



B&D Marketing

Client Welcome Packet



about B&D

B&D Marketing is a full-service public relations agency dedicated to connecting influencers and brands. We offer a wide variety of services tailored to meet your unique needs, from influencer partnerships to comprehensive campaign management.



team@bdmarketingllc.com

www.bdmarketingllc.com

[@bandd_marketing](https://www.instagram.com/bandd_marketing)



about me



Shelby Carr

CEO of B&D Marketing and
Public Relations Manager

Hey y'all! I'm Shelby, the founder of B&D Marketing. I started this journey back in 2019 with the mission of empowering women and moms to earn an income from home. Since then, we've experienced tremendous growth and have had the pleasure of collaborating with creators from all walks of life. At B&D Marketing, we're dedicated to supporting creators and brands with their campaign needs, ensuring impactful and successful collaborations. Whether you're a brand looking to enhance your presence or a creator seeking new opportunities, we're here to help you thrive.

@mrsshelbycarr



meet the team



BRITTANY

Public Relations Manager

team@bdmarketingllc.com



KRISTIN

Public Relations Manager

team@bdmarketingllc.com



ALLISON

Brand Manager & Public Relations Manager

sales@bdmarketingllc.com



RACHEL

Public Relations Manager

team@bdmarketingllc.com

meet the team



MOLLY

Instagram Enagagment Manager

team@bdmarketingllc.com

creator package options

PACKAGE 1 / MONTHLY PRICING + 10% COMMISSON

What's Included:

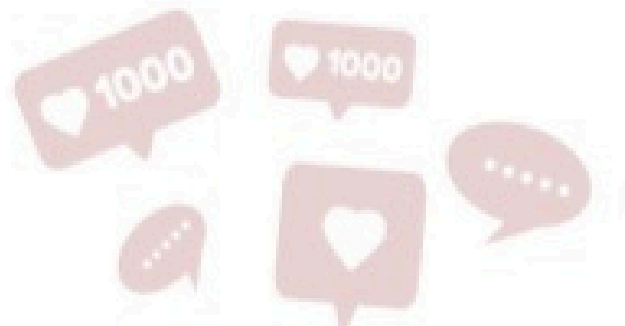
- Personalized Pitching: Customized pitches and rate sheets tailored to your unique brand.
- Dedicated PR Manager: Direct access to a Public Relations Manager for seamless communication.
- Monthly Outreach: 300 strategic brand pitches sent on your behalf every month.
 - Follow-Ups: Weekly follow-up communications to maximize opportunities.
- Collaboration Tracking: Detailed tracking to stay organized and on top of all partnerships.
- More Time for Creativity: We handle the business side so you can focus on creating exceptional content.

Investment:

- \$400/month + 10% commission when booked over \$1,000
- 3-Month Minimum Contract

Requirements:

- Minimum Following: 15K followers on Instagram or 100K on TikTok.
- Consistent Content: Regular, high-quality posting on your platform(s).
- Timely Communication: Respond promptly to your PR Manager to ensure success.



creator package options

PACKAGE 2/ 20% COMMISSON

What's Included:

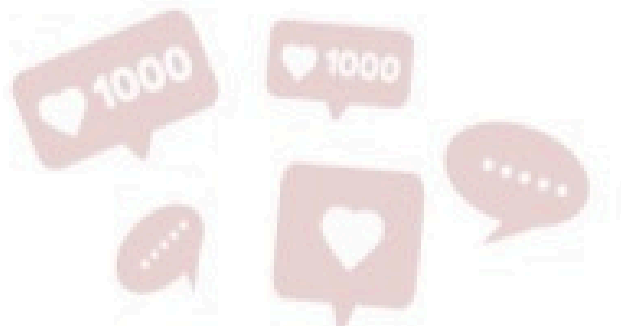
- Personalized Pitching: Customized pitches and rate sheets tailored to your unique brand.
- Dedicated PR Manager: Direct access to a Public Relations Manager for seamless communication.
- Monthly Outreach: 300 strategic brand pitches sent on your behalf every month.
 - Follow-Ups: Weekly follow-up communications to maximize opportunities.
- Collaboration Tracking: Detailed tracking to stay organized and on top of all partnerships.
- More Time for Creativity: We handle the business side so you can focus on creating exceptional content.

Investment:

- 20% commission on all collaborations
- 3-Month Minimum Contract

Requirements:

- Minimum Following: 100K followers on Instagram or 100K on TikTok.
- Consistent Content: Regular, high-quality posting on your platform(s) with 3.5% engagement rate
- Timely Communication: Respond promptly to your PR Manager to ensure success.



creator package options

PACKAGE 3 (FULL MANAGEMENT) \$2,500 A MONTH

What's Included?

- Content Submission
- Serve as your dedicated liaison to submit drafts, revisions, and final content to brands and agencies.
- Oversee feedback cycles to ensure deadlines are met and deliverables are promptly approved.

• Content Posting

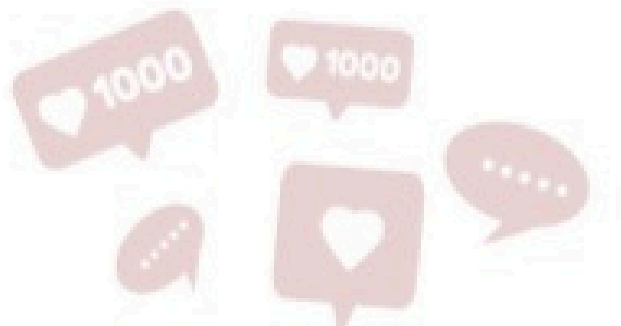
- Manage scheduling and posting of all campaign-related content across platforms (Instagram, TikTok, YouTube, etc.).
- Ensure posts meet brand guidelines, including proper tags, hashtags, and links, while aligning with campaign objectives.

• Invoice Management

- Submit invoices to brands/agencies and follow up on overdue payments to ensure timely compensation.
- Maintain a clear, organized record of earnings and payment schedules for your peace of mind.

Requirements:

- Minimum Following: 500K followers on Instagram or 500K on TikTok.
- Consistent Content: Regular, high-quality posting on your platform(s).
- Timely Communication: Respond promptly to your PR Manager to ensure success.



PACKAGE 3 CONTINUED.....

package options

PACKAGE 3 (FULL MANAGEMENT) \$2,500 A MONTH

- **Campaign Monitoring**

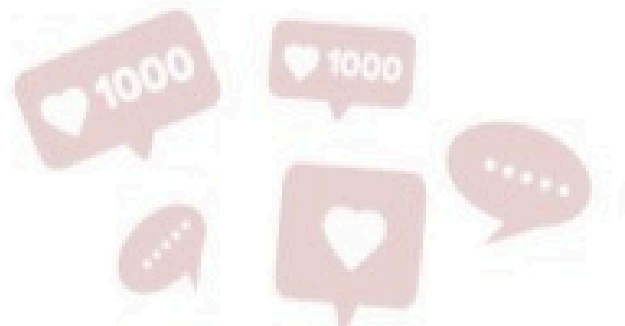
- Track performance metrics such as reach, engagement, and click-through rates.
- Deliver detailed reports showcasing results for you and the brands you collaborate with.

- **Strategic Planning**

- Host monthly strategy calls to align on goals, brainstorm content ideas, and discuss upcoming campaigns.
- Identify and pitch high-value brand collaborations tailored to your niche, audience, and long-term goals.

Why Choose This Package?

This package empowers influencers to focus entirely on content creation without the stress of managing campaigns. By letting us handle the logistics, you'll free up your time and energy to grow your audience, strengthen your personal brand, and



CLIENT REVIEWS



I've had an exceptional experience with B&D, largely thanks to the outstanding support from them and the brands I've been able to reach from their services. Their team has been incredibly supportive!



Thankful for how efficient and organized my email is handled. Happy to have found someone who has my best interest at heart and keeps the wheels turning with pitching and paid deals! Best investment ever.



Shelby and her team are professional, punctual, and so friendly! They have tremendously helped my online presence and growth for my company. Great people to work with, would highly recommend B&D marketing.



I have been working with B&D marketing for about 8 months and it was one of the best business decisions I've made. I knew that I needed the assistance; however, it took me quite a while to make the jump. Shelby was so patient with me and answered all my MANY questions, putting my mind at ease and I couldn't be happier that I took the leap. Not only do I have the peace of mind that my emails are being handled professionally and timely, I have gained a friend and cheerleader in Kristen!

She truly has been so amazing. All that to say, I would highly recommend B & D marketing to anyone looking to take their business to the next level.

additional services



Instagram Engagement

Provide meaningful, 4+ word responses to all post comments that match your brand's tone.

Participate in at least two groups and one comment thread page, and stay on top of the designated time frames.

One Daily 'Likes' thread.

Approach account management holistically, engaging with followers and stories, and liking and commenting on other users' pages to foster a sense of community.

Price: \$400/month

team@bdmarketingllc.com

FAQ

AM I GUARANTEED TO MAKE MONEY?

While we work diligently to help you achieve a strong ROI, we cannot guarantee a specific income. Our role is to connect you with the right brands and provide the best opportunities, but ultimately, the decision lies with the brands themselves.

WHY DO I HAVE TO PAY A FLAT RATE

A flat rate allows us to keep our services accessible and fair, giving creators of all sizes the opportunity to collaborate with amazing brands. At B&D Marketing, we invest significant time and effort into sourcing brand contacts, crafting emails, keeping your communications organized, and meticulously tracking your collaborations, being by your side every step of the way. This approach ensures that you receive a professional and streamlined service, maximizing your opportunities.

DO I HAVE ACCESS TO THE EMAIL YOU USE?

Yes! We will always grant you access to the email.

DO I NEED A LARGE FOLLOWING TO GET BRAND DEALS?

Not necessarily! If you have a strong engagement rate and produce high-quality content, you don't need an enormous following to succeed. However, we do require a minimum of 15K followers to partner with us. This ensures we can effectively connect you with brands that align with your niche and goals.

DO YOU HELP ME OUTSIDE MY EMAILS?

We're here to support you every step of the way—whether you need answers to questions, advice, or just a boost of confidence. We're always available to help you succeed!

*additional questions? Email us:
Team@bdmarketingllc.com*



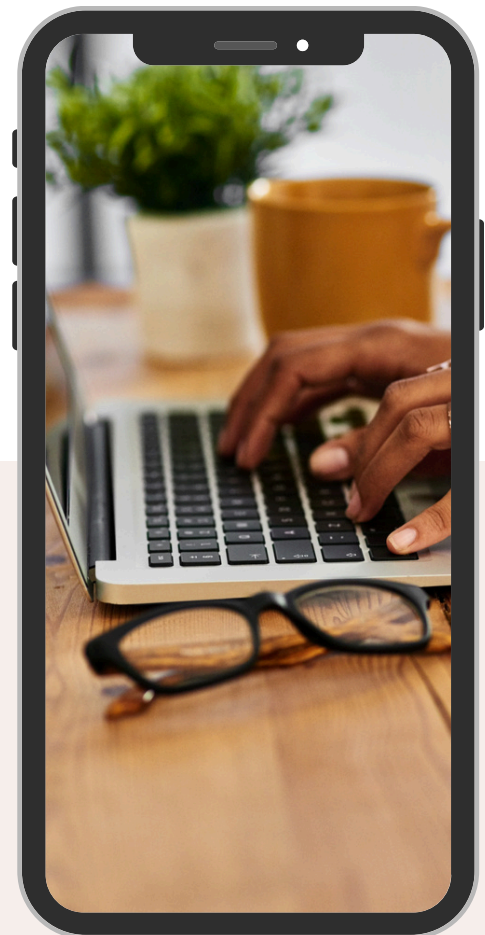
things to consider

management

Email management is a time-intensive process that involves sourcing contacts, organizing communications, and maintaining consistent follow-ups with brands. To ensure we can provide the best results and build strong relationships on your behalf, we require a 3-month commitment. This allows us to lay a solid foundation for your success!

if youre not serious

If you're not fully committed to your journey as a content creator, we might not be the best match. We're passionate about what we do and work hard to help our clients succeed. That's why we seek to partner with creators who are just as serious and dedicated to their growth as we are.



resources



Website

[LINK HERE](#)



Team email

[LINK HERE](#)



Collaborations tracking

This is a google form free to you to track all your collaborations in one spot!

[LINK HERE](#)



Brands

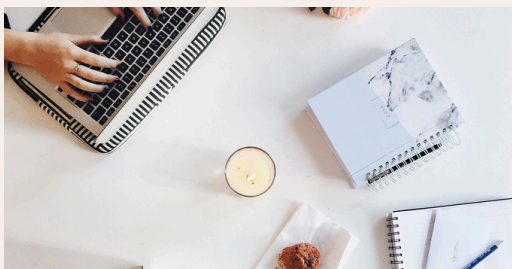
Are you a brand? Email us we would love to help you find the perfect creator for your next project.

[LINK HERE](#)

getting started checklist

email us this information

- ✓ **Sign** your contract and depending on your package - pay your invoice
- ✓ **Email Setup:** Do you need us to create an email for you, or will you be using your own? If using your own, please send over your email information.
- ✓ **Address & Phone:** For brand communications.
Social Links: Please provide all your social media links.
- ✓ **Pitch:** Feel free to send your pitch; we can edit it if needed.
Rates: Your current rates for collaborations.
- ✓ **Stats Folder:** Please create a shared Google Drive folder with me and include screenshots of insights from all your social channels.
- ✓ **About You:** A brief overview of your niche, preferred collaboration types, types to avoid, and any other important information you think I should know.
- ✓ **AspireIQ Login:** Please share your login details



communications



PHONE

Your manager will text you daily updates via text



EMAIL

We are available via email 24/7 at team@bdmarketingllc.com



VIDEO CALL

We offer quarterly group video calls and are happy to schedule 1:1 calls upon request.



RESPONSE TIME

Within one business day

IMPORTANT

Managers do not work weekends or holidays. managers are not required to responded after 5PM EST





what's next

Read to sign up? Email us

We enroll the 15th of each month

We need the signed contract and payment along with all the required information to get started on time.

so your late....

Late payments or failing to respond to your manager in a timely manner can negatively impact your brand deals. To maintain a smooth workflow and professional relationships, all clients are required to reply to their manager within one business day. Please note, we do not offer discounts for delays or non-responses.

billing terms



MONTHLY CLIENTS

Shelby will issue invoices on the 15th of each month for monthly clients or those requiring payment for a domain email

Failure to pay your manager within 4 business days of receiving payment will result in a 3% late fee. Timely payments ensure a smooth workflow and maintain a professional partnership.

COMMISSION BASED

When you receive payment for a collaboration, you are required to promptly pay your manager their fee. This ensures a smooth and professional working relationship, allowing us to continue providing top-tier support and opportunities for you

Failure to pay your manager within 4 business days of receiving payment will result in a 3% late fee. Timely payments ensure a smooth workflow and maintain a professional partnership.

looking forward *working with you*



We are thrilled to have you join our community. At B&D Marketing, you're far more than just a number—you're part of a team that values you, your goals, and your unique voice. Your content and creativity matter deeply to us, and we're here to support you every step of the way. Together, we'll work to turn your vision into reality and connect you with brands that align with your mission. We can't wait to see what we'll accomplish together!

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