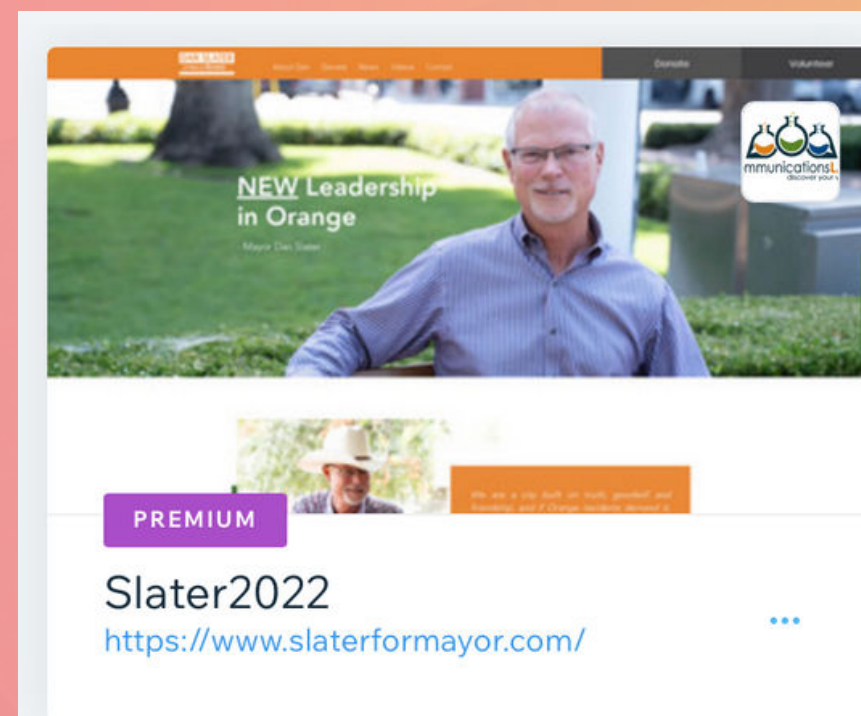
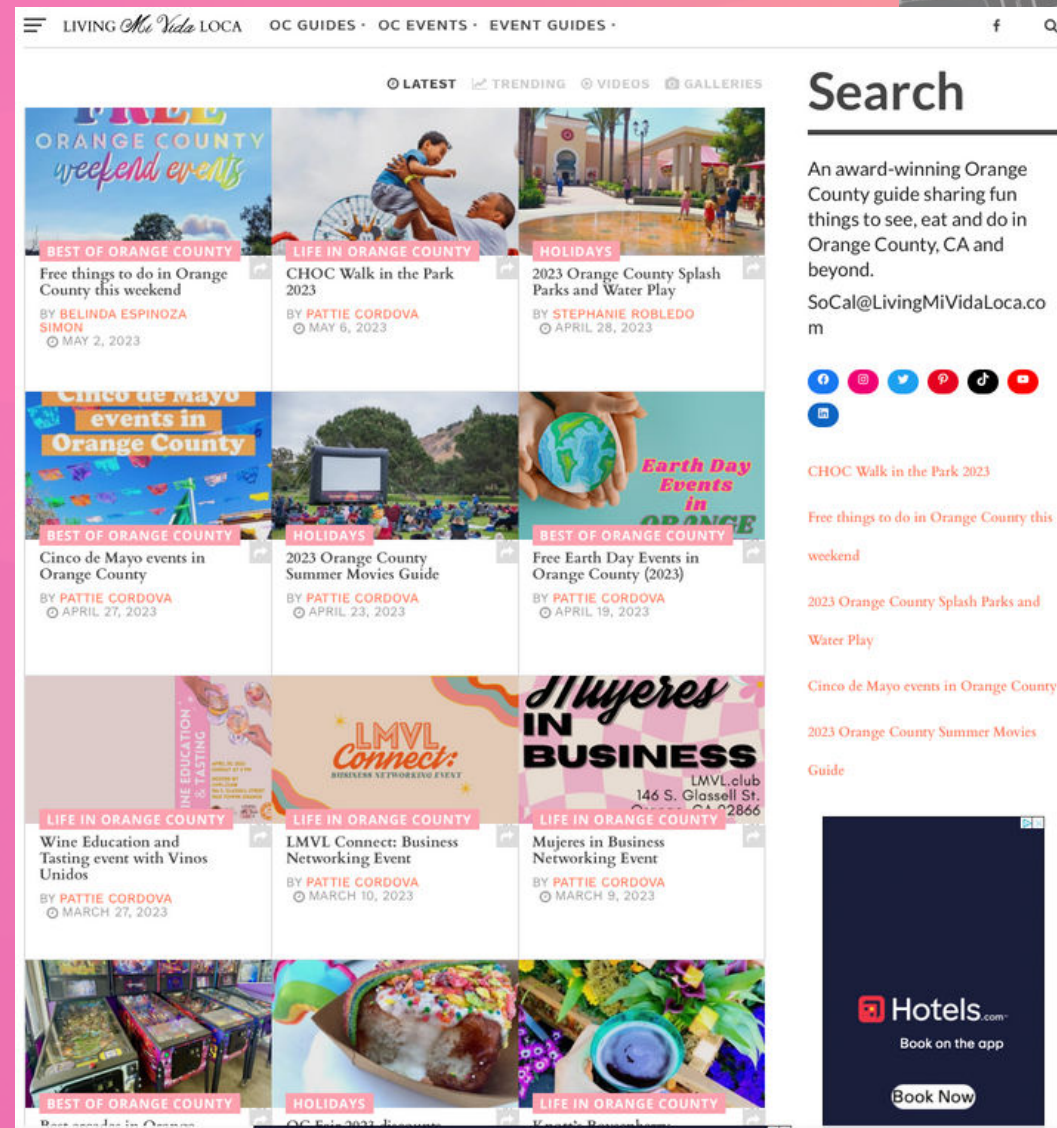
Contractors (as needed) include:
copywriter, photographer, graphic designer, paid search

Digital Marketing

- Website development
 - Wordpress
 - Squarespace
 - Wix
- Social Media Tools
- SEO
- Paid Social

Website Development

- Wordpress
- Squarespace
- Wix



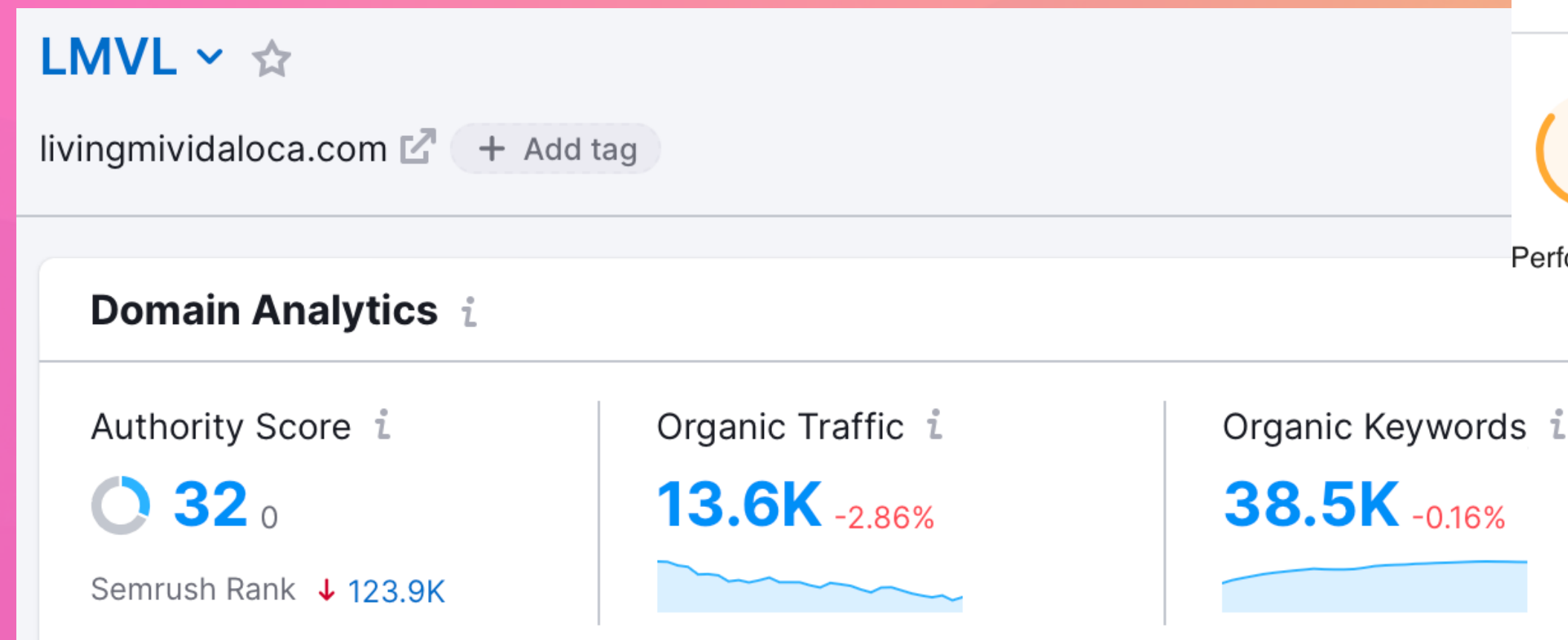
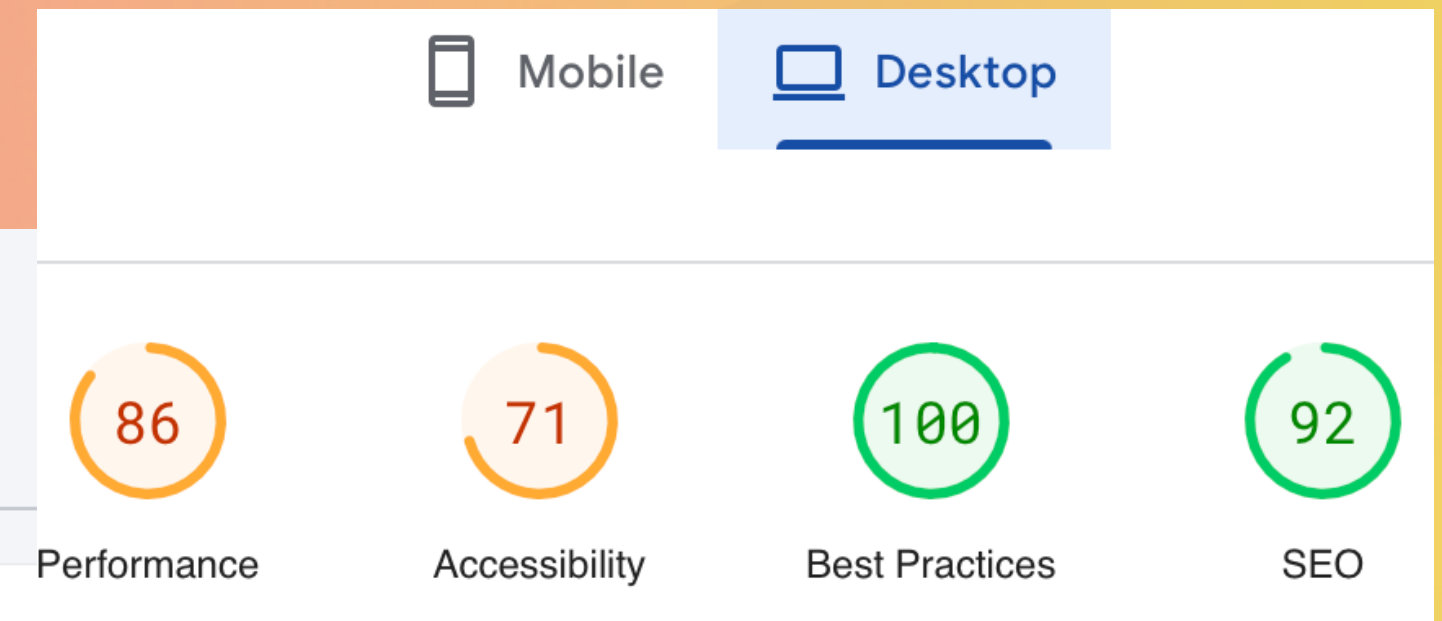
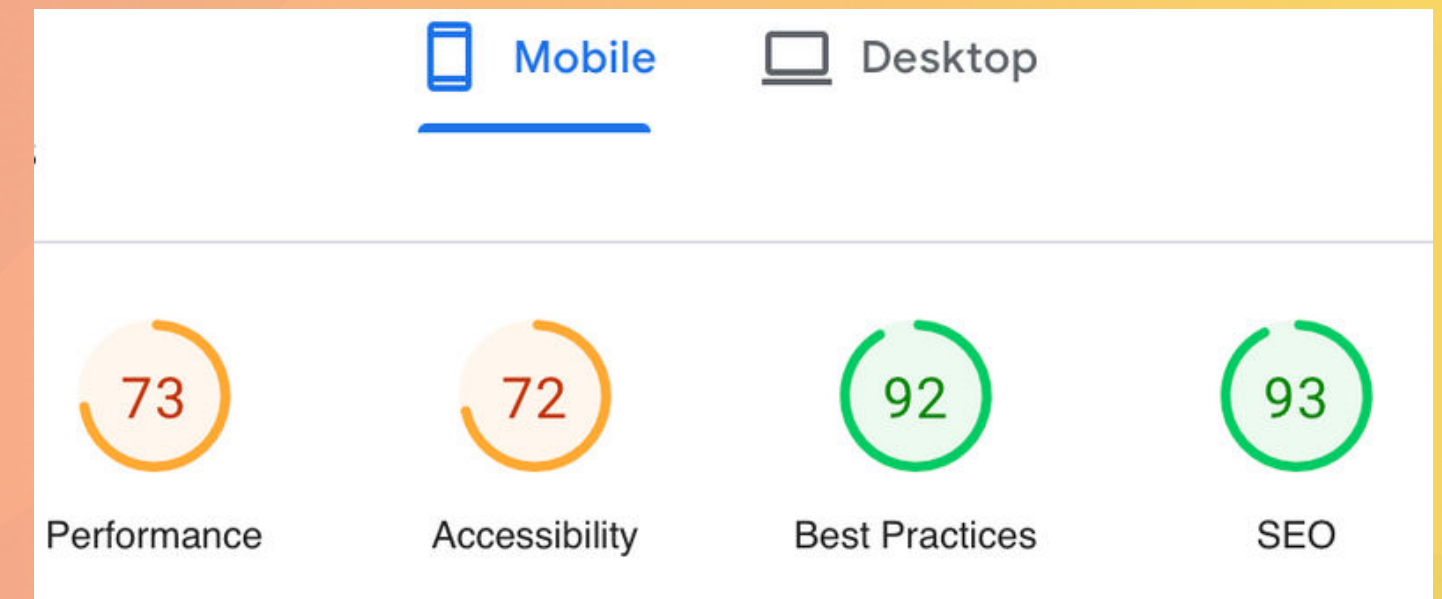
SEO

Resources SEM Rush

We use this tool for keyword research, tracks keywords from competitors, run SEO audits and create content.

Resources Podcasts

- Theory of Content
- The Blogging Millionaire
- Blogger Genius Podcast
- Perpetual Traffic

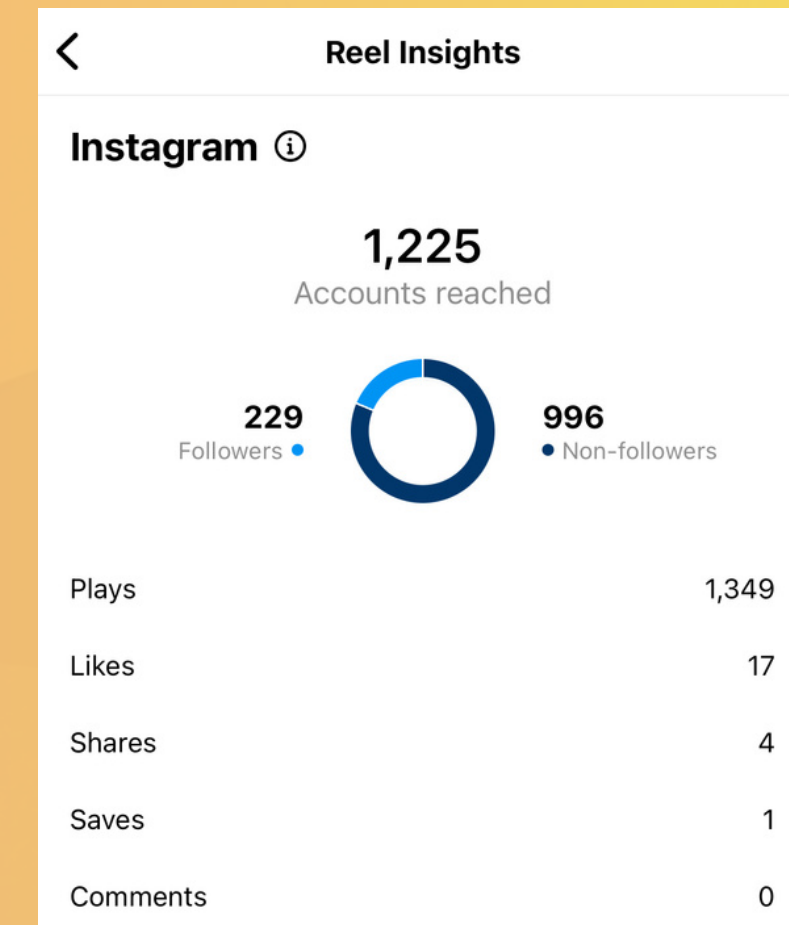
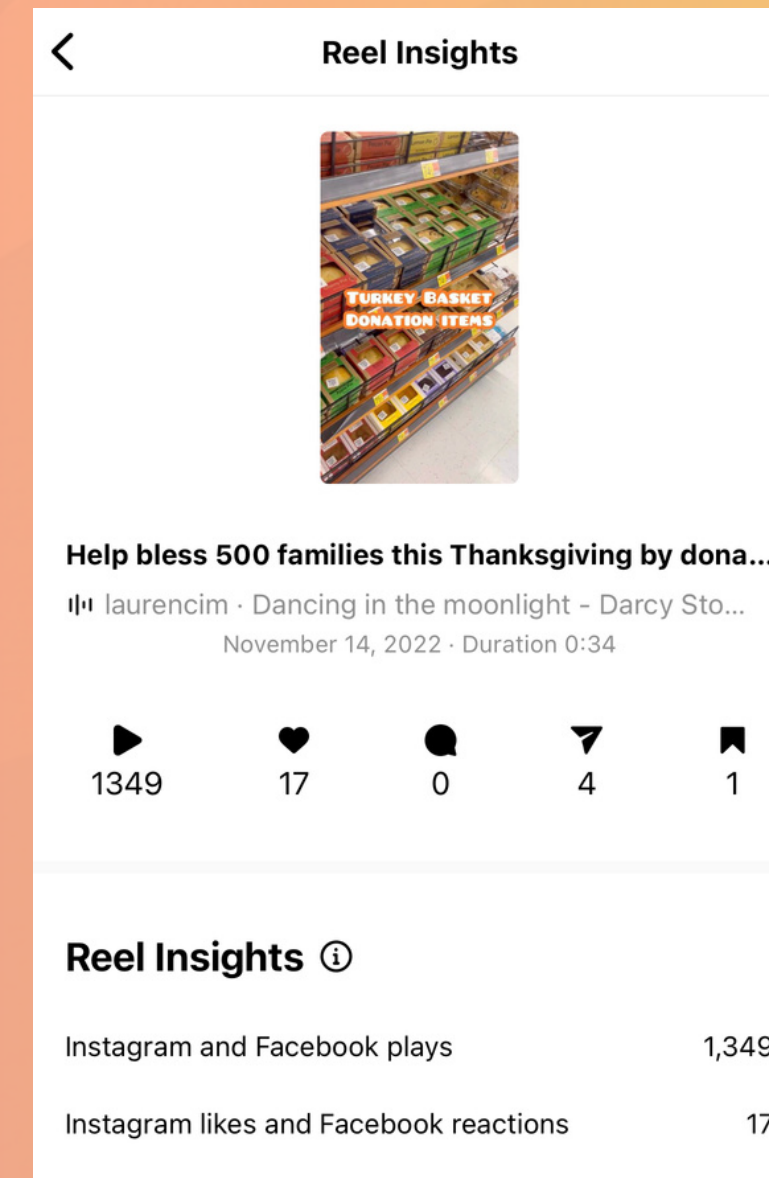


Friendly Center



The content for a turkey basket donation would typically include all the items necessary to make a Thanksgiving meal.

We made this content engaging by walking a donor through a shopping trip collecting these donations.

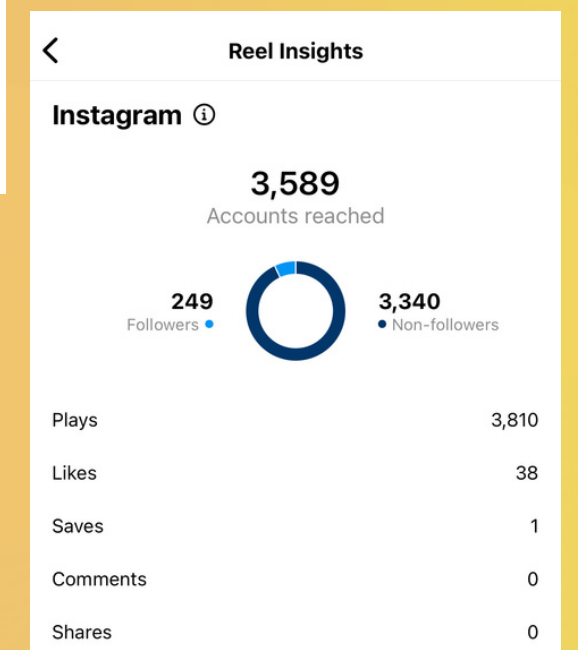
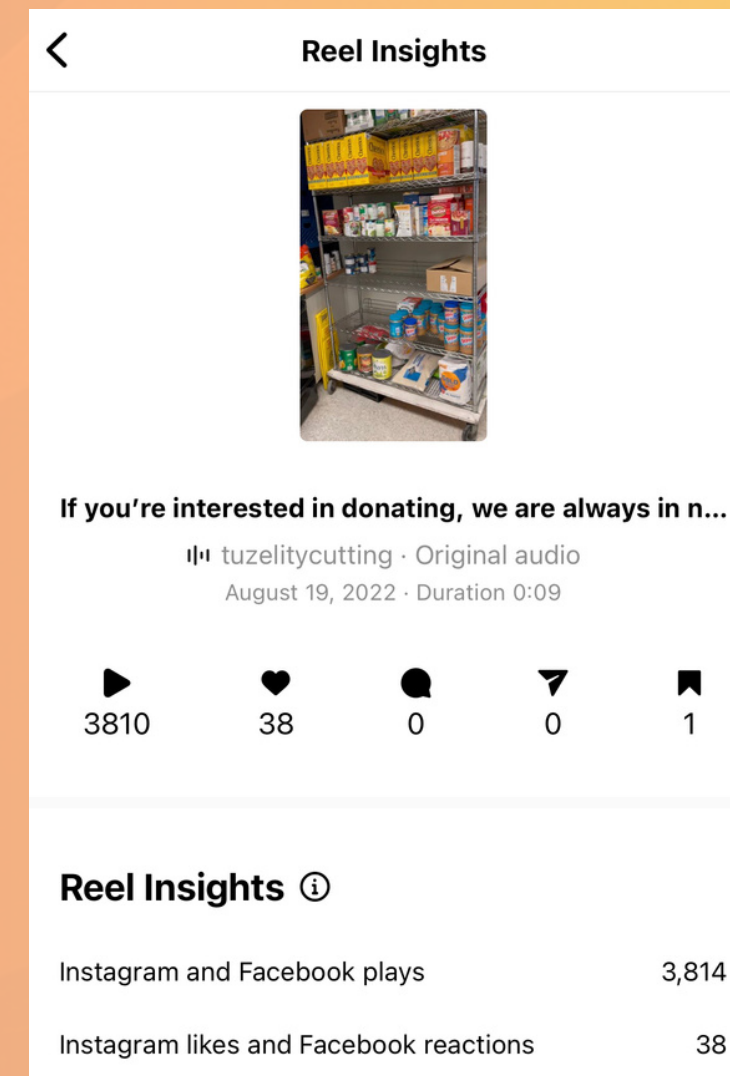


Friendly Center



We gave the community a glimpse into the pantry at the Friendly Center.

This video showcases empty shelves, while the caption shares how the community can get involved in filling up the shelves.



Friendly Center



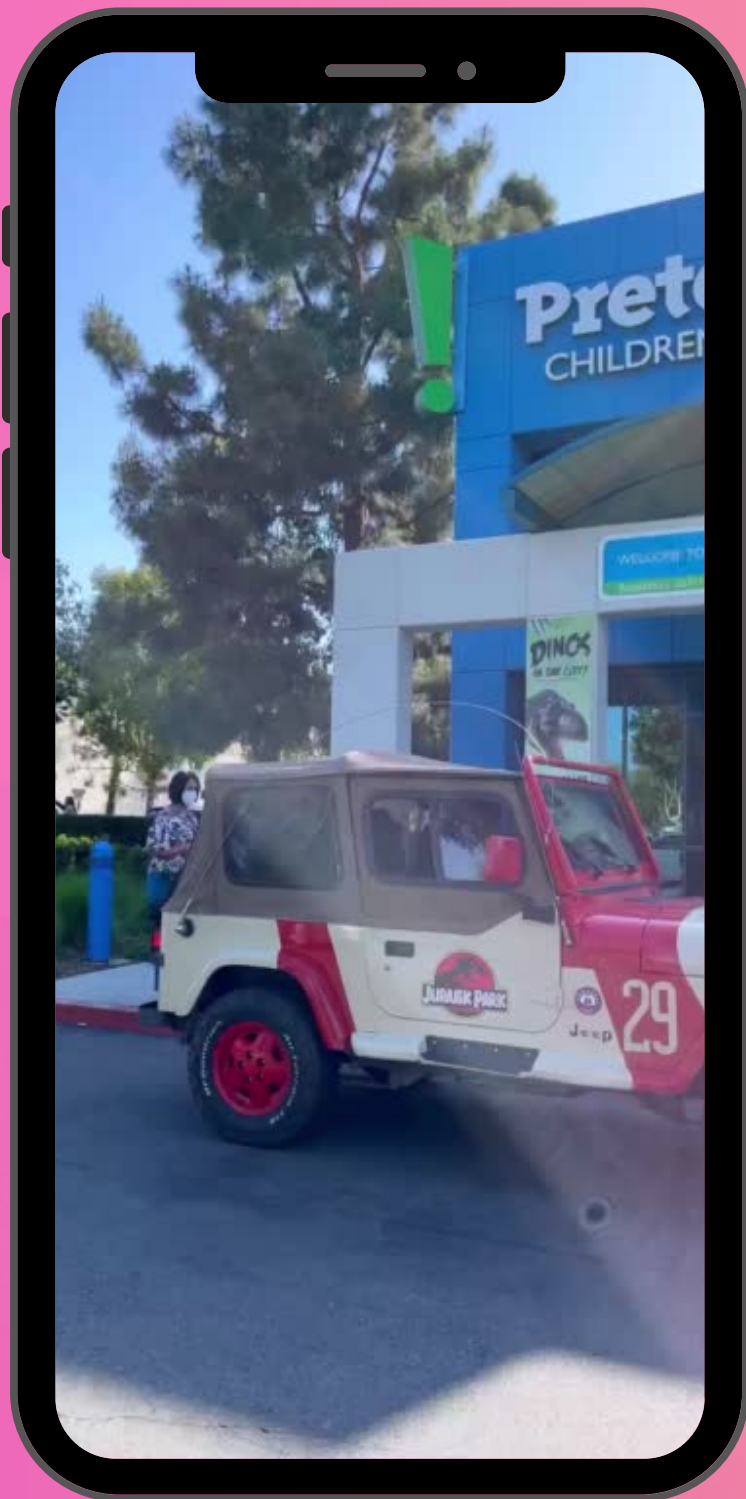
Friendly Center hosts an annual golf tournament in Yorba Linda to raise funds for their programs.

We provided social media support through gratitude posts for the sponsors, ticket sales, and event promotion. The day of, we provided live event coverage in stories.



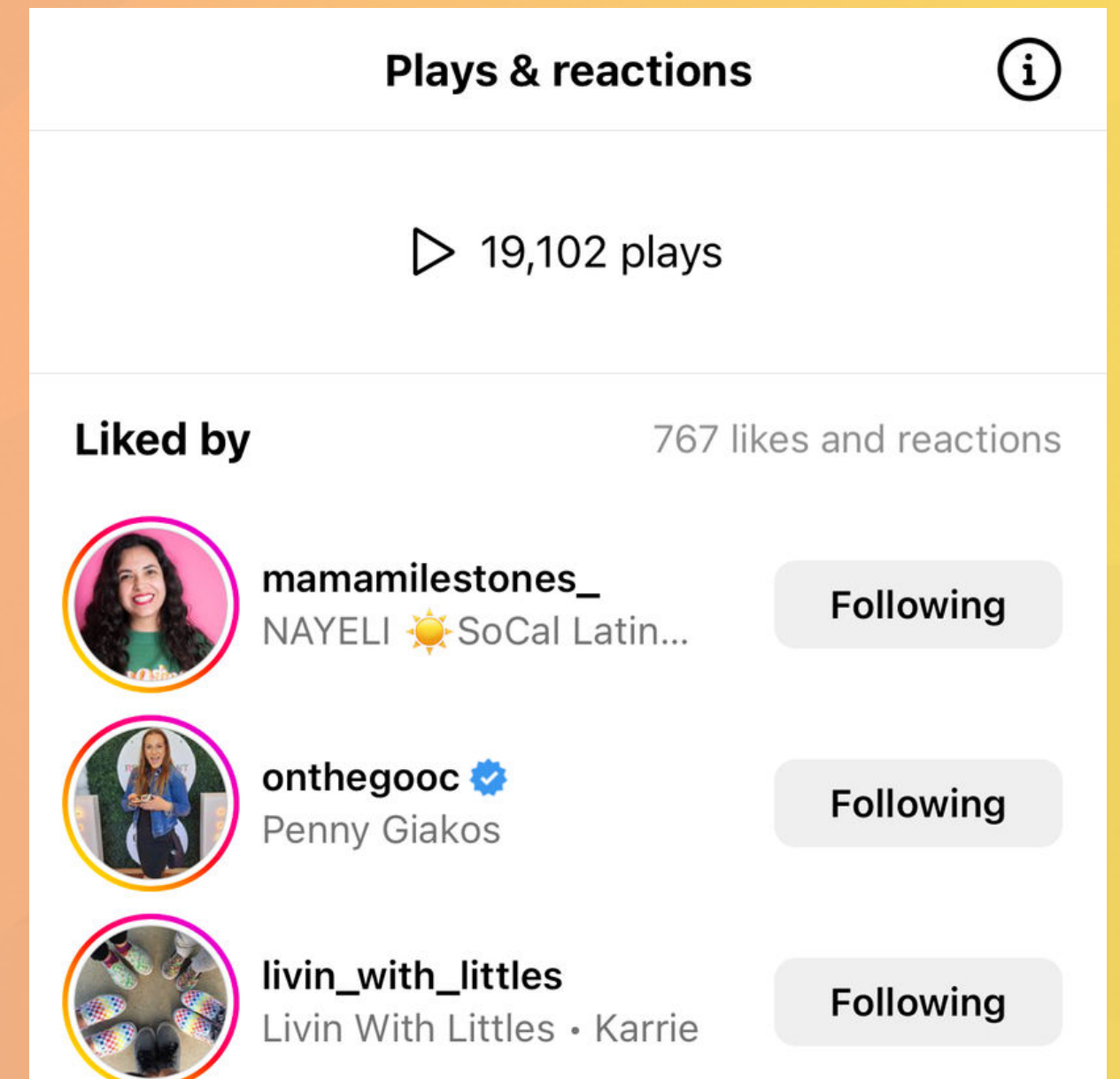
A similar process was followed for their annual gala.
More: @FriendlyCenter

Pretend City

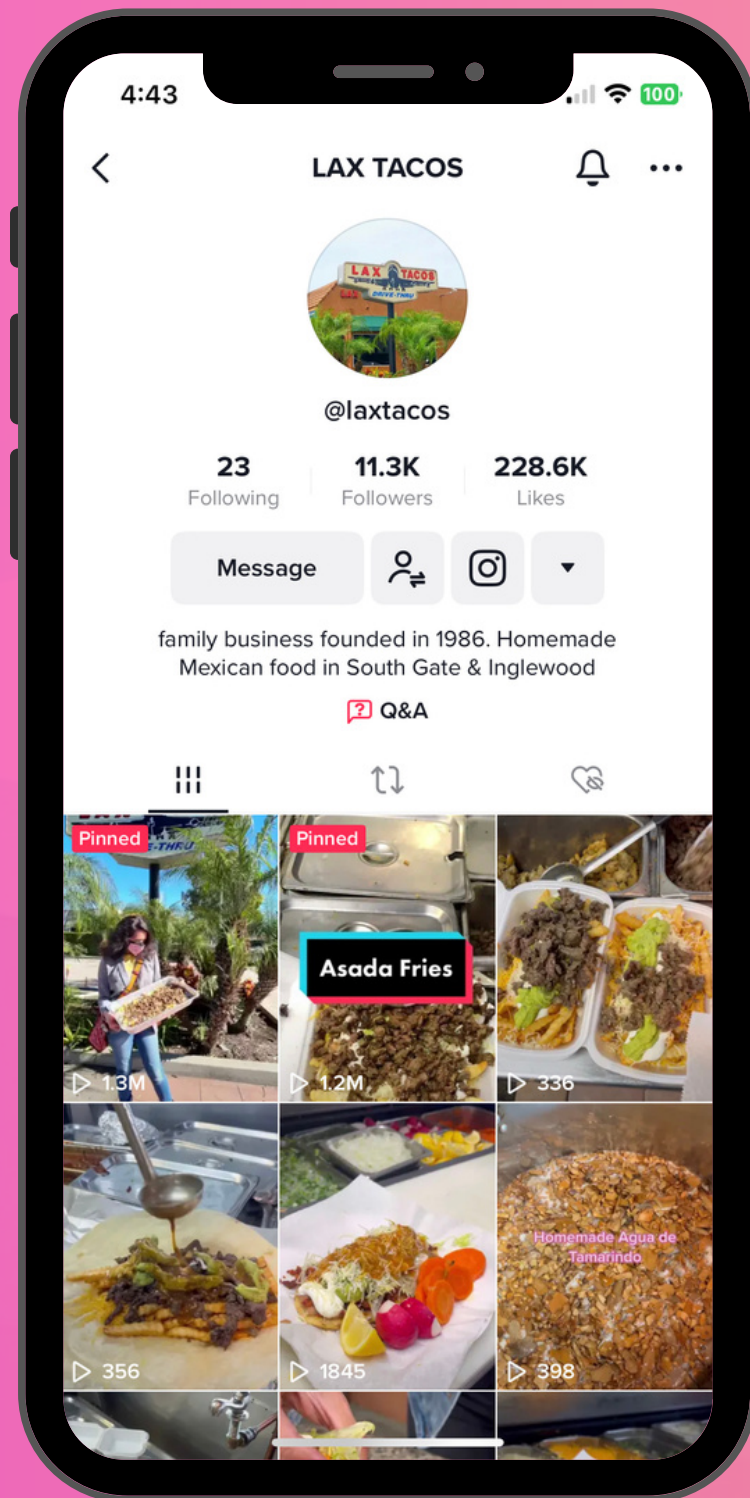


Pretend City hosted a traveling exhibit, "Dinos in the City".

We organized an influencer event, including inviting a Jurassic Park jeep, to capture content and promote the event before it was open to the public.

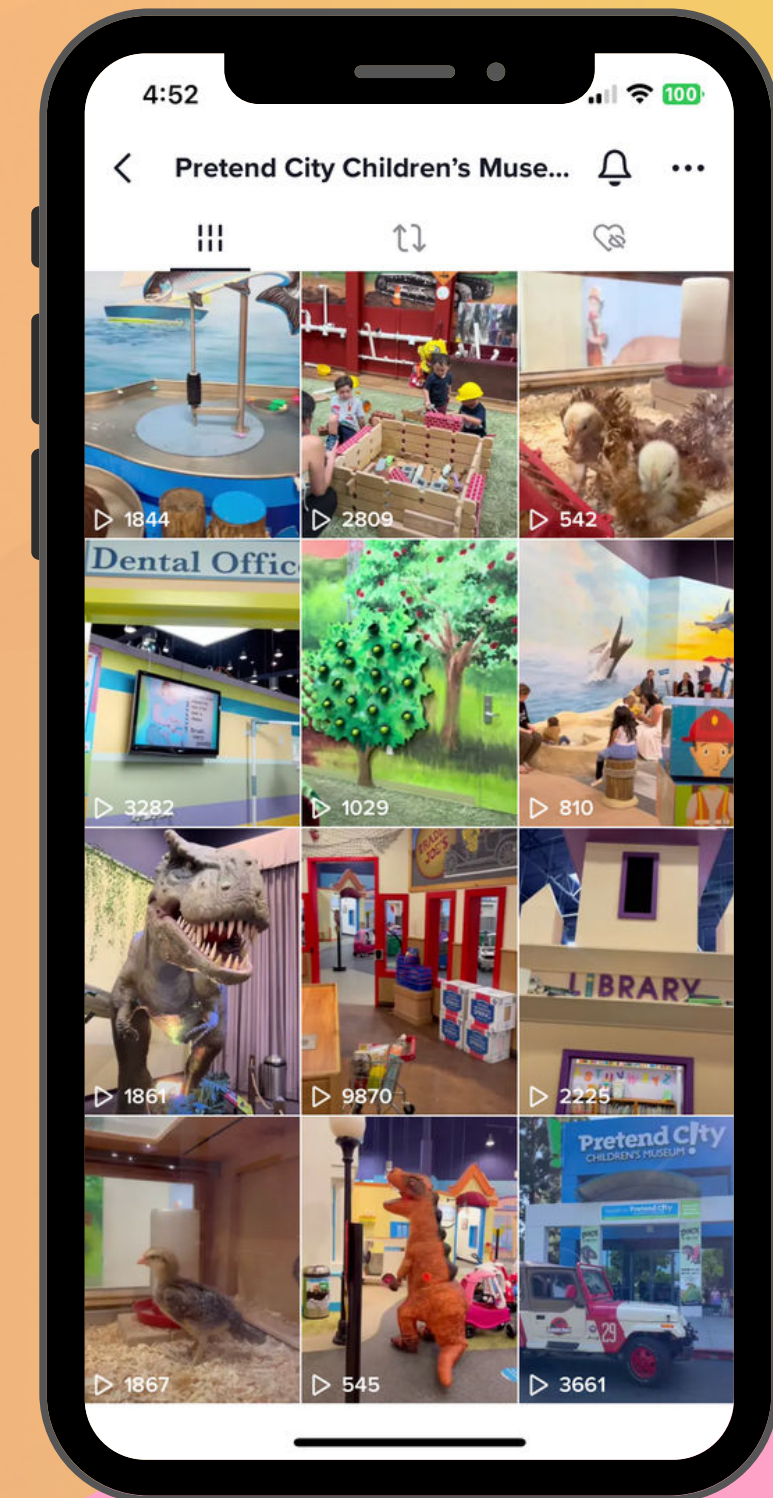


TikTok





LAX Tacos had no TikTok presence. Reached 11.3K followers in three months

Pretend City had no TikTok presence. Set-up their account and shared best practices for their new in-house marketing department.



Paid ads

Ads ⓘ			Reach	Objective	Amount spent
	Jan 31 • Created by Patt... Website visitors ¿Tiene hijos que ingre...	Completed	7,972 Reach	196 Link clicks	\$69.99 Spent at \$10.00 per day
	Jan 31 • Created by Patt... Website visitors Do you have children ...	Completed	10,371 Reach	293 Link clicks	\$69.99 Spent at \$10.00 per day
OCEAA enrollment English > 1 ad set > 1 ad	Nov 8, 2021 Traffic ID: 23848890224030...	Completed	3,752 Reach	198 Link clicks	\$50.00 Amount spent
Kinder virtual orientation > 1 ad set > 1 ad	Jan 6, 2021 Traffic ID: 6224512957952	Completed	3,623 Reach	82 Link clicks	\$20.00 Amount spent
OCEAA virtual orientation > 2 ad sets > 2 ads	Jan 6, 2021 Traffic ID: 6224511202352	Completed	4,204 Reach	17 Link clicks	\$30.00 Amount spent

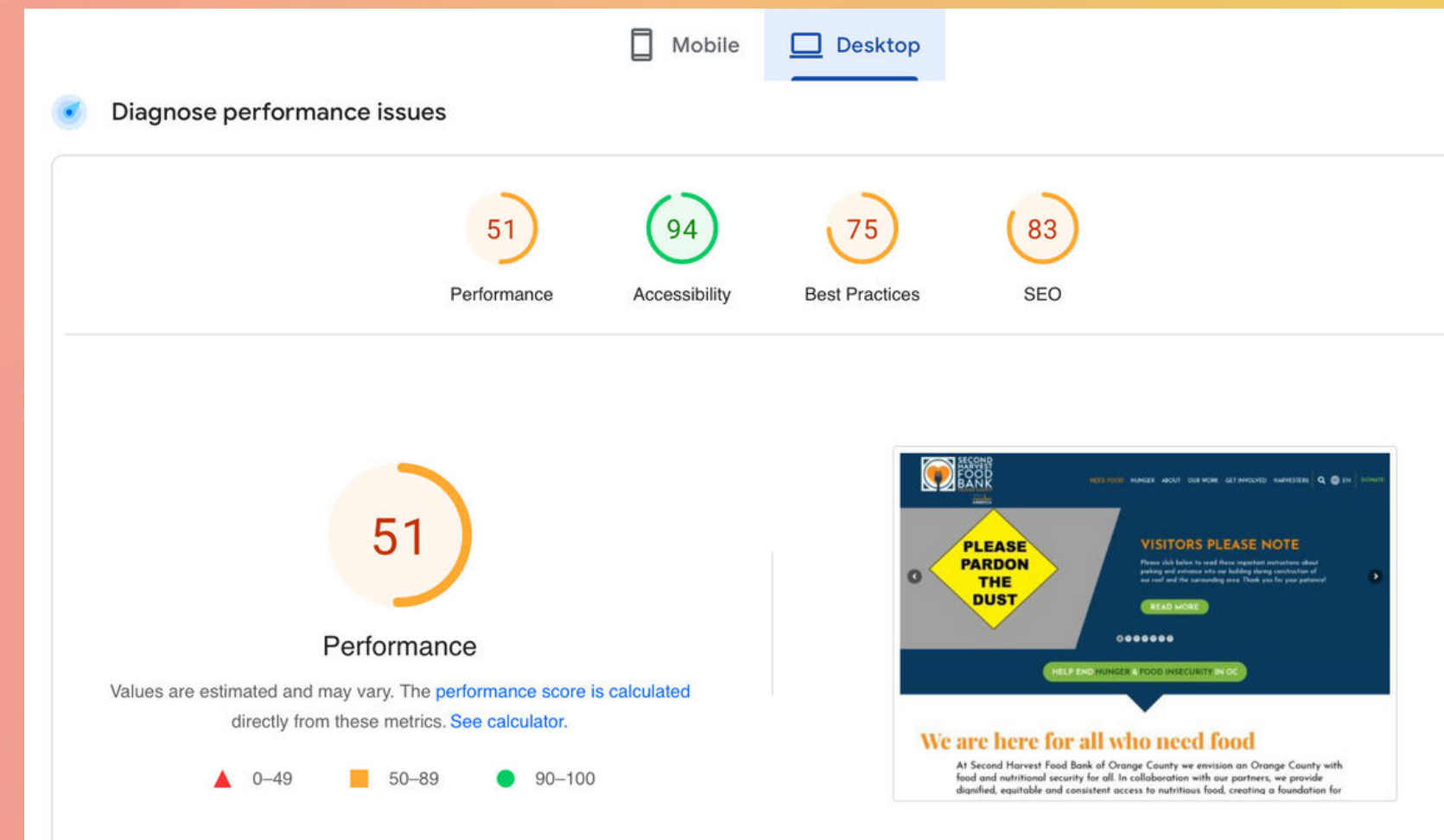
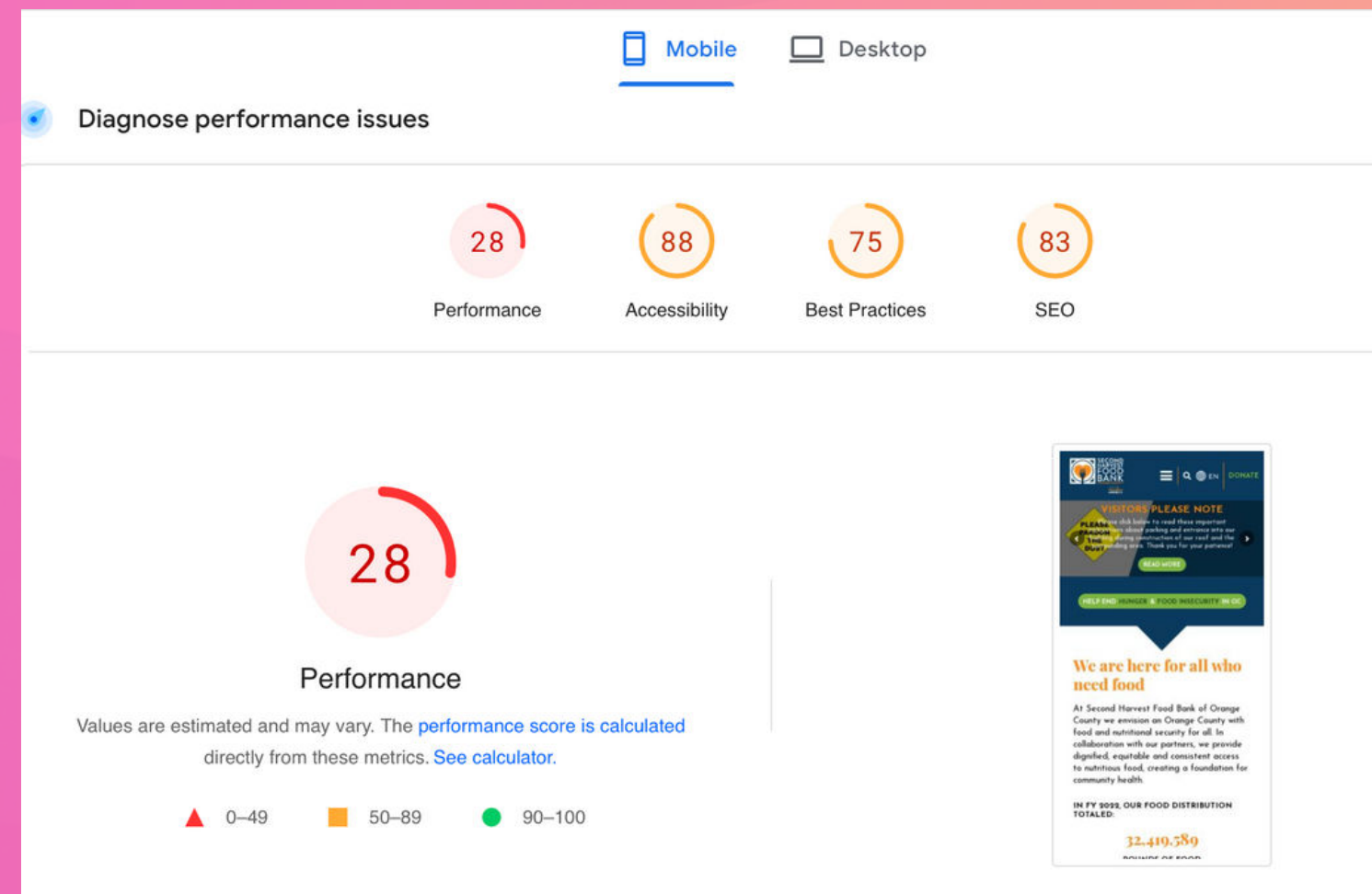
Ads ⓘ			Reach	Objective	Amount spent
Event promotion	Mar 18 • Created by Pat... Ticket sales You're invited to our r...	Completed	2,303 Reach	26 Link clicks	\$13.89 Spent of \$14.00
Event promotion	Oct 12, 2022 • Created ... Ticket sales Add our 3rd annual Tr...	Completed	587 Reach	44 Link clicks	\$5.69 Spent of \$6.00
Boosted Facebook post	Oct 10, 2022 • Created ... Post engagements This FREE event is ha...	Completed	608 Reach	79 Post engagements	\$10.00 Spent of \$10.00
Boosted Instagram media	Oct 8, 2022 • Created b... Boosted Instagram media	Completed	2,927 Reach	134 Link clicks	\$20.00 Spent of \$20.00

Proposed Plan

- **Influencer Marketing**
 - **Bring in more volunteers**
 - **Brand visibility**
 - **Backlinks**
- **Community Events & Sponsorships**
 - **Farmers Markets**
 - **Sponsoring community gardens**
 - **Host free community events at current location**
 - **Orange County Soccer partnership**
 - **Cooking classes**

Proposed Plan

- Website development
 - Increase page speed



Proposed Plan

- Add more articles to help with SEO
- Evaluate competitors for keywords

× Root Domain ▼ Search

Projects > Domain Overview

Domain Overview: feedoc.org

🔗 ☆

🌐 Worldwide 🇺🇸 US 🇬🇧 UK 🇩🇪 DE ⋮ 🖥️ Desktop ▼ May 7, 2023 ▼

Overview Compare domains Growth report Compare by countries

Authority Score 🔗

📊 **34**

Semrush Domain Rank 253.4K ↑

Organic Search Traffic 🔗

📈 **5.7K** +4.8%

Keywords 4.6K ↑

Paid Search Traffic 🔗

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks 🔗

29.2K

Referring Domains 1.7K

Organic Competitors 1 - 100 (7,172)							📄 Export
Domain	Com. Level 🔍		Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords
cafoodbanks.org 🔗	<div><div></div></div>	22%	397	10K	10.3K	25.6K	0
kansasfoodbank.org 🔗	<div><div></div></div>	19%	358	2K	118.7K	323.2K	13
houstonfoodbank.org 🔗	<div><div></div></div>	19%	605	15.4K	49.2K	151.1K	25
mdfoodbank.org 🔗	<div><div></div></div>	18%	505	9K	19K	64.5K	35
stlfoodbank.org 🔗	<div><div></div></div>	18%	346	5.1K	10.7K	40.8K	0
safoodbank.org 🔗	<div><div></div></div>	17%	409	13.2K	41.8K	130K	0
foodbanknyc.org 🔗	<div><div></div></div>	16%	400	13.4K	19.9K	63.1K	26
foodbankcenc.org 🔗	<div><div></div></div>	15%	317	6.8K	22.8K	84K	11
ntfb.org 🔗	<div><div></div></div>	15%	529	19K	32.1K	89.8K	32
sandiegofoodbank.org 🔗	<div><div></div></div>	14%	323	9.8K	10.1K	21.4K	0
worldharvestla.org 🔗	<div><div></div></div>	13%	55	427	2K	6K	0
greaterclevelandfoodbank.org 🔗	<div><div></div></div>	13%	302	10K	10.5K	222.3K	12
centraltexasfoodbank.org 🔗	<div><div></div></div>	12%	471	20.3K	16.7K	91.4K	67
capitalareafoodbank.org 🔗	<div><div></div></div>	12%	287	7.8K	12.9K	37.2K	191

Proposed Plan

- Hashtag strategy
- Community engagement
- Video first
- More saturated photos
- Regular spotlights
- Collabs
- Revitalize IG profile
- Facebook groups
- Spanish-language content

Thank you!

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