

Lvey

MEDIA AGENCY

2021

Products & Services

CONSULTING

Improving performance by
through strategic communications

MEDIA

Specializing in digital, print, and
audio media

PUBLIC RELATIONS

Gain exposure and recognition
through strategic planning

Over 25 years...



CHINUA JOI IVEY, MA BRINGS OVER 25 YEARS OF COMBINED EXPERIENCE IN CORPORATE COMMUNICATION, MARKETING, AND MEDIA. AS A COMMUNICATION PRACTITIONER, SHE IS CHAMPIONING FOR SMALL BUSINESSES ACROSS THE U.S. - AMPLIFYING THEIR NARRATIVES AND INCREASING BRAND AWARENESS.

WHAT'S YOUR BRAND STORY?

social solutions through storytelling

IVEY MEDIA AGENCY, LLC

ABOUT IMA

Ivey Media Agency, LLC (IMA) is a minority, woman-owned public relations, media, and consulting business. Our specialty is twofold (1) defining the narratives of brands that desire to impact social change and (2) providing media outlets for underserved brands and causes. Serving clients across the U.S., IMA believes that every cause, person, or brand has a story, and every story can spark change. IMA provides Social Solutions through Storytelling. Visit us online at IveyMediaAgency.com.

OUR CORE VALUES

- Advocacy
- Thought Leadership
- Integrity
- Mutual Respect
- Honesty
- Hope
- Compassion



PAULDING COUNTY, GEORGIA
(METRO ATLANTA)

WHAT'S YOUR BRAND STORY?





Consultation

BRAND IDENTITY CONSULTATION

Building a positive brand image is vital for stakeholder relations; it represents your values and ideas. As the visionary, outlining your brand elements and brand architecture will help define your key messages and help your employees keep your brand promise. Branding is essential for every business model, in every market. Create a clear brand story and identity, today!

BRAND IDENTITY CONSULTATION

BRAND/ REBRAND IDENTITY

WEBSITE DEVELOPMENT

BRAND ELEMENTS

BRAND AWARENESS CAMPAIGN

- Brand Identity: Establishing a brand for a new line of business OR establishing a brand for a "parent company"
- Rebranding: Establishing a clear and fresh brand for an existing line of business OR an existing "parent company"
- Website Development
- Brand Elements: Logo, music, color palette and fonts, packaging, uniforms, and more.
- Brand Awareness Campaign: A digital campaign with the goal of obtaining new leads and site visits. Can include Google Ads or Constant Contact as an add-on.



Consultation

PUBLIC RELATIONS CONSULTATION

Public Relations (PR) is a different spin to communications. The focus is not to persuade others through selling and promoting, rather PR involves a controlled flow of information to the public - creating events that capture media attention, defending brand reputation, and seeking opportunities for earned communications. Gain exposure and recognition through a tailored PR strategy, today!

PUBLIC RELATIONS CONSULTATION

MEDIA RELATIONS

SOCIAL MARKETING

DIGITAL ADVOCACY

CRISIS COMMUNICATION

- Media Relations: Mock interview drills, media talking points, key messages, branding, and
- Social Marketing: Expanded reach for a social issue through a strategic partnership
- Digital Advocacy: Strategically raising awareness about your cause/campaign with a tested formula for a call-to-action
- Crisis Communication: Creating a detailed reference document before a crisis occurs OR managing communications through a crisis



Consultation

THOUGHT LEADER CONSULTATION

Ivey Media Agency takes great pride in positioning our clients as thought leaders who are not only subject matter experts in their respective fields, but also change agents in the areas where they live and serve. Thought Leader Consultation is for personal, individual branding (i.e. author/speakers, executives, or politicians). Essentially, you are the brand. Discover how Ivey Media Agency, LLC can position your personal brand in the marketplace, today!

THOUGHT LEADER CONSULTATION

NONFICTION DEVELOPMENTAL
EDITING AND COACHING

PERSONAL BRANDING

- Nonfiction Developmental Editing and Coaching: From concept to a draft manuscript ready for copy editing and typesetting, IMA guides thought leaders into authorship with a proven plan that supports writers as they structure their new project. IMA partners with the Writers Tablet for copy editing, copyright, and uploading to Amazon Books for distribution. Bonus: Cover art
- Personal Branding: Includes logo, vision and mission statements, slogan, image, biography, business description, and competitor analysis. Add-ons are available.



True PEACE

C A M P A I G N

Public Relations Services for
Crime Victims and their Supporters

Available at little to no cost

iveymediaagency.com



Content

CONTENT DELIVERABLES

IMA provides on-brand content that strategically conveys the tone-of-voice of the brand. Careful attention is made to the projects' target audience as well as the goals set for the project. Some services may not be available, please see our website for the current offerings.

CONTENT DELIVERABLES

:15/:30 PROMO REEL

ARTICLE/OP ED/
INTERVIEW/BLOG

BIOGRAPHY

BUSINESS DESCRIPTIONS
(LONG & SHORT VERSIONS)

DIGITAL MEDIA KIT

DIGITAL NEWSLETTERS
(SINGLE, QUARTERLY & MONTHLY)

DIGITAL FLYER/IMAGE AD/PHOTO
QUOTE

MEDIA TALKING POINTS

MENU/CATALOG

MISSION & VISION
STATEMENT EDIT

POSTCARD

POWERPOINT DECK

PRESS RELEASE

SCRIPT/SPEECH

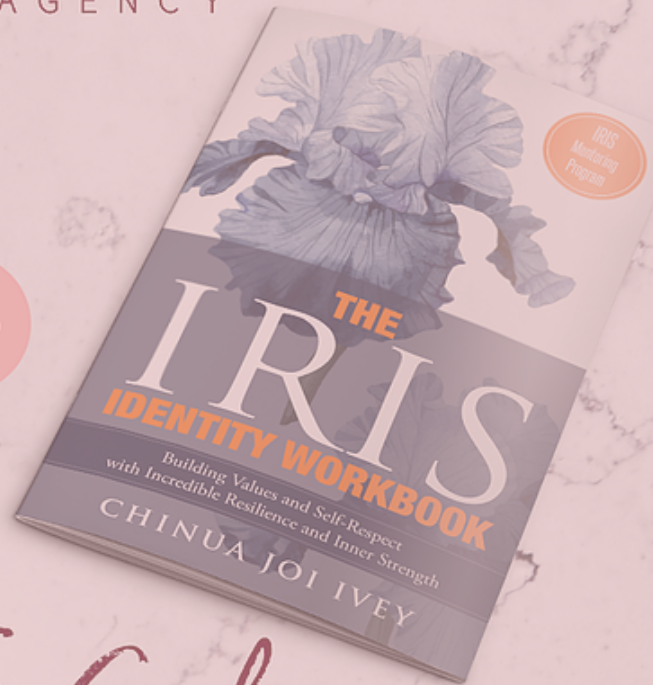
STATIONARY SET W/
BUSINESS CARD DESIGN

TRAINING MATERIALS

Ivey
MEDIA AGENCY

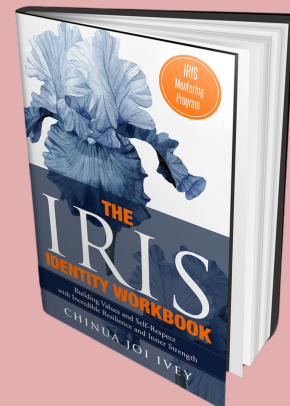
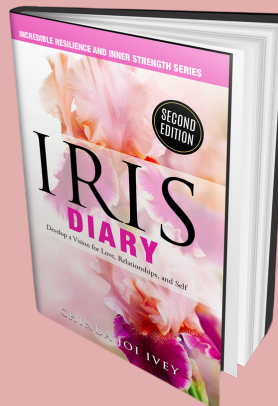
Virtual
IRIS
Mentoring

+



= Teen Girls
Empowered
to Build Values
and Self-Respect

THE IRIS MENTORING PROGRAM IS A VIRTUAL SMALL GROUP MEETUP EXCLUSIVELY DESIGNED TO BUILD VALUES AND SELF-RESPECT, ALL IN THE CONTEXT OF RAISING AWARENESS OF TEEN DATING VIOLENCE.





Digital

CONSTANT CONTACT PARTNER GOOGLE ADS CERTIFICATION

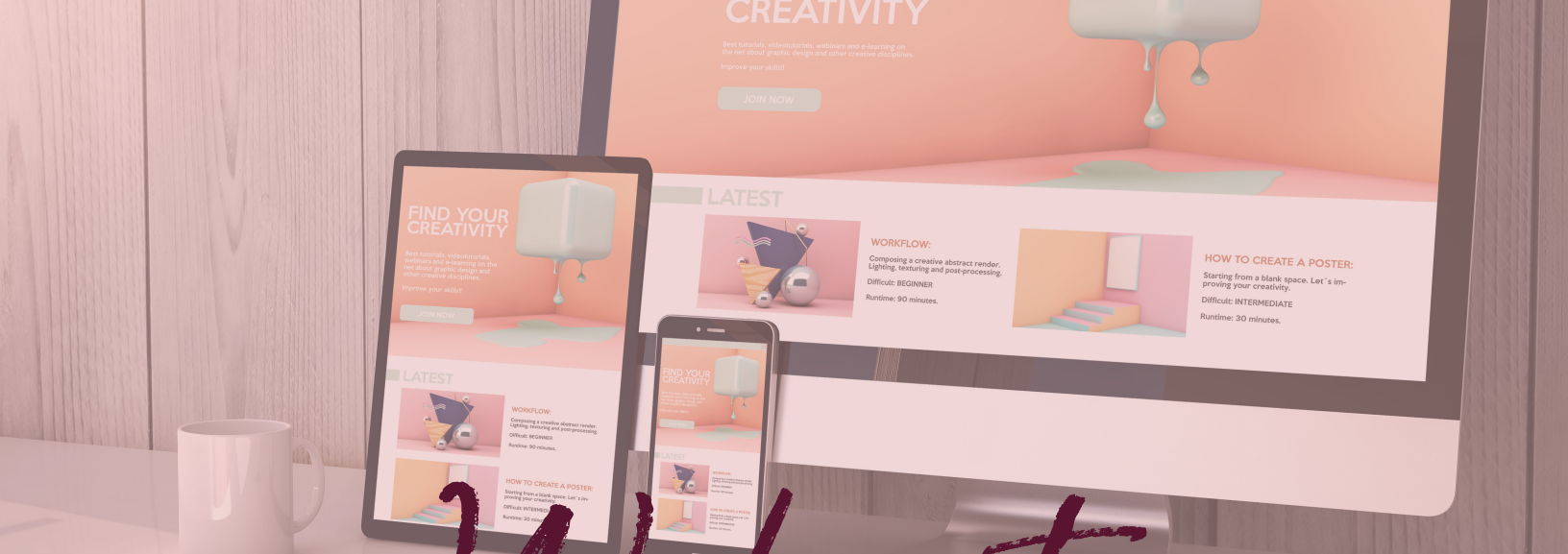
Ivey Media Agency is proud to announce that we are a Constant Contact Partner. We are also certified in Google Ads Search and Google Ads Display. Please contact us for rates.



DIGITAL MARKETING

GOOGLE AD SEARCH
GOOGLE AD DISPLAY
CONSTANT CONTACT

- Google Ad Search & Display: IMA helps clients navigate the exciting world of Google Ads, ensuring that your imagery, message, landing page, and call-to-action align with your goals and budget.
- Constant Contact: Through the Constant Contact platform, IMA can optimize your digital marketing campaigns, as well as manage contact records, social media, landing page, and much more. As a Constant Contact partner, we can exclusively create and manage your emails from the IMA dashboard and we have a special discount for new accounts! [Click here to sign up.](#)



Website

WEBSITE DEVELOPMENT

At Ivey Media Agency, we go beyond building websites, we build brands. Our recent partnership with Constant Contact allows us to fully integrate social media, digital marketing/advocacy, contact record management, and more in one convenient and cost-effective platform. See how IMA can effectively represent your ideas with a new website, today!

WEBSITE DEVELOPMENT

NOT ONLY DO WE CREATE YOUR
WEBSITE, BUT WE ALSO BUILD
YOUR BRAND IDENTITY.

Please visit our website for specific qualifications. All website requests must be pre-screened and fulfilled through Wix.

- Digital forms
- Editing of all website content
- Branded website art
- Promo social media graphics
- Online store (limitations and restrictions apply)

NOW INTERVIEWING

Thought Leaders and
Entrepreneurs for

The Noteworthy NARRATIVE

P O D C A S T

Send your bio to
info@iveymediaagency.com

Ivey
MEDIA AGENCY





Media

IN-HOUSE MEDIA

As a reflection of our mission to promote advocacy and to amplify the voices of the underrepresented, Ivey Media Agency produces print, audio, and digital media in-house. Our offerings are below; some even provide a channel for IMA clients to showcase their expertise!



THE NOTEWORTHY NARRATIVE PODCAST

EVERY CAUSE OR BRAND HAS A STORY, AND EVERY STORY CAN SPARK CHANGE. TAKING A LOOK AT PROFESSIONALS IN VARIOUS INDUSTRIES, WE ASK, "WHAT'S YOUR STORY?" COMING SOON ON SPOTIFY AND OTHER MAJOR OUTLETS.



THE NOTEWORTHY NARRATIVE MINI MAGS

THE NOTEWORTHY MINI MAG IS A CURATED COLLECTION OF MAGAZINE-STYLE DOWNLOADS THAT FOCUS ON TOPICS PERTAINING TO SMALL BUSINESS AND COMMUNICATION. EACH MINI MAG HAS A SPECIAL BONUS FOR PROJECT PLANNING OR JOURNALING. AVAILABLE AT IVEYMEDIAAGENCY.COM.



SINGLE MOM LOVE MAGAZINE (SML MAG)

ORIGINALLY LAUNCHED IN 2014, SML MAG IS BACK WITH A BIGGER PLATFORM TO ENCOURAGE SINGLE MOMS OF ALL BACKGROUNDS BY PROVIDING A "SELF-CARE SPACE." SUBSCRIBE AT SMLMAG.COM. LAUNCHING SUMMER 2021.



amazon.com
Prime

THE IRIS BOOK SERIES

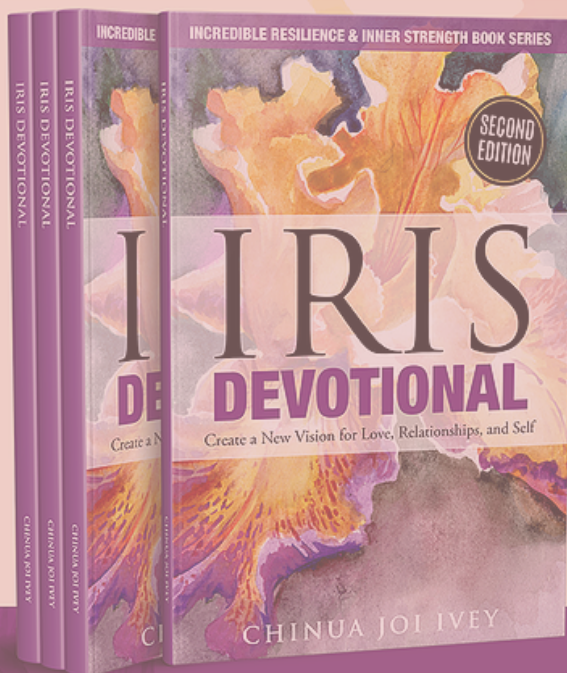
SINCE 2009, THE INCREDIBLE RESILIENCE AND INNER STRENGTH (IRIS) MESSAGE HAS TOUCHED THE HEARTS OF THE ABUSED, THOSE AT RISK FOR ABUSE, AND THEIR SUPPORT SYSTEMS. AVAILABLE ON AMAZON PRIME AND IVEYMEDIAAGENCY.COM.



We're pleased to announce
the second edition of

IRIS DEVOTIONAL

Create a New Vision for Love, Relationships, and Life



INCLUDING:

- Weekly devotions for women who have survived abuse
- Self-esteem building activities
- Safety planning tips
- Vision boarding and more

available at
amazon



AUTHOR & SPEAKER
CHINUA JOI IVEY

iveymediaagency.com

LEARN MORE ABOUT THE IRIS BOOK SERIES,
INCLUDING IRIS DIARY AND THE IRIS IDENTITY
WORKBOOK, AT IVEYMEDIAAGENCY.COM/INITIATIVES.
ALSO AVAILABLE VIA **AMAZON PRIME**.



Booking

CHINUA JOI IVEY, MAOM, MA

My passion for increasing awareness of causes and social issues began when I was a little girl, in court testifying against my abusers. It was then that I discovered the power of my voice, and it has since become my passion to amplify narratives that often get overlooked. Amplifying stories through advocacy is my mission.

CHINUA JOI IVEY, MAOM, MA

KEYNOTE SPEAKER

WORKSHOP FACILITATOR

INTERVIEWS

BOOK READINGS

PANELIST

AND MORE!

Chinua Joi Ivey is a communication practitioner who focuses on engaging audiences through storytelling. She is passionate about the responsibility we all share in advocating for the health of the communities in which we live and serve. When asked about her 25-year+ career in corporate communication and media, she explains, "Effective communication is an art form that can unify masses and encourage social change." Her vast communication experience includes print, radio, public relations, and marketing for the federal government, fortune 500 companies, and nonprofit organizations. She has a BA in Speech Communication (Bethune-Cookman College, 2002), a MA in Organizational Management (University of Phoenix, 2004), a Graduate-Level Certificate in Domestic Violence Prevention (University of Massachusetts - Lowell, 2011), and a MA in Strategic Communication (American University, 2020).



Advocacy

OUTREACH CAMPAIGNS

Our core values are Advocacy, Thought Leadership, Integrity, Mutual Respect, Honesty, Hope, and Compassion. IMA has two campaigns that reinforce our commitment to minority communities and their valued members - the IRIS Campaign and the True Peace Campaign. [Learn more online.](#)

OUTREACH PROGRAMS

IRIS CAMPAIGN

TRUE PEACE CAMPAIGN

- The Incredible Resilience and Inner Strength (IRIS) message has touched the hearts of the abused, those at risk for abuse, and their support systems, since 2009. With Incredible Resilience and Inner Strength, you can live in the Cycle of Hope! Includes: The IRIS Book Series, IRIS Mentoring Program, and IRIS Keepsakes.
- In 1958, The Rev. Dr. Martin Luther King said, "True peace is not merely the absence of tension; it is the presence of justice." The True Peace Campaign by Ivey Media Agency shares the stories that get ignored, lost, or buried under the clutter and fast-paced nature of today's news cycles. It is our objective to compose these rarely told accounts so that the underrepresented can be confident in knowing that their perspectives matter in this world.



Ordering

ORDERING IS AS SIMPLE AS 1-2-3!

1. Visit IveyMediaAgency.com, hover over CONTACT in the menu, then select PLACE AN ORDER from the dropdown.
2. Complete the form. This will also place your order in the queue.
3. Within one business day, you will receive a link to book a free 30-minute consultation.



LEARN MORE ABOUT OUR SOLUTIONS

IVEY MEDIA AGENCY, LLC

public
relations
media
consulting

CONTACT

404-437-2045
info@IveyMediaAgency.com
P.O. Box 1296 Hiram, GA 30141

WEBSITES

IveyMediaAgency.com
SMLmag.com

INSTAGRAM & FACEBOOK

@IveyMediaAgency

SHOP

IveyMediaAgency.com/shop
Amazon.com/author/chinuajoiivey

BOOKING

IveyMediaAgency.com/leadership

SOCIAL SOLUTIONS THROUGH STORYTELLING

“WE BELIEVE THAT EVERY CAUSE OR BRAND HAS A STORY, AND EVERY STORY CAN SPARK CHANGE. THANK YOU FOR CONSIDERING IVEY MEDIA AGENCY, LLC FOR YOUR COMMUNICATIONS. WE LOOK FORWARD TO EXCEEDING YOUR EXPECTATIONS.



CHINUA JOI IVEY, MAOM, MA
FOUNDER & PRESIDENT
IVEY MEDIA AGENCY, LLC

Ivey
MEDIA AGENCY