

An aerial photograph of a beach at sunset. The sky is filled with soft, orange and pink clouds. The ocean is a deep blue-green, with a wave breaking in the center. Three surfers are visible: one in the foreground riding a yellow surfboard, and two others further back. In the distance, a range of mountains is visible under the hazy sky.

KIONA BRIELLE

CASE STUDIES

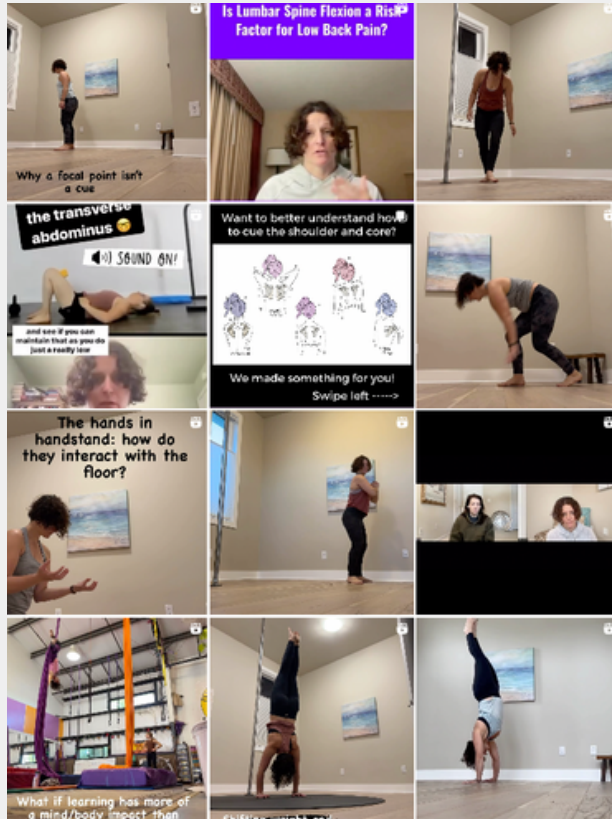


JENN PILOTTI

Jenn, a unique movement educator specializing in mind-body science, wanted to develop a comprehensive content strategy to market her digital event offerings without dramatically increasing her workload.

Objectives:

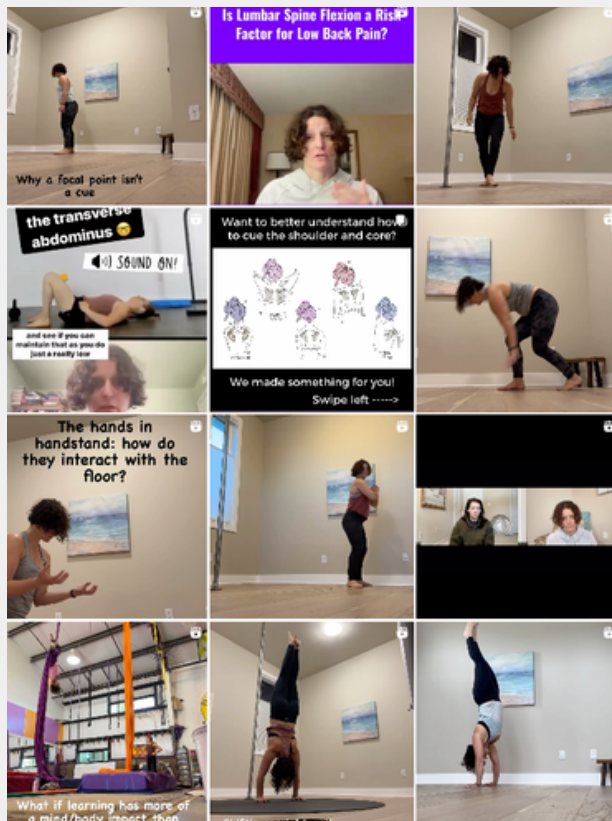
- Promote digital event
- Reduce workload



To achieve this, I analyzed Jenn's audience segments to identify the psychographics of groups most in need of Jenn's current offerings.

I then developed a multi-platform campaign strategy that illuminated the problems Jenn's audience was experiencing - and how her offerings would solve them.

Through thoughtful communication, we converted aligned audience members into empowered buyers.



Finally, to avoid dramatically increasing Jenn's workload, I audited her digital footprint to identify opportunities for repurposing content across marketing channels - including her Instagram account, Youtube channels, podcast, and newsletter.

As a result, Jenn sold out her first targeted online event. Additionally, her newsletter subscribers increased by 40% within two months - despite using 75% repurposed content.

As my collaboration with Jenn continues, we look forward to selling out the remainder of her upcoming events in 2024.

**BIOMECHANICS
MOVEMENT SUMMIT**

**MANDALAY BAY
LAS VEGAS**

January 12-13
Mandalay Bay, Las Vegas

RSVP

CEUs:
1.2 NSCA
1.2 NASM

Friday, January 12:

2:30PM Welcome, overview

3:00PM Play as understanding: the what, why, and when, with Chris Ruffalo
Breaking down the concept of play as interaction - between a person and a thing, between two persons, and between a person and a concept. Audience members will walk away from this session with both a greater appreciation of what play offers, how to better create conditions for it to thrive, and how play can be used as an expression/ application of learning.

4:15PM Yoga for performance: Using the concepts from Let Me Introduce
You, with Dawn Rasmussen
How can you utilize concepts from yoga to maximize performance in dynamic sports such as skiing, hiking, or biking? In this session, you will learn:

- How common yoga poses can be used to emphasize rotations and mechanisms specific to athletics and sport
- Ways to shift focus and attention so that yoga can enhance performance by understanding the underlying principles of dynamic movement

6:30PM Mindfulness and its applications to coaching and performance, with Jenn Pilatti
You will learn:

- What the term mindfulness means
- How to identify unwanted distractions and reduce them
- How to determine what your goals are with your instructions and how to assess whether you are being successful
- Different types of instructions and how they impact a client or athlete's motor output

6:45PM Dinner, no host



Colaboratory, a pioneering B2B marketing services platform, aimed to develop its brand identity and gain industry recognition in the brand collaboration space. This was achieved by devising a dynamic content strategy that highlighted their "authority" and made it real.

Objectives:

- Develop a brand identity
- Establish trust and authority
- Acquire beta users

OUR FAVORITE COLLABS

Curating the *world's best collabs*

Our favorite collabs, consolidated in one place. Get inspired.



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FOOD & BEVERAGE

Halloween (Branding) Hookups and Candy Collabs

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FASHION

Louis Vuitton x Supreme

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FASHION

Balenciaga x Adidas

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To cultivate perceived authority, I created evergreen, SEO-rich editorial content that evaluated renowned brand collaborations, dissected their successes and failures, and offered insights for improvement. This content comprised Colaboratory's "Hall of Fame" which was re-purposed across social channels to drive engagement through a little healthy controversy.

This multi-faceted strategy effectively met all three objectives:

- Showcased a friendly yet authoritative brand voice.
- Positioned Colaboratory as an expert in brand collaboration.
- Attracted beta clients by spotlighting desired brand partnerships.



FASHION

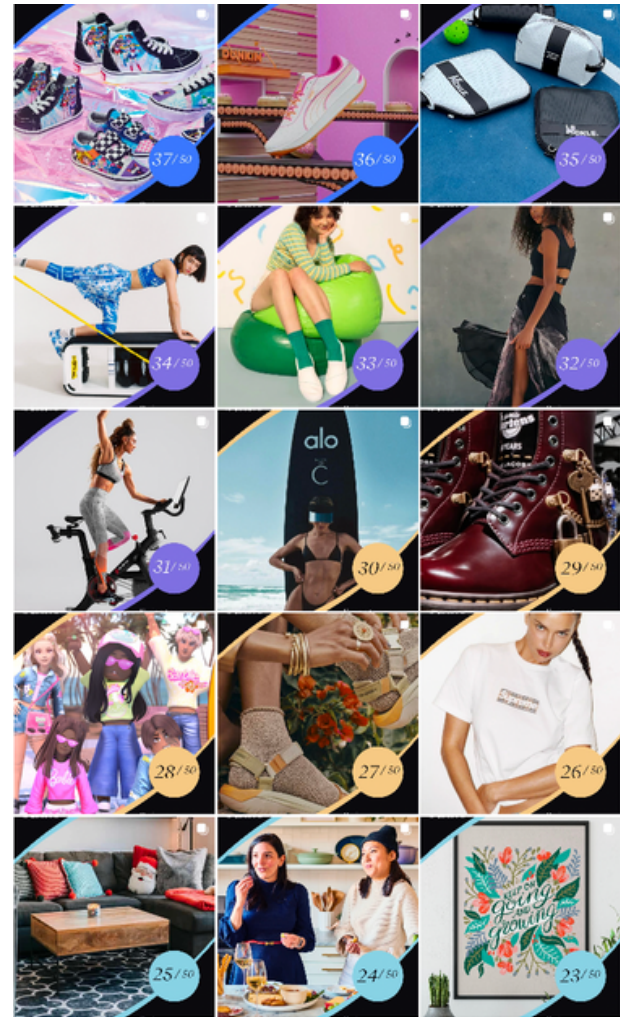
Gucci x The North Face

The outdoors can make you feel a lot of things, but glamorous usually isn't one of them. There's dirt in your hair, bugs in your breathing space, and crumbs in your pocket from a half-eaten granola bar.

But Gucci and The North Face make the outdoors seem like a magical fairyland. Their collaboration involves three chapters that are so aesthetically pleasing, they make even self-identified "indoor kids" want to get out into nature.

The first chapter arrived at the perfect time. In the middle of the pandemic, when we were all cooped up inside, the brands released a collection of 70's-inspired outdoor clothing and gear, including colorful windbreakers, vintage-style hiking boots, and Gucci-branded tents.

This effort yielded the desired results. Colaboratory is now earning high-profile beta clientele, including 24 Hour Fitness, Adidas, and Roq Innovation (featured on Shark Tank).



cleanplates

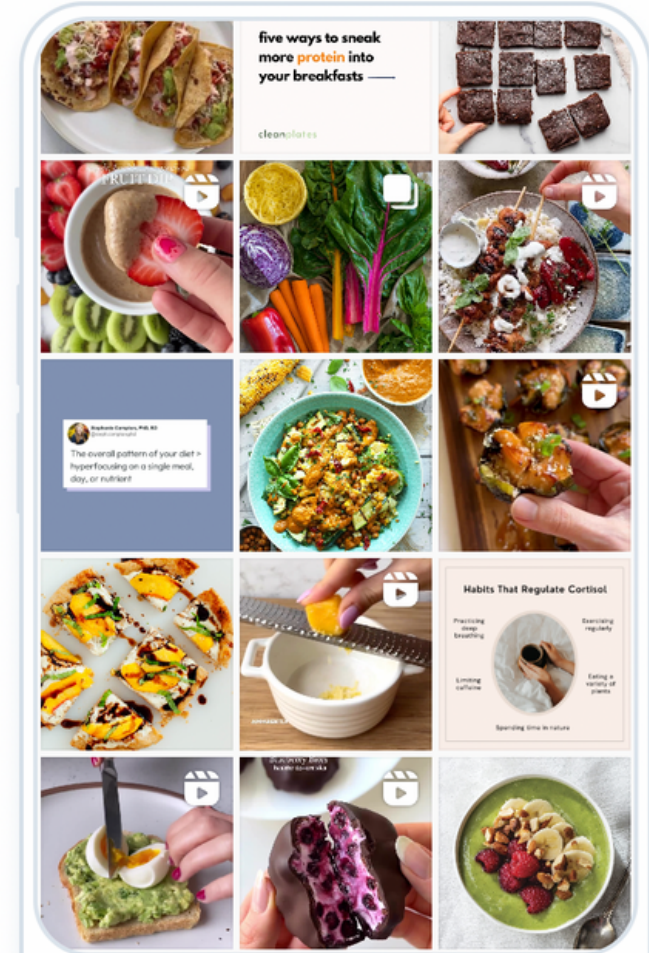
Clean Plates, a nutrition media publisher, aimed to enhance its social media footprint, boost site engagement, and increase affiliate revenue. A unified content approach was used to address these diverse objectives seamlessly.

Objectives:

- Elevate social media presence
- Boost site engagement
- Increase affiliate revenue

Beginning with targeted social media efforts, I identified winning content formulas and repurposed them across Instagram, Pinterest, Facebook, and Twitter.

Within three months, Clean Plates' Instagram follower count grew by 10k and social-driven site visits increased by 20%.



To boost email-driven site visits, I used AI to double the amount of content in each tri-weekly newsletter.

I also developed a novel call-to-action strategy using audience-aligned language to propel clicks.

These efforts resulted in a 12% MoM increase in CTR.

cleanplates

11 Trader Joe's Foods That Fit in the Mediterranean Diet



Who knew Trader Joe's was full of all kinds of delicious — and healthy! — Mediterranean diet finds? **Here's what to grab** on your next trip.

STOCK UP

9 Healthy Muffin Recipes for Super Simple Mornings



Not only are these recipes packed with wholesome ingredients like whole wheat flour, oats, and fresh produce, but **they're also easy to make** and can be enjoyed on the go.

GRAB AND GO

Lastly, to increase affiliate revenue, I strategically incorporated aligned affiliate products into SEO-rich articles. I carefully selected relevant content themes to ensure high reader interest.

As my collaboration with Cleanplates continues, we plan to generate more passive revenue through strategic affiliate partnerships.

5 Low Calorie Chocolate Bars That Aren't Loaded With Sugar

by *Kiana McCormick* | April 22, 2023



Clean Plates

- Being a **chocolate** lover is tough when you're trying to be mindful of your caloric intake. I mean, let's be real, stopping at one or two squares just feels like a tease! Thankfully, though, there are a few low-calorie chocolate bars that can give you a little more room to indulge. And the best part? They're not loaded with
- added sugars!** Let's take a look at some of the best low-calorie chocolate bars on the market right now.
-

Related: For unmatched savings on these and other health and wellness brands, check out our new [WellzyPerks membership!](#)

1. Lily's Creamy Milk Chocolate Bar



AdPlanet, a versatile promotional products company, sought enhanced business automation and greater online visibility. To achieve this, I crafted a comprehensive strategy that capitalized on modern marketing tools.

Objectives:

- Boost site rankings
- Increase online conversions
- Integrate business automation

product search !

get to know us!

at adplanet, we're proud to offer - literally - over 30 years of experience in the promotional product industry, including 20 years of direct-import experience.

we know promotional products better than anyone else in our industry.

our unrivaled reputation for superior customer service, amazing sourcing and product development capability, and consistently competitive prices have earned us clients from all over the planet.

we also specialize in eco-friendly promotional items, with a wider selection of eco-products than any other company in our industry. from recycled materials to sustainable options, we offer products that you and your clients can feel good about. and if you don't see what you're looking for on our website, just give us a call at 800.288.7678 or send us an email - we'll help you find eco-friendly options to meet your needs.

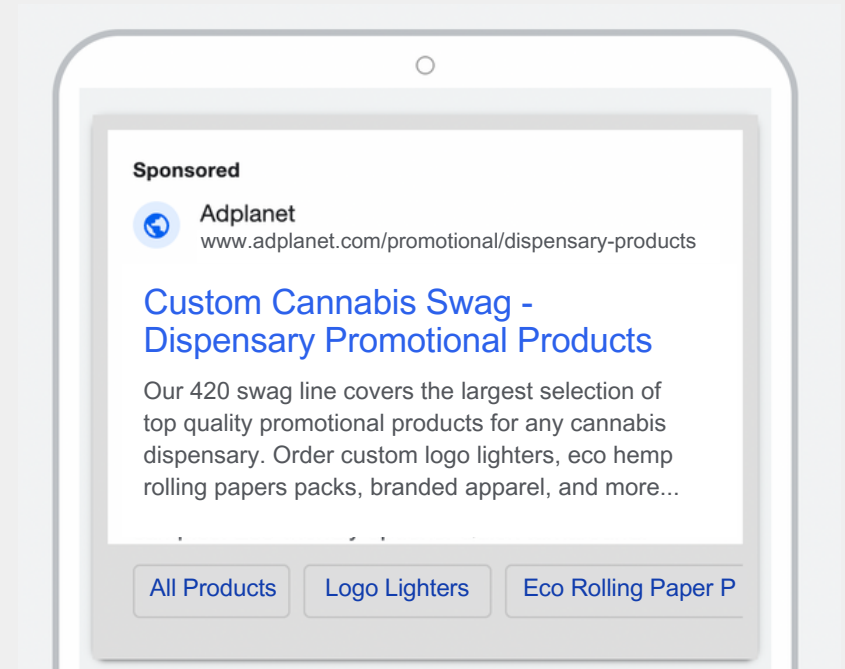
KEY TAGS
APPAREL
You name it,
we'll brand it.
MUGS
BANNERS
NOTE PAD
PENS
MAGNETS
FLASHLIGHTS



My approach involved an SEO-driven transformation of website content. I optimized site copy using relevant keywords, incorporated strategic backlinks, and populated the blog with SEO-rich posts to further elevate site rankings.

I then created a Google Ads utilizing a proprietary method to pinpoint a highly specific audience of recurring buyers.

Initial results showcased exceptional ROI of over 150%, exceeding industry standards. As my partnership with AdPlanet continues, we're eager to explore new profitable niches and further automate business operations.





GET IN TOUCH

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