

ERIC POTTER



DIGITAL MEDIA PORTFOLIO DECK

Introduction



I have been working in the online/viral marketing arena for over 10 years, with a general concentration in online entertainment, corporate marketing, social media, mobile technology, product management, strategic planning and advertising. An integrated *Online Media Director and Social/Mobile Media Manager* position (creative and analytical) is actually a precise match to my skills in this regard. As a team player, I am also prepared to enter a new industry and humbly start in a subordinate marketing role while I build my knowledge within your corporation. I am a 'marketing fanatic', and I am eagerly pursuing opportunities that will challenge and expand my professional marketing propensity.

With my strong communication, organizational, and project management skills, I am confident that I can be a valuable asset to your creative team. I have streamlined the launch of multiple products, while garnering them a branded presence within their respective categories. My agency experience coupled with my ability to generate new ideas and concepts for my clients has played a major role in my continued success.

I consider myself exceedingly qualified to handle the digital marketing and branding duties at your company. Regardless of what industry category your company is in, I am able to research your market segment, assess your current and desired industry positioning, and create a marketing campaign that best suits your needs. Creativity, innovation, and accountability are three of the main characteristics that I can offer your company.

The following slides show [in brief] samples of some of my previous campaigns. Enjoy!

Sincerely,
Eric Potter

iPhone Apps



SIGMA

by BigStackStudios



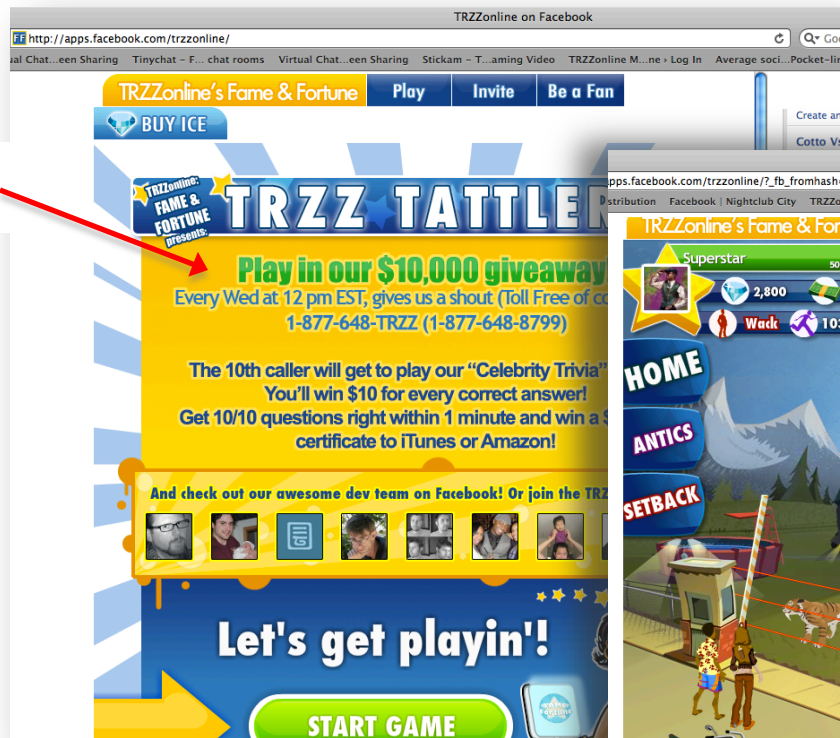
After creating a strategic launch that included contacting the most popular game-play-app reviewers, press release creation/distribution across multiple social media networks, mobile and social network advertising, and preview game code allocation to my VIP game bloggers, SIGMA was released with rave reviews. Out of over 100k apps submitted to the iTunes Apps store, SIGMA steadily climbed its way toward the iTunes top 10 list immediately following its release, joining the elite apps that were currently playing musical chairs in the first 10-25 positions. SIGMA then bounced around quite a few times as well, moving from #36 to #31, and peaked at #14 in the USA (and #9 in Canada). It was also featured on the iTunes 'New and Noteworthy' and 'What's Hot' lists, and finally featured on the 'What We're Playing' list.

Brand Management



With the use of my various resources and relationships, I secured sponsors for product placement and giveaways inside of the Facebook *TRZZonline's Fame & Fortune* game. I also convinced record labels to lend Top 40 music to the in-game music player, which also hyperlinked users to the artists' iTunes page, allowing users to buy music as they discovered it... A win-win for all parties involved.

Weekly Giveaways



Clothing sponsor signage

Magazine sponsor signage

Concept-to-Implementation



I conceptualized and produced an online campaign for the launch of Comedy Central's Lil' Bush show in which I transformed the ICED Media office into a screening room for 'online editors'. With a carefully constructed digital invite sent to a selected group of NY-based bloggers, webmasters, and reporters from Gothamist, MTV.com, RollingStone.com, The Associated Press, and more, attendees were treated to an advanced screening of Comedy Central's newest animated series.

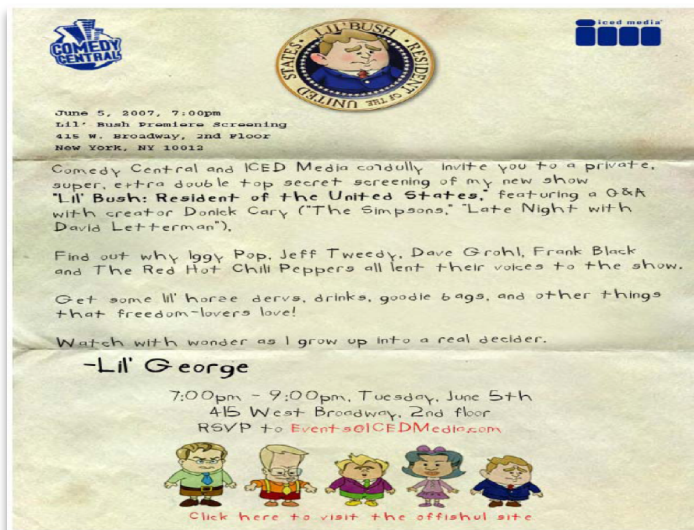
With my excessive use of creativity, I hired graffiti artists to come in and spray paint the white walls of our office, turning a blank canvas into the front lawn of The White House, replicating the look of Lil' Bush's home (as seen on the Lil' Bush show).

With the use of my relationships with various 'online editors', I was able to help Comedy Central garner the attention needed to assist with a successful airing of Lil' Bush's first episode. The following day was met with postings across numerous websites, including Rollingstone.com's homepage, 1010wins.com, AP, and 80 plus other websites (including websites that pull content from The Associated Press website). This online campaign (with an offline component) was just the type of innovative thinking that Comedy Central was looking for.

Comedy Central's *Lil' Bush*



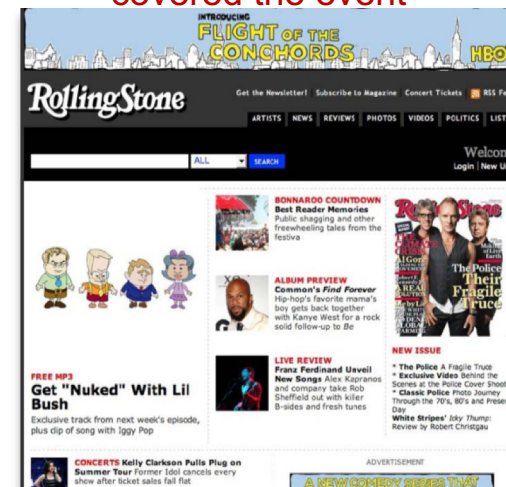
The invitation is distributed via email to top NY-based bloggers, webmasters, and reporters.



ICED Media's office is transformed into the White House lawn. The event is attended and covered by reporters from Gothamist, MTV.com, RollingStone.com, The Associated Press, and more.



RollingStone.com and AP are just two of the 80+ sites that covered the event



Viral Marketing



When Comedy Central informed me that they “want viral” to translate to measurable brand exposure regarding their *‘Roast of Flavor Flav’*, I knew exactly what to do. By scanning our database of fifty plus user-generated content and community sites, and identifying the target audience for the clip, I uploaded the *‘Roast of Flavor Flav’* clip to BrightCove. Once uploaded to BrightCove, the clip was then picked up by Stereogum, and featured on their homepage. Netscape and Alive both linked to Stereogum’s feature. Almost immediately, Yahoo Site Explorer listed Netscape, Alive, and 17 other sites linking to Stereogum’s feature.

Armed with 7 pieces of *‘Roast of Flavor Flav’* content/clips, I was able to reach a total of 79 websites, resulting in a total of 404,000 views of these various clips. “Viral” achieved!

Stereogum.com features
the clip on their homepage



Social Networking (Early Adopter)



DreamWorks Pictures' *The Heartbreak Kid*:

As a fan and early adopter of Social Networking, from *Friendster* to *MySpace*, and *A Small World* to *YFly*, I have been able to identify the best platform for each campaign. Working with my various contacts at these sites as well as leveraging and managing our part-time staff of college interns to monitor and promote from within the sites, we have built profiles, updated content, run contests, sent blasts, and created blogs. I take pride in being able to manage the look, feel, and staff maintenance of these various Social Networking projects, including DreamWorks Pictures' *The Heartbreak Kid* Facebook page (starring Ben Stiller) of which I built and maintained. As a sponsored group campaign, this page gained 2,025 members, 315 wall posts, and over 10,000 unique views within the 3 month period leading up to the movie's release date.



Social Networking (Fan Pages)



One of the world's leading multimedia retailers, QVC launched its Facebook Page and wanted to achieve the following goals:



- Increase QVC's fan base on Facebook
- Drive QVC.com referring site traffic
- Further engage QVC's customers
- Increasing QVC's popularity

To grow its fan base, engage new fans, and drive sales, QVC used inline fanning to increase excitement and awareness around its values. One of the ways this was achieved was through a mix of Wii, Keurig, Dell and Bare Escentuals vendor-specific creative, balanced with QVC branded ads. The standout performance for QVC's campaign came from two ads placed with one of its brand leaders, Bare Escentuals.

Giving Reasons to Believe

The first ad promoted the fan page sweepstakes to non-QVC fans. The two-day campaign yielded 5,020 sweepstakes entrants, 5,159 new fans to the page and, generally, the highest click-through rate seen by ICED Media from an ad targeting non-fans. Coupling sweepstakes with targeted inline fanning proved to be a great way to grow the page and introduce QVC and its vendors to a new generation of quality-conscious consumers looking for real value.

Social Networking (Fan Pages)



The second ad brought users to QVC.com and performed best among existing fans of the page. Through continuous monitoring and A/B copy testing, QVC was able to yield an especially high click-through rate.

Campaign Performance

The overall success of the campaign is best demonstrated by its tremendous results:

- During the week of QVC's Bare Escentuals campaign, Facebook became the top referrer of traffic to QVC.com
- Between November 25 and December 11, 2010 the campaign yielded more than 30,000 new fans
- Facebook sweepstakes resulted in more than 20,000 entrants
- Facebook referred sales increased more than 200% from the prior eight-week period
- The page now has over 300,000 fans/likes

The screenshot shows the Facebook page for QVC Bare Escentuals. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Account). The main content area features a large promotional banner for 'FACEBOOK & QVC ARE THE PLACE TO BE' with a 'SHOP SKINCARE' and 'SHOP COLOR' section. The banner includes text about exclusive access and a 'SHOP NOW' button. The page also shows a 'FAN OF THE WEEK' section with a photo of Laura Kern Gallaway and a 'Sponsored Story' for Expedia.

Social Campaign Management



Increased Dial 7 Car Service's website traffic by 62%, online revenue by 37%, and incoming call volume by 67% (in 7 months), via social media campaign management, keyword search adjustment, contests, couponing, vendor partnerships, and online PR.

DIAL 7
CAR & LIMOUSINE SERVICE

SAVE BIG
SAVE \$4 ON THE 4TH!

4TH OF JULY DISCOUNT COUPONS

\$4 OFF
TO AIRPORT COUPON
KEY CODE # EB07111

\$4 OFF
FROM AIRPORT COUPON
KEY CODE # EB07112

BOOK ONLINE AND SAVE

Sedan Rates to Manhattan	from LaGuardia	from JFK	from Newark
BY PHONE	\$ 31	\$ 46	\$ 46
ONLINE	\$ 29	\$ 40	\$ 44

To validate coupon, call 212.777.7777 or redeem online at www.dial7.com
One coupon per trip. Valid thru 07/11/11.

to get more exclusive offers
BOOK NOW Like us on Facebook

THE BEST IN TRANSPORTATION
Call 212.777.7777 or Toll Free 866.777.7777

DIAL 7
CAR & LIMOUSINE SERVICE

DIAL 7
CAR & LIMOUSINE SERVICE

Press Release
Dial 7 Car & Limousine Service has proudly partnered with www.newyork.com to provide luxury sedans for passengers going to view various tennis matches at Arthur Ashe Stadium during the U.S. Open, taking place August 29th thru September 11, 2011. All guests with tickets purchased via The NewYork.com U.S. Open Package will ride in style (via Dial 7) from the Affinia 50 Hotel, Manhattan, New York, to the Arthur Ashe Stadium in Queens, New York.

The NewYork.com U.S. Open Package includes: Two (2) U.S. Open tickets, One (1) Night stay at the Affinia 50 Hotel in Manhattan, Dinner for two (2) at Charlie Palmer's Aureole Restaurant, and luxury car service provided by Dial 7 Car & Limousine Service. NewYork.com is New York City's number one online destination for all things happening in New York City, and Dial 7 Car & Limousine Service is New York City's number one (and largest) car service. Click here to purchase this promotional package. Tennis Lovers Unite!

CLICK HERE TO ENTER TO WIN
TWITPIC CONTEST \$400!
Contest ends on September 24, 2011

* LABOR DAY DISCOUNT COUPONS

\$4 OFF TO & FROM THE AIRPORT
KEY CODE # PR08111

\$4 OFF FROM AIRPORT COUPON
KEY CODE # PR08112

Sedan Rates to Manhattan	from LaGuardia	from JFK	from Newark
BY PHONE	\$ 31	\$ 46	\$ 46
ONLINE	\$ 29	\$ 40	\$ 44

To validate coupon, call 212.777.7777 or redeem online at www.dial7.com
One coupon per trip. Valid thru 09/13/11.

to get more exclusive offers
BOOK NOW Like us on Facebook

THE BEST IN TRANSPORTATION
Call 212.777.7777 or Toll Free 866.777.7777

DIAL 7
CAR & LIMOUSINE SERVICE

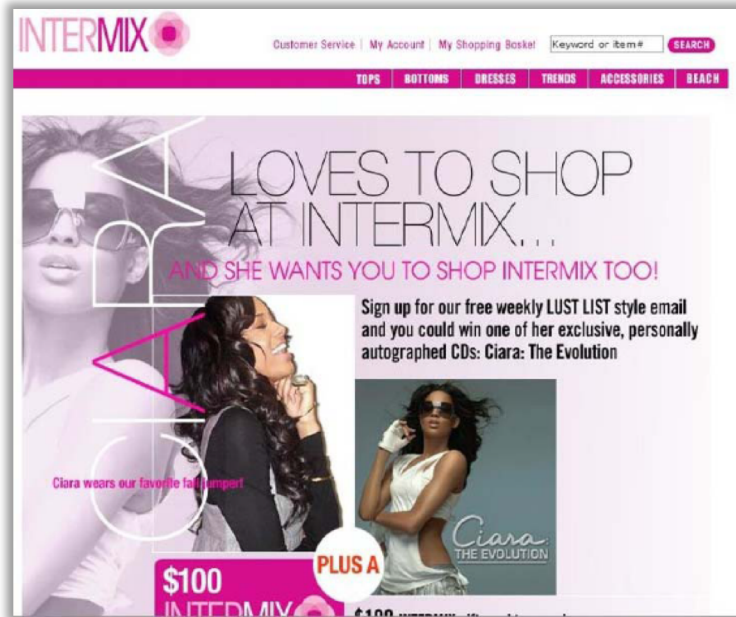
Implemented a strategic partnership with the US Open and NewYork.com, making Dial 7 the official car service provider for the 2011 US Open Tournament. This partnership also added Dial 7's signage to the NewYork.com homepage which garners over 100k unique monthly visitors, thus broadening Dial 7's online reach (to a new audience).

Online Partnerships & Contests

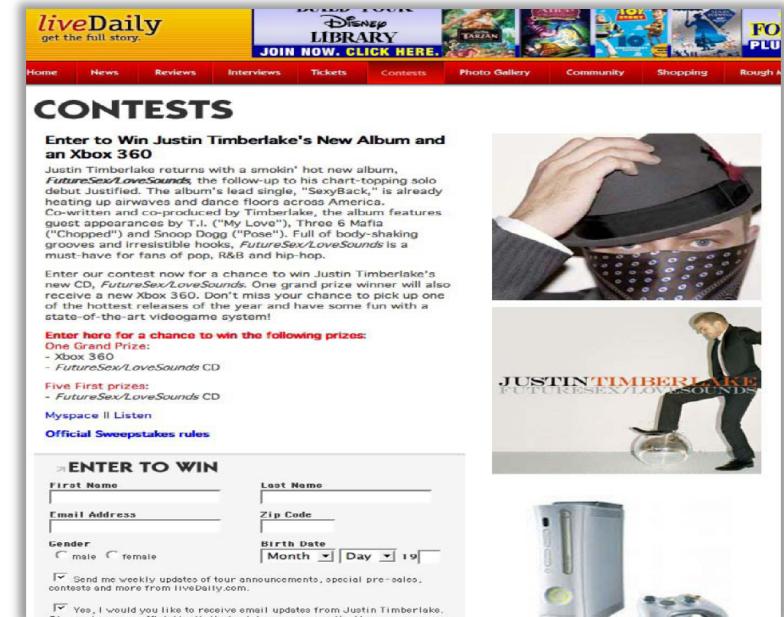


Beyond viral video propagation and social networking, I create B2B brand partnerships and B2C contests that produce news coverage, reviews, and unique impressions for my clients' products. Below are two examples of how contesting has been successful under my guidance.

Partnered recording artist Ciara with Intermix boutique for an online giveaway. Contest yields over 7,000 entries with email opt-ins for Ciara's database



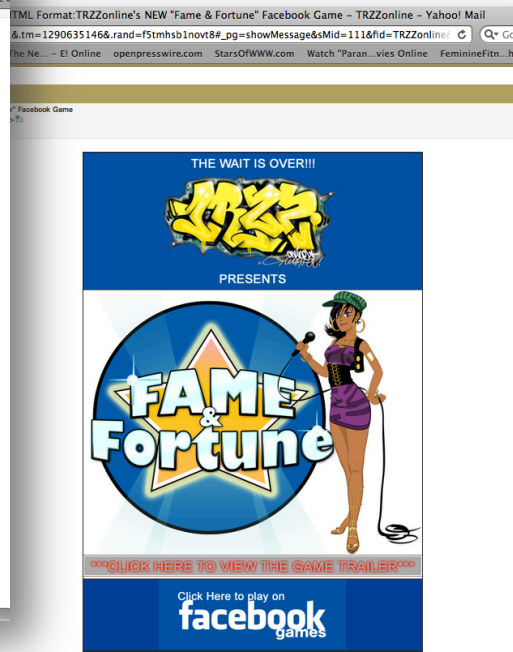
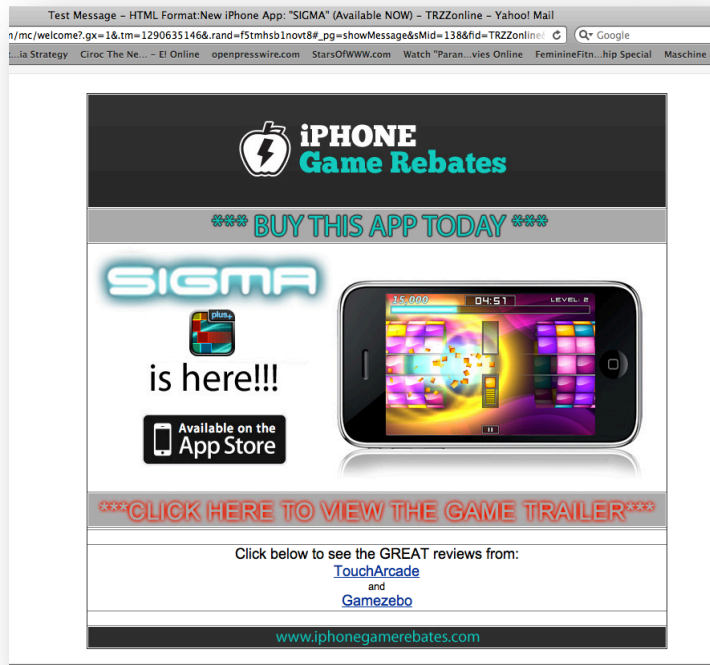
Justin Timberlake XBOX Contest on Ticketmaster, Citysearch, and LiveDaily received over 1,000,000 impressions and yielded over 25,000 e-mail opt-ins



Email Campaign Creation



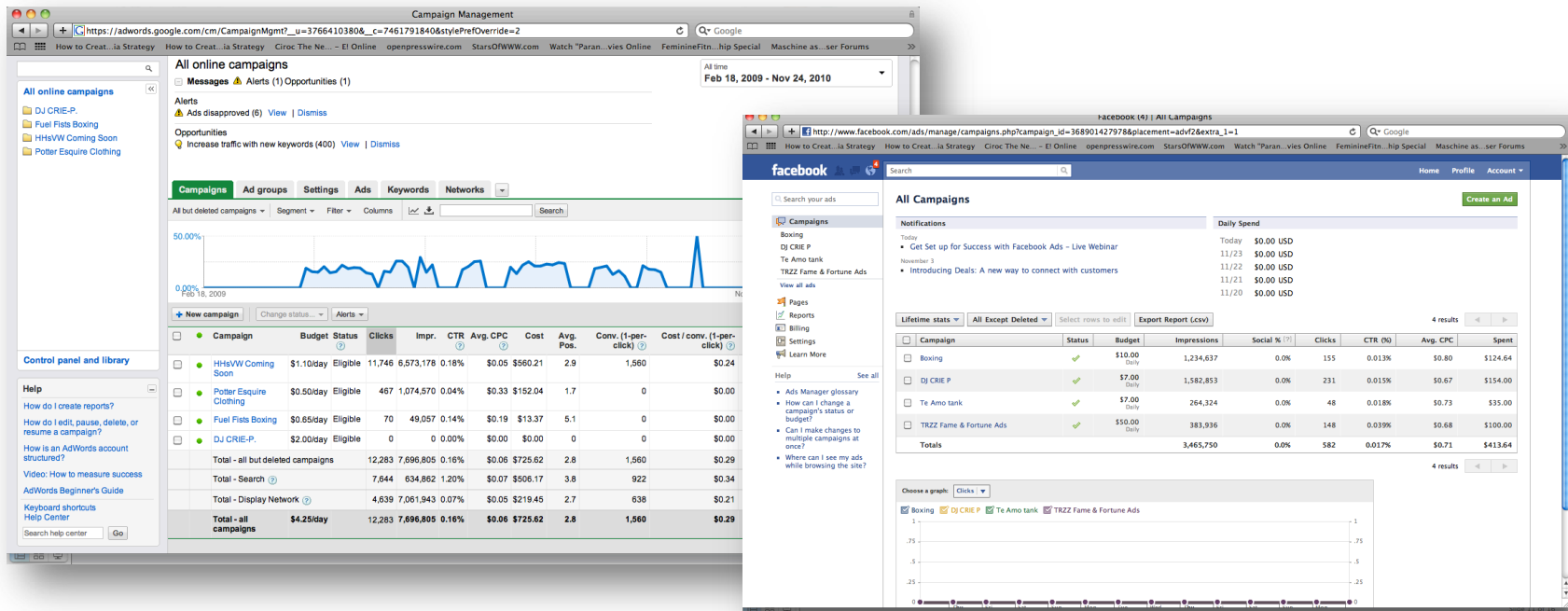
Email marketing is a key component to keeping your email subscribers updated on the release of your products, via monthly newsletters or product launch alerts. Below are just a few of the html email campaigns that I have designed, launched, and monitored for my clients' iPhone and Facebook apps.



Search Engine Marketing



Search engine marketing and search engine optimization are core components to creating a successful online campaign. I am well versed in the SEO/SEM processes; from bidding and creating a viable list of keywords that will yield multiple search results on search engines, to optimizing the actual text on the client side website, garnering more organic search results. With the use of Google AdWords, Yahoo Search/BING, and Facebook Ads (just to name a few), I can create, manage, and report on the progress of your SEO/SEM/PPC campaign.



Website Storyboard and Entity Branding



I designed the logos and color scheme of the Potter Esquire Clothing Company brand, its MySpace page, and its associated entities (Luke&Lynn Brand, Disposable Income Clothing, and Potter Esquire's Angels). I also directed the web developers as they constructed the PotterEsquire.com ecommerce website.

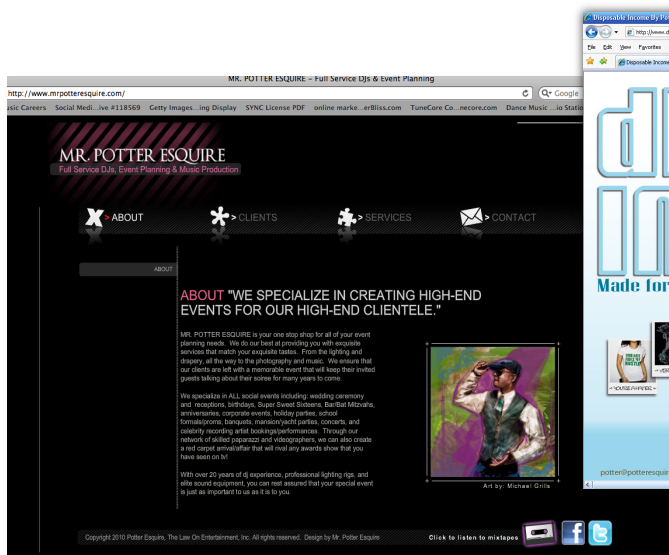


www.potteresquire.com

Web Design, HTML and Entity Branding



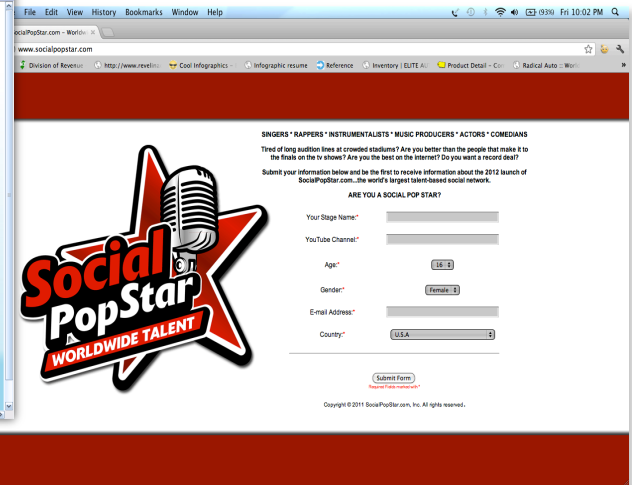
I designed the websites, logos and color scheme of the Mr. Potter Esquire website, Disposable Income Clothing By Potter Esquire splash page (including layout, clothing design, and ftp updates), and Social Pop Star sign-up page.



www.mrpotteresquire.com



www.potteresquire.com



www.socialpopstar.com

Facebook and Twitter Page Design



Whether designing corporate or personal pages on Facebook and Twitter, I create clean, professional landing pages that keep users engaged and revisiting your profile.



Animation and Direct Mailer Design



Need a car? Got a dollar?

A graphic of a car where the body is a US one-dollar bill. The front wheel is a large dollar sign, and the back wheel is a smaller one. The bill has 'UNITED STATES OF AMERICA', '100', and 'ABC 123456789' visible.

pesocar

A smartphone displaying a QR code and the text 'Scan here to visit our website.'

PesoCar.com
Need a car? Got a dollar?

PesoCar is the only website on the internet that allows you to buy a contest ticket and win a car for as little as one dollar. You can win a vehicle and have it delivered to your front door!

A small version of the Pesocar logo at the bottom right of the flyer.

Creating a consistent message throughout all marketing efforts is key to a successful marketing campaign. I design identifiable marketing media assets that can be easily recognized by your target audience. Direct mailers, postcards, brochures, and infographic animations are all available for your future marketing efforts.



Accountability



Web Monitoring

Through a combination of Google Analytics monitoring, Yahoo Site Explorer, Technorati, TweetDeck, RSS feeds and daily site sweeps, I am able to keep track of features as they go live and monitor where I'm getting the most coverage for clients' content. Sites like Ice Rocket allow me to see what other blogs are pointing to coverage I've earned for my clients. The key viral video sites also provide up-to-the-minute # of views per piece of content I distribute. These monitoring tools allow me to have a clearer picture of where I'm getting the most traction and which sites to focus on for features down the line. Traceable links allow me to know exactly how many people are checking my posted clips; however I can also get a pretty good snapshot from uploaded clips at Clevver, YouTube, ClipShack and others.

Reporting

My weekly project updates include screen shots, URLs, webmaster feedback and campaign summaries. In addition to standard reporting, I cross-reference current campaign performance to help my clients make any necessary adjustments. I also provide trends analysis, utilizing post-campaign results when planning future campaigns.

In Conclusion



My digital media agency experience will prove useful when it comes to creating and analyzing online marketing campaigns that will engage your target demographic across various social mediums. My previous clients have included QVC, Palms Casino Resort, Kmart, Motorola, L'Oreal, Swatch, Comedy Central, Def Jam Records, and Universal Records, (just to name a few).

I do not subscribe to the same old run-of-the-mill marketing ideals that many traditional companies and marketers follow. I believe in creating a plan and developing ideas that deliver unrivaled results. I believe I am best equipped to guide the dialogue between a brand or product and its savvy target consumer.

Thank you,

Eric Potter, PMP