



# THE RED FLAG IMAGE COMPANY

SERVICE CAPABILITIES

# ABOUT RED FLAG

The Red Flag Image Company is a full-service reputation and image building/repair firm, capable of handling your brand strategy needs.

Through proprietary services and strategies, we build, fix, manage, and monitor your brand image. Our service offering is diverse, but all centered around *Making You Look Better!*

We were founded by Mike Magolnick, a bestselling author and well-respected authority in PR, marketing, and reputation management.



# SERVICES

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Social Media, Content & Influencer Marketing

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Brand Strategy & Image Building

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Websites

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Search Engine Optimization

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Paid Media

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Public Relations

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Social Intelligence

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Reputation Management

# SOCIAL MEDIA, CONTENT & INFLUENCER MARKETING

Social has changed. It's not just about having a nice Facebook page. It's about a concerted effort to show a strong face of the company on a medium that represents 100% of the eyes looking at your business.

We are strategists. We not only manage all your content and social channels, but we also build the content and engagement plan around your narrative, with the sole focus on your goals. This is why we are wildly successful.

From infrastructure to management of daily content, posting and interaction + engagement, we truly excel in the areas of brand strategy, content development, channel management, and engagement. Our CEO has written four books on the subject, three of which have become best sellers on Amazon. Our social media team manages accounts for major companies in the US and Globally – many are featured on the GetRedFlag.com website. While every client is different, our strategy covers all aspects of social media management from the creation and oversight of content calendars for multiple channels, to the creation of content, posting of content and working through programs to create and manage engagement.

- ✓ Content Creation with Cohesive Branding
- ✓ Monthly Content Calendar
- ✓ Relevant branded content
- ✓ At least 3-4 Blog Posts per month
- ✓ Photo editing & graphic design
- ✓ Publishing/Post Management & Optimization
- ✓ Dynamic Descriptions & Copy
- ✓ Engagement/Re-Marketing
- ✓ Follower Growth
- ✓ Reach Optimization
- ✓ Stories & Story Highlights
- ✓ Relevant Hashtag Research
- ✓ Consumer Engagement
  - Polls
  - Contests
  - Surveys
  - Discussion Forums
  - User Generated Content
  - Giveaways
- ✓ Ad Management
- ✓ Analytics, Insights, & Reporting



# BRAND STRATEGY & IMAGE BUILDING

It starts with your brand... your name, your narrative, your identity, why you started in business, what you want your public image to be... all the things that make you, you! The Red Flag Image Company is all about brand. That's why our mission, our tagline is 'We Make You Look Better!'

What do you want people to know about your business, name, product, service, executives... we are experts at creating and telling the story and building a brand that resonates with the public and inspires engagement and growth.

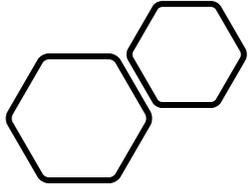
Including, but not limited to:

- Development of a brand guide
- Logo(s), Colors, Fonts, Design Style for images and videos

# WEBSITES

We create exceptional websites that exemplify your company, brand, products and services. Websites are built fully search engine optimized as well as mobile responsive.





# SEARCH ENGINE OPTIMIZATION

SEO is a very important part of the reputation management process and foundational in our strategy. We have a deep understanding of the Google algorithm and the long-term implications of reputation and image-building activities. We have proprietary software that can quickly and effectively evaluate your website with a SEO score and insights and recommendations to improve status.

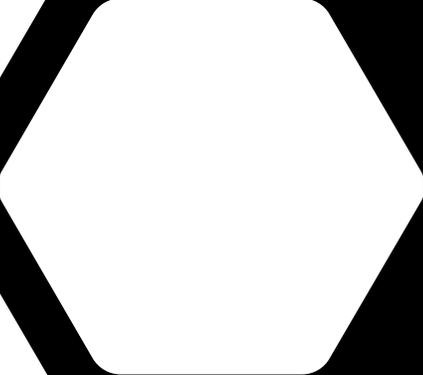
## PLAN:

- Website optimization
- SEO & backlinking
- Establish stronger keywords & meta descriptions
- Topic research, brand voice, and UX
- Account optimization through Content creation, posting, & refreshing
- Entire 360 approach to SEO

When it comes to building up a business as well as generating leads and sales, we specialize in professional search engine marketing (Google AdWords) and social media marketing (Facebook, Instagram, Twitter ads).

Red Flag is comprised of industry professionals who have mastered the full breadth and depth of media channels that drive business outcomes. Media strategies often fail or succeed based on how well the channel-specific details have been planned out and accounted for, making these details something we care deeply about. Digital advertising consists of several components, including media planning, buying, and research, as well as reporting, analytics, and advertising technology.

Our team also has the unique advantage of an in-house creative teams. By having these experts all under one roof, we can tightly integrate creative and media considerations in all media planning efforts, ensuring buys are as impactful as possible.



# PAID MEDIA



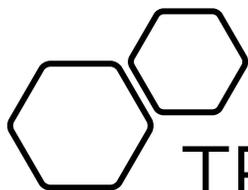
# PUBLIC RELATIONS

The Red Flag Image company is a full-service PR firm. We don't just write up press releases, we help the world see your story. Our PR efforts are customized for each client and include digital, social, storytelling, writing, media, and so much more.

PR Agency services can include:

- ✓ Create and manage online PR profiles
- ✓ Write, edit, distribute, and promote press releases
- ✓ Help create, collect and distribute product/company reviews
- ✓ Identify and help secure media and recognition opportunities
- ✓ Help secure high PR/DA -rated site backlinks for your website
- ✓ Monitor existing channels for new issues that need to be addressed
- ✓ Crisis management, reputation mitigation, and compliance oversight
- ✓ Bring your story to life in a way that connects and grows your audience
- ✓ Create and manage a system for accepting and presenting testimonials
- ✓ Engage influencers on social media - get people talking on forums and blogs
- ✓ Work as advisor to the executive team on marketing and brand strategy matters
- ✓ Spearhead PR efforts, keeping information about the company current to the public
- ✓ Writing, editing, and advice on all written marketing/PR materials and online content
- ✓ Develop campaigns designed to generate engagement and ongoing action and activity
- ✓ Continuous evaluation of outside metrics to ensure resources are being utilized properly

*NOTE: in August 2021, we acquired and relaunched PR Daily Wire to amplify our PR efforts*



# TELL YOUR STORY

Since mid 2020, The Red Flag Image Company has been acquiring digital publications to support our reputation management business. We learned that running articles and feature stories for our clients is one of the greatest ways to not only tell someone's story, but also to create authority and credibility.

We launched **Flag Media** in mid 2021 to a very receptive, growing audience. Since the end of July 2021, the Flag Media network has amassed over 80,000 backlinks, growing at 1500-2000 per day.

- ✓ CEO Extra
- ✓ SV Futurist
- ✓ Tech News NY
- ✓ Empire Stories
- ✓ LA Music News
- ✓ Futurist Journal
- ✓ Hollywood Peek
- ✓ Pro Sport Times
- ✓ New Miami Times
- ✓ Pro News Journal
- ✓ Venture Current
- ✓ Health Sun Times
- ✓ US Sports Journal
- ✓ Star Media Journal
- ✓ Executive Chronicle
- ✓ New Source Journal
- ✓ Chief Executive Daily
- ✓ Global Business Daily
- ✓ Entrepreneur Almanac
- ✓ Dallas Executive News



3.8 Billion conversations on social media. Are you listening? Social Intelligence enables brands to create products and services that customers need, want and desire - taking doubt out of the equation. Social Intelligence can be applied across industries to offer actionable insights about your brand, competition, category and audience.

Our Social Intelligence Services are managed by Cogent Infotech's intelligence division and covers three distinct legs of business intelligence: Brand (including products, services and people), Industry, and Competitive. Red Flag CEO, Mike Magolnick also serves as the President of Intelligence and Consulting for Cogent, where he manages a highly capable team of analysts and strategists.

#### BRAND INTELLIGENCE

- Brand health: How do your customers feel about your brand holistically?
- Customer experience: What kind of good or bad experiences have customers had? Can it be broken down by location? demographics? age? gender?
- Campaign analysis: Which campaigns seemed to have the most positive and negative impacts on your customers?

#### INDUSTRY INTELLIGENCE

- Audience and trend analysis: How can you keep a pulse on your key demographics to cater your messages?
- Product and content research: How can you figure out the best products and content to create and share?
- Influencer recognition: How do you find the influencers in your industry to better broadcast your messages?

#### COMPETITIVE INTELLIGENCE

- Competitor comparison: Who are your biggest competitors on social media and how much of the message do you own?
- Sentiment research: How do your competitors' social followers feel about them and how can you leverage that data?
- Tactical differentiation: What kinds of campaigns and content strategies do your competitors use and how can you differentiate yourself?



SOCIAL  
INTELLIGENCE

# REPUTATION / CRISIS MANAGEMENT + ORMM



We help fix your image and online reputation; we work with businesses, as well as executives, celebrities and professional athletes to monitor and protect brand identities; we report issues and make recommendations to help mitigate risks; we will coach you, and in some cases step in front of the media.



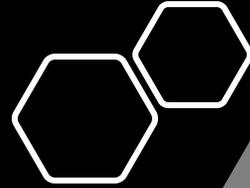
Our Reputation Monitoring Services use a comprehensive and industry-leading online reputation monitoring and management platform that is led by a dedicated analyst team who attend to all public mentions. Location-specific monitoring and reporting will also be available as needed.



The Red Flag + Cogent teams can collaborate on building an engagement rulebook that reflects the tone and persona of the client brand. The rulebook will include standard responses to positive and negative experiences. The document will also elaborate on the escalation protocol for critical posts as well as timelines and SLAs for resolving any such event.



Client would assign a key point of contact/liaison for all ORM engagements for each brand - scope of which includes but is not limited to post escalations, channel access, updates to the engagement rulebook, updates on upcoming events and hashtags to include within the ORM system – most likely best handled with the company's social media management partner.



## PARTNER WITH RED FLAG

The Red Flag Image Company offers two levels of service execution for Agency and Marketing partners:

- Direct-to-Client
- 'In Partnership With' and white label options

Ph.  
Web.  
Eml.

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