

Kenney **D**igital **M**edia



Expert Media Development & Distribution

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engage

amaze

Digital Media Engagement

for entrepreneurs, authors & more....

Building Meaningful
Online Presence with
Content Promotion via
Educational Engagement

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Digital Media Engagement

for entrepreneurs, authors & more....

- You spent hours creating and developing your book, articles, app, media, product or program, now it's time for the world to notice.
- You need online engagement to increase your readership, generate interest and enhance product sales.

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What We Provide

Digital Media Distribution ~

1. Brand development for online/offline distribution
2. Develop promotional campaigns and calendars
3. Execute custom campaigns and promotion
4. Collaboration with colleagues and experts ~ 1-5 million real reach

Social Media Education ~

1. How to choose distribution platforms
2. How to message for maximum reach
3. How to engage via media, education and collaboration
4. Efficiency protocols
5. Data analysis and message revisioning

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Reach Matters

Relationships worldwide help us develop digital media campaigns that increase visibility, loyalty and reach. We work with a close network of business, educational, psychological and nutritional experts who reach 5 million consumers. These are trusted experts with well-developed brands.

Pinterest, Twitter, Google+, Instagram, FB

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The **kdon** Rules of Media Engagement (put em in the vault and don't forget em)

- Social media is the promotional medium for digital media
- Social media is about relationships, education and engagement not about selling
- You gotta stand out (produce products and content that amaze)
- Get branded or get forgotten
- Over-deliver (quality not quantity)
- Stay ethical (always, no matter how famous or rich you get)

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What You Need

A Dynamic Website & Blog ~ Your blog is the hub of your online media presence

Well-Managed Social Media Accounts ~ Engage followers to create business evangelists

Social Media Outlets ~ Twitter, Facebook, Linked In, Pinterest, Instagram, Google+, Partner blogs

Digital Media Systems ~ A promotions calendar, scheduled posts/tweets/pins, graphic development for pictorial promotion, online video, live events

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Who We Are

- Leah Weber, MBA is a mother of two, brand developer and content curator who creates, develops and implements branded campaigns for experts. Leah's expertise includes campaign development, custom content distribution (Twitter, Pinterest FB, Instagram, LinkedIn, Google+), brand identity (logo, colors, attributes, positioning), custom video and more. Her promise is to enhance your social media communication to free up your time to do your work as your brand is building.
- Lynne Kenney, Psy.D, is a mother of two, a practicing pediatric psychologist in Scottsdale, AZ, author of The Family Coach Method and creator of Play Math. She has advanced fellowship training in forensic psychology and developmental pediatric psychology from Massachusetts General Hospital/Harvard Medical School and Harbor-UCLA/UCLA Medical School. Dr. Kenney is one of "the most accessible pediatric experts," in the US. Recently named one of the Top 100 Docs to "Listen to" on Twitter, Dr. Kenney is featured in Real Simple, People, Parents, and Parenting Magazines. Dr. Lynne has spoken with over 4000 parents and teachers in the past 20 years and appeared in over 400 TV/media segments. Her co-authored book Bloom: Helping children blossom (Kenney & Young, 2013) is improving home and classrooms worldwide. Dr. Lynne's interests include: Teaching motor math to low-income children, cooking, art, music, and sports. www.lynnekenney.com Contact ~ 602-481-6000.

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