



Shannon R. Little

PUBLIC RELATIONS & SOCIAL MEDIA

Shannon R. Little Briggs
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You're here because you want to build relationships with your customers and reach new customers too.

You're here because you need someone who understands your market and your needs. You need a reliable professional who produces quality, consistent work.

Well, that's where I come in.

I create and execute customized public relations and social media strategies for local Memphis businesses who create a positive impact in their community.

I started my business because of my passion for Memphis and the people who make it great. I have an extensive background in the local small business scene, hospitality and public relations. My business allows me to put these experiences to work in order to promote Memphis, its unique character, and its vibrant small business scene.

And I love every minute of it.

HOW DOES THIS ALL WORK?

Getting to Know You

First, we'll discuss your goals and dreams for your business and how I can help turn them into action. Based off that conversation, you will receive a proposal with my suggestions. Once the proposal is approved, we will sign an agreement and get to work!

Laying the Foundation

After all the paperwork is done, it's time for us to get started. You will receive a Kick-Off Questionnaire, so I can learn more about your business, its brand and its voice. From there, I will develop the strategy for your approval, set up the technical side of our plan, establish timelines and benchmarks, and start working on connecting you with your customers.

Monthly Communication

On the first of each month, I will email you with a report highlighting details of your account activity for the previous month, an invoice for the work for the prior month and questions on what to cover in the months ahead.

Teamwork

Teamwork makes the dream work, as they say. I often partner with other contractors to both provide a comprehensive marketing package and consistent, reliable work for each client. Whereas I am the client liaison and strategist, a team of talented and dedicated individuals assist me in executing campaigns on a regular basis.

HOW CAN I HELP YOU?

Here are ways we can work together:

Marketing Strategy

Having a customized plan on how to grow your business through marketing allows you to target and understand your audience, tap into new markets and increase sales in your business.

Social Media

An active social media strategy tells your story, keeps your brand in the front of your customer's mind, connects you to your community and puts your message in your hands.

Public Relations

A strategic PR campaign builds your brand in the community, boosts your credibility, creates positive messaging about your business and taps into new, targeted audiences.

Email Marketing

As the most intimate form of digital marketing, an eNewsletter delivers exclusive, quality content about your brand directly into your target customers' inboxes.

Website Content

Consistently updating content on your website builds a resource where customers can find information about your business, keeps your customers up-to-date with news and helps land you higher in Google searches.

Consulting

One-on-one sessions provide you the knowledge on how to apply marketing strategies, social media, public relations, and website strategies to your business and equip you to take action into your own hands.

Speaking

My tailored presentations to your group provide increased knowledge and tangible, actionable steps on how your group can use social media or public relations to increase results.

Training

One-on-one training sessions provide you with hands-on experience in social media and public relations, plus knowledge on how to apply it to your business.

Need help with something not listed above?

Just let me know! I work with a network of other contractors and small businesses in Memphis, who specialize in everything from branding to photography and beyond. There's awesome talent here in Memphis to ensure your business gets all the services it needs.

SCHEDULES FOR SUCCESS

The best results come from consistently working on a campaign month over month and seeing the results grow over time.

For campaigns of all shapes and sizes, I have content calendars to allow me to coordinate content for each client weeks and months in advance. This ensures we get the most bang for our buck with every promotion and plan.

Successful campaigns are a two-way street. While I can provide some basic content for your brand through digital resources, the best content will come from you providing specific stories, insight and promotional opportunities. The most effective campaigns involve consistent communication between you and me, and then your customers. Based on our regular monthly check-ins, we'll apply the latest updates to our scheduled content and ensure it follows our previously developed strategy.

Scheduling for success is critical in the success of your campaigns. Previous experience has proven that minimum 30 days advanced planning is best for consistent, clear, and successful execution.

The more lead time we have on a promotion, the more successful it will be. (And who doesn't love a successful campaign?)

RETAINER WORK

Due to the nature of the work, I work with most clients on retainer. This means I allot a certain amount of time each month for a flat fee. Retainers allow for both consistency in work and bookkeeping, which helps clients budget accurately and plan ahead.

A woman with long dark hair, wearing a grey and black striped sweater, is smiling and looking upwards while holding a silver Nexus smartphone high above her head with both hands. The phone's back is visible, showing the 'nexus' logo and a circular camera lens. The background is slightly blurred, showing an 'EXIT' sign and other people in a crowd. The entire image has a blue tint.

COMMUNICATION

NEED TO CHAT?

Email is the quickest and best method to get in touch with me. I typically respond to emails twice daily, but please allow up to a full business day for a response.

NEED A MORE IN-DEPTH CONVERSATION?

I am happy to schedule phone calls to further discuss ideas and plans. Also, if there is an emergency PR need for any client, I am easily reachable.

OUT OF OFFICE

I take breaks but understand that businesses do not. When out-of-office, I ensure all work is completed ahead of time and also provide a back-up resource in case something comes up while I am gone.



GET TO KNOW ME

I have had the opportunity to work on some great projects. Here are a few highlights.

I have developed and executed campaigns that:

Won six total public relations industry VOX awards in 2018 for work on two clients' campaigns

Increased attendance at East Buntyn ArtWalk by 900%

Significantly increased sales at all 40 participating businesses during Meet Me Along Madison's 2016 two day event

Launched Memphis's first three day wine festival to a nearly sold-out crowd, and a sold-out crowd in year two.

In two years, increased one client's social media following on Facebook by 7K likes, on Twitter by 10K followers and on Instagram by 17K followers

Landed two clients in a feature stories in Time's Money Magazine.

You can see all the businesses I have worked with on my website.

Testimonials:

"Shannon stands head and shoulders above in terms of a clear process, organized communication, and a super super clear 'what to expect'. For an over-scheduled business owner wearing a lot of hats, that level of professionalism and systematic approach has enormous value."

- Kat Gordon, Muddy's Bake Shop

"When Leadership Memphis decided to be more intentional about our social media presence, we reached out to Shannon Little. We had three different areas of focus: Leadership Memphis, Volunteer Memphis and Graduate Memphis – each with its own voice, goals and communication plan. Thanks to Shannon, we were able to dramatically increase our visibility and response rates in all three. If you need someone who is detail-oriented, proactive and gets results...my recommendation is Shannon."

- David Williams, Leadership Memphis

"I've found Shannon to be very informed, innovative and quick to respond. She has brought a fresh, new intelligence to creating on-the-mark solutions for the challenges I'm facing. I am certain she is a terrific resource. I strongly recommend her."

- Mary Schmitz, Welcome to Memphis



Fun Facts About Me

I was born and bred a Memphis Tigers fan. My one year old photos were taken in a Memphis State University cheerleader outfit.

I worked in the Memphis hospitality industry for 10 years.

In my free time, I love being outdoors, exploring the Memphis music scene and trying new restaurants or recipes.

I love to travel and explore new cultures and ways of life. (Though our city is always my favorite.)

I know Memphis. I live Memphis. I love Memphis.



Ready to get started?

**Great! Email me:
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CONNECT WITH ME ONLINE:

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