



[a thoughtful approach]

We are
diverse,
influential
and
creative.

LARVETTA L. LOFTIN

CEO, Founder

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BBM Podcast

www.theL3agency.com

BACKGROUND

- ▲ Influencer Marketing and Communications Agency
- ▲ Culturally Sensitive & Social Responsibility Agency
- ▲ Thought-Leadership
- ▲ 6 Employees (Bilingual Consultancy Model)
- ▲ MBE Certified; Independent, Women-Owned
- ▲ Satellite Offices in Chicago, Atlanta, Houston, Charlotte and Detroit
- ▲ Executive Producers of Black Businesses Matter Podcast

CAPABILITIES

- ▲ **Advertising:** Creative + Paid Media + Sponsorship + Measurement
- ▲ **Communications:** Strategic Outreach + Influencer + Relationship + Messaging
- ▲ **Digital Experiences:** Websites + YouTube + Sweepstakes
- ▲ **Brand Engagement:** PR + Social Media + Live Event Experiences + Content Marketing (Bilingual) + Podcast Content + Production
- ▲ **Branding:** Positioning + Logo + Collateral
- ▲ **Research and Strategy:** Consulting
- ▲ **Consumer Engagement Challenges**

Industries:

Energy & Utility
Automotive
Technology
Healthcare
Retail
Non-Profit
Organizations
Businesses

NAICS Codes: 541613; 541820; 541810; 541430; 541910



HOW WE DO IT

OUR L3 INFLUENCER QUOTIENT MODEL™

▲ Female Factor

We believe in the power of the female consumer and our model gives us insights to guide a female-focused campaign.

▲ The Generation Factor

We are invested in the Millennials, Generation Y, and Generation Z, conducting focus groups and performing modes of research.

OTHER ACTIVATION MODELS

▲ 360° Integration

We combine advertising, social media engagement, and experiential opportunities to provide a multi-level campaign that leaves a lasting impression.

▲ Social Impact Change

We are big proponents of brands encouraging positive change, having a social impact, and becoming influencers.

▲ Relevant Category Experience

We have a proven track record in marketing technology, the automotive industry, the healthcare sector, retail, and nonprofit organizations and businesses.

CLIENT EXPERIENCE

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