



PORTFOLIO

Includes information about our agency, expertise, and work

WWW.MODERNGREENBOOK.NET

WHO WE ARE

The Modern Green Book is an umbrella company for TheMGB Marketing Agency and The Modern Green Book Foundation, our non profit arm. TheMGB's ultimate goal is to support, uplift, and celebrate Black Owned Businesses through a free database that is a reimagined version of the Historical Green Book and through the elevation and amplification of Black Owned businesses.

The MGB Agency is a full service marketing agency that strives to create strategic content and materials that raise brand awareness, engage with clientele and generate sales leads. We want to see your business succeed and we know that it takes a solid and cohesive brand and marketing strategy to do so.

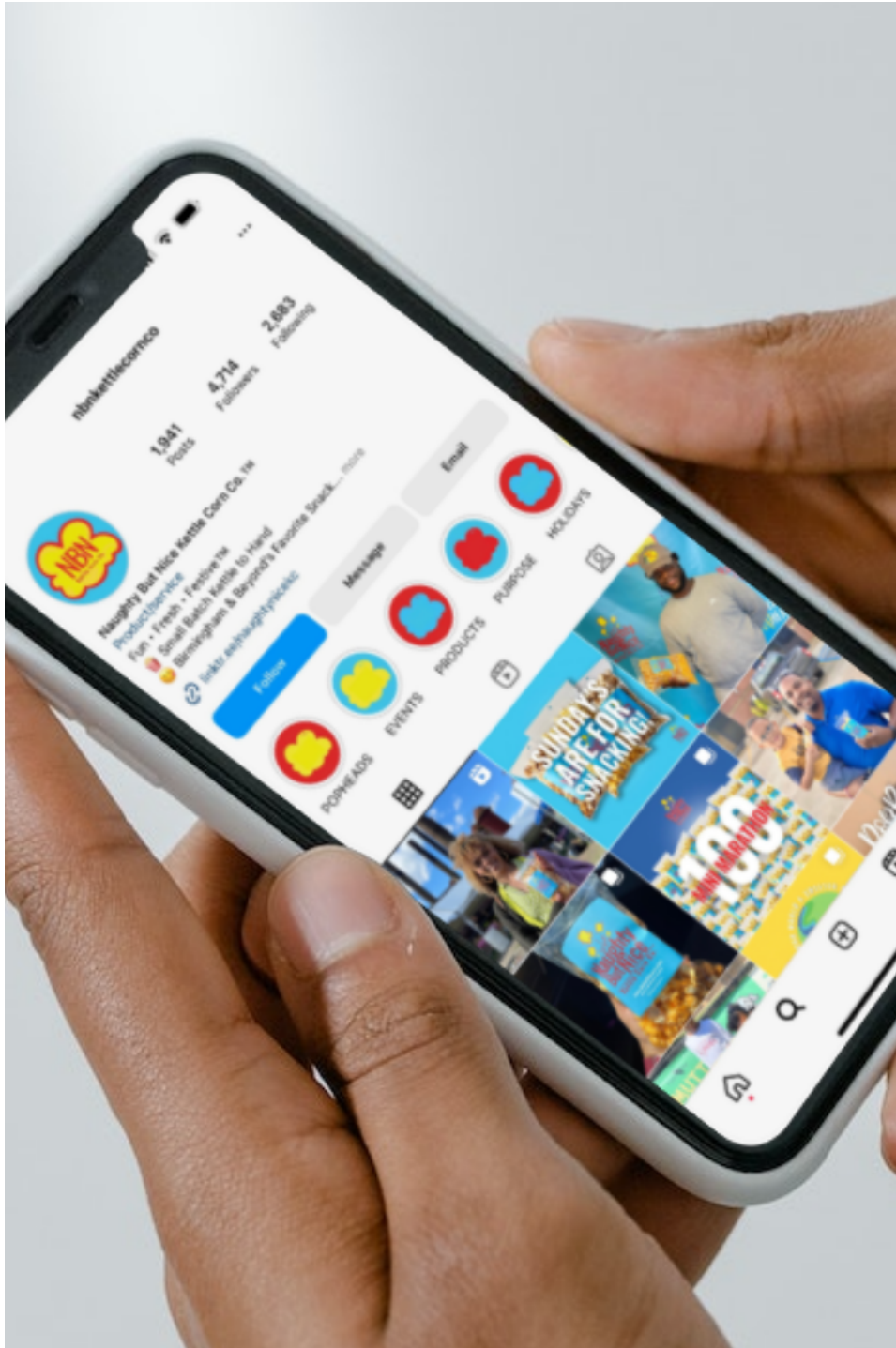
The MGB Agency is dedicated to helping you with any of your marketing needs as well as digital content, upkeep of websites and engaging with reviews. Since starting in 2020, we have been able to build brands from the ground up, take established brands and connect their branding to their content and help our clients see the power of marketing and watch their businesses thrive!



EXPERTISE

- Social Media Marketing
- Brand Development
- Logos
- Email & Text Marketing
- Website Management
- Presentations
- Promotional Materials
- Advertisements & Signage





SOCIAL MEDIA MANAGEMENT

**NAUGHTY BUT NICE KETTLE CORN CO,
DATES: NOV 2021 - MAY 2023**

Naughty But Nice Kettle Corn Co. is a kettle corn snack company based in Birmingham, AL. With them, we primarily focused on growing their digital presence through storytelling and community outreach. By defining their target audience, we were able to curate strategic content that resonated with their ideal clientele increasing their engagement and increasing their click-through rate to the NBNKC website, ultimately boosting online sales.

RESULTS:

+26% Reach

+16% Followers

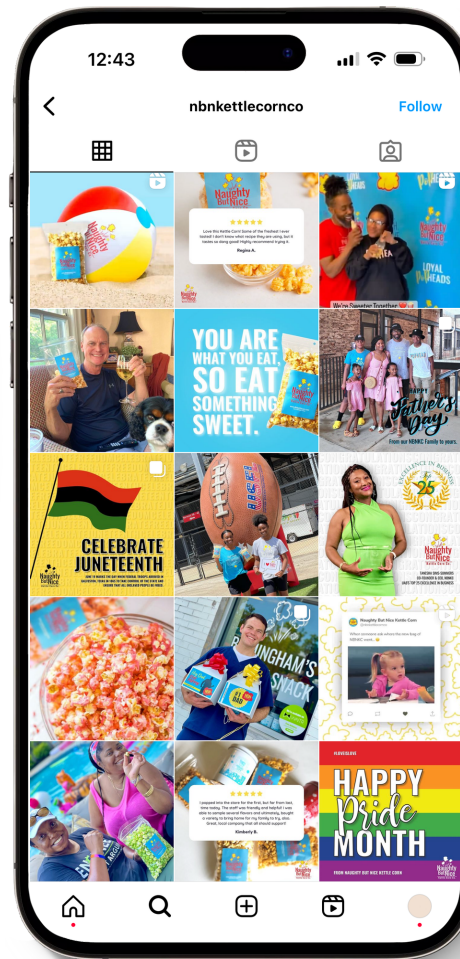
+41% Click-Through Rate

+157% Engagement





BEFORE



AFTER

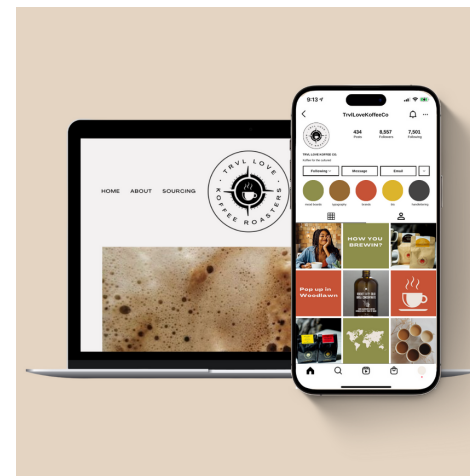


BRAND DEVELOPMENT

TRVL LOVE KOFFEE ROASTERS

DATES: JAN 2022 – JUN 2022

Trvl Love Koffee came to us as a previously established business. At the time, their coffee was sold in stores and boutique coffee shops. The branding was unclear and needed direction. By discussing with the client how they wanted the business to be perceived, we were able to create a brand identity that spoke to the coffee drinker and the travel enthusiast, offering them the best of both worlds in a cup. We defined fonts, colors, and logo, but we also defined the audience, conducted a SWOT and competitive analysis so that we could fully understand how to strategically grow the brand and begin to reach goals set by the client.





LOGO DESIGN

PROSOLVENT
DATES: JAN 2022 – JUN 2022

Our team worked closely with ProSolvent on their logo redesign, and we were able to surpass their expectations. Our goal was to enhance their existing branding and create a new, modern logo that conveyed professionalism and clarity. We took great care to ensure that the new logo aligned with the company's vision and values, and we approached the project with creativity and attention to detail. As a result, we delivered a sleek and sophisticated logo that elevates the brand to a higher standard and effectively communicates their message to their clients.



CONTENT CREATION

ROYALTEA

DATES: NOV 2021 - PRESENT

Royaltea Brands is a classic southern sweet tea and lemonade company based in Birmingham, AL. We have the pleasure of working with them on their social media platforms, providing them with day-to-day social media content, audience interaction, and content strategy. In more recent months, we have provided additional graphic design projects and consultation on other areas of marketing to assist with their growth. In addition, where Royaltea thrives is through their engagement, therefore have also taken the time to consult with the owner to prioritize interacting with their audience across their platforms and being present and authentic on their social media channels.



EXAMPLES



WHICH PIGGLY WIGGLY SHOULD WE HEAD TO NEXT?

- A. Piggy Wiggy - Woodlawn
- B. Piggy Wiggy - Homewood
- C. Piggy Wiggy - Forrestdale
- D. Piggy Wiggy - Crestline

WHAT'S THE TEA?

ROYALTEA



"ALL KINGS AND QUEENS ARE NOT BORN OF ROYAL BLOODLINES. SOME BECOME ROYAL BECAUSE OF WHAT THEY DO ONCE THEY REALIZE WHO THEY ARE."

— PHARRELL WILLIAMS

TES'TEA'MONIAL

★★★★★

Please support Royaltea Brands! It is well worth it!

I was **HOOKED** on first taste. Your tea and lemonade are both hands-down **sweet** and **flavorful**.

OMG I have never had tea and lemonade so **refreshing** and **delicious** as yours!

A must try!

— Tonya

WHAT MAKES OUR TEA SPECIAL?

- ✓ All natural ingredients
- ✓ Family recipe
- ✓ No added preservatives or dyes
- ✓ Made with love and SOUL

ROYALTEA



MARKETING MATERIALS

THE MODERN GREEN BOOK

DATE: JULY 2022

The Modern Green Book, our Parent Company, is what started it all, from brand development to social media management. Recently, we have put a focus on print materials. We have created promotional materials such as business cards, apparel, brochures, flyers and banners to be used for events, for sale on the online store, and networking for the purpose of growing our community.



SOCIAL MEDIA MANAGEMENT

EMW LAW

DATES: NOV 2021 - PRESENT

EMW LAW is a Birmingham-based full-service law firm that handles personal injury, estate planning and probate, and trademark registration matters. We started by providing EMW LAW with a reimagined brand identity and proceeded to communicate their mission through content that we felt would resonate with her audience of professional women of ages 25-44, in addition to other litigators in the Birmingham area. As a result, we saw significant growth in social media traffic with the inclusion of reels and professional headshots taken regularly.

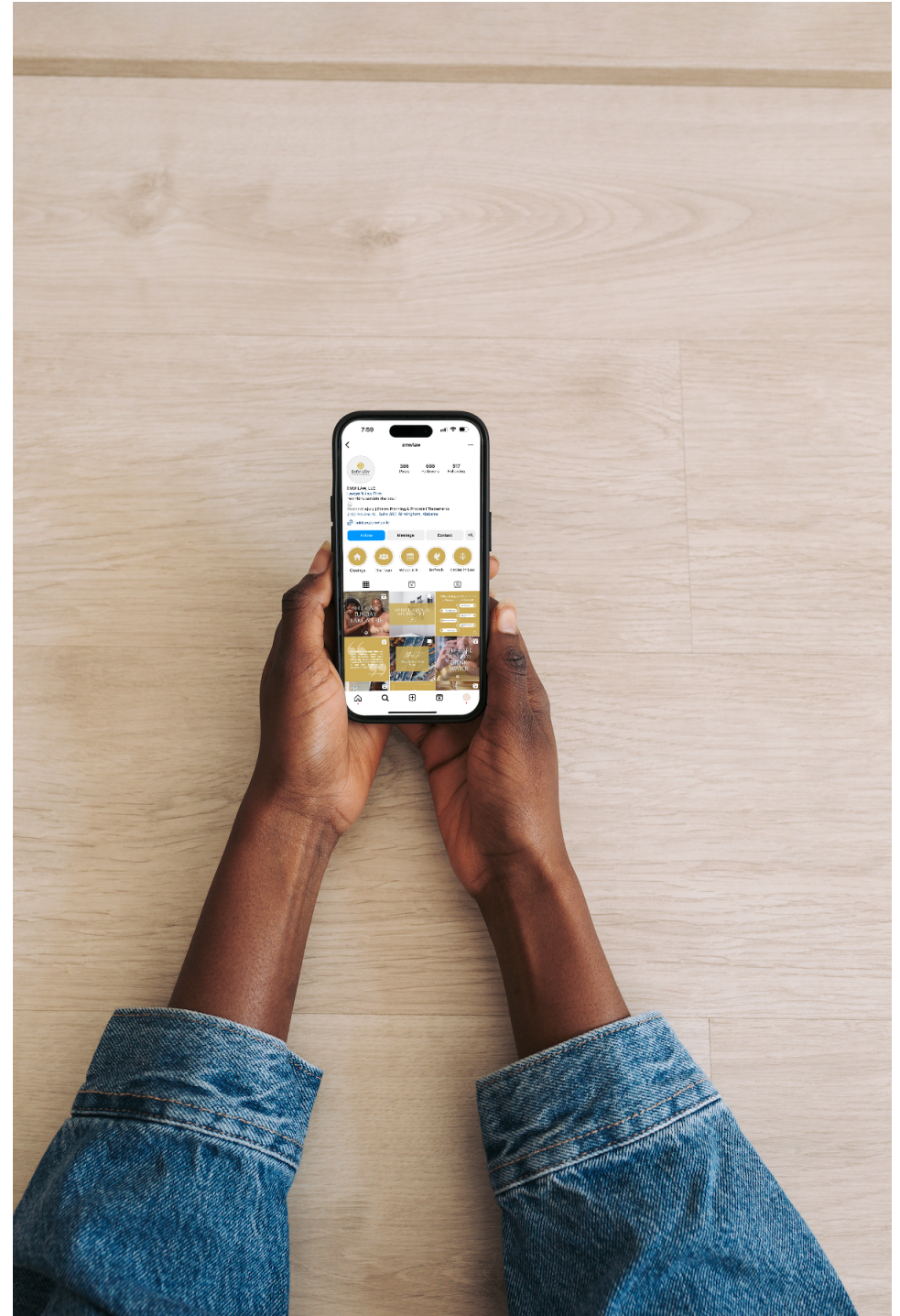
RESULTS:

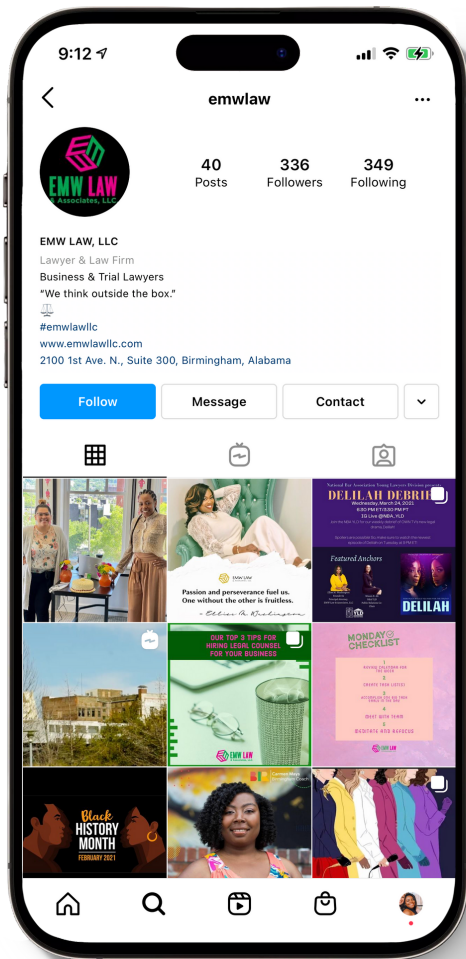
+63% Reach

+40% Followers

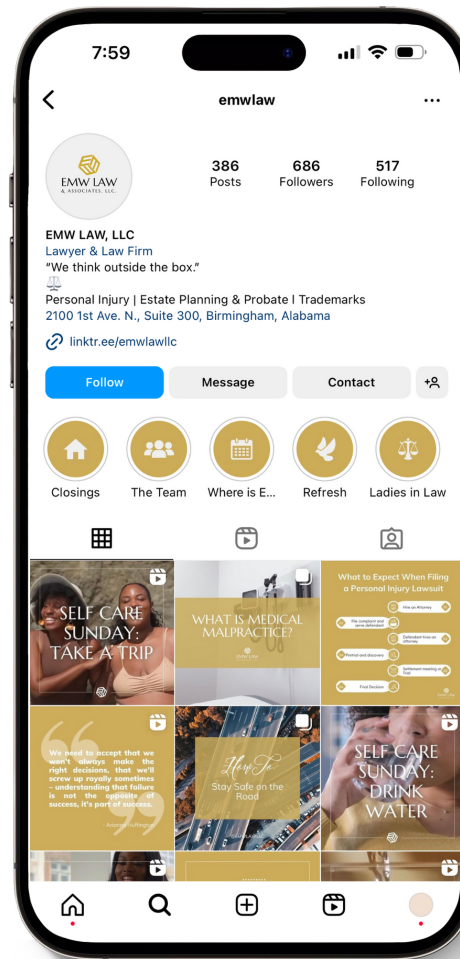
+105% Reel Views

+9% Engagement





BEFORE



AFTER



PRESENTATION/ PITCH DECK

NAUGHTY BUT NICE KETTLE CORN CO.

DATES: FEB 2022 – APR 2022

Naughty But Nice Kettle Corn Co. offers a wide range of projects and services, such as catering, fundraising, and campaign collaborations. To showcase these services, communicate their brand mission, and share the impact of Naughty But Nice Kettle Corn Co. on the community, we put together a pitch deck presentation that is used for grant competitions and speaking engagements with budding entrepreneurs. This presentation is a living document, meaning we regularly update it to stay up to date with their business goals and reflect their current numbers and projections.



CONTENT CREATION

POSH LUXURY BRAND

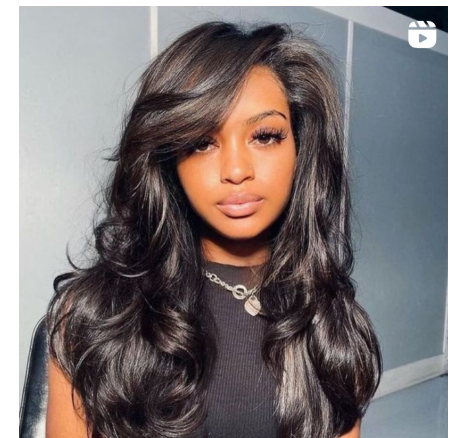
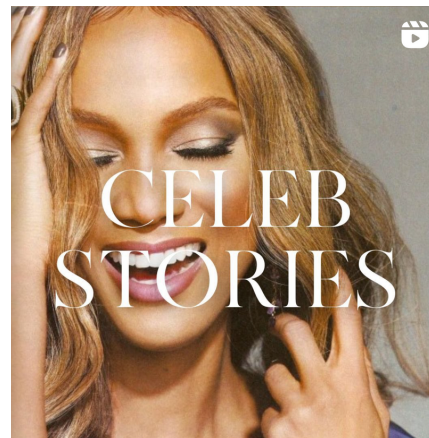
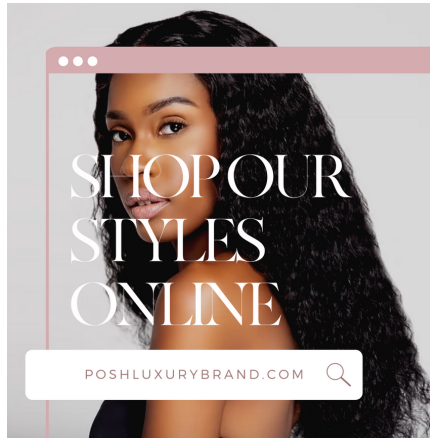
DATES: MAY 2022 – NOV 2022

Posh Luxury Brand is an online retailer committed to providing our customers with luxury enhancements, including hair, lashes, and cosmetics. They specialize in working with women with alopecia and other related forms of hair loss. We worked to help connect their social media content with their brand vision and voice so that they would have cohesion across various platforms including their website. By leveraging their existing brand materials, we were able to maximize unity between their vision, values, & mission, and their content helping to reach their targeted audience, boost online engagement, and website click-through.



www.poshluxurybrand.com

EXAMPLES

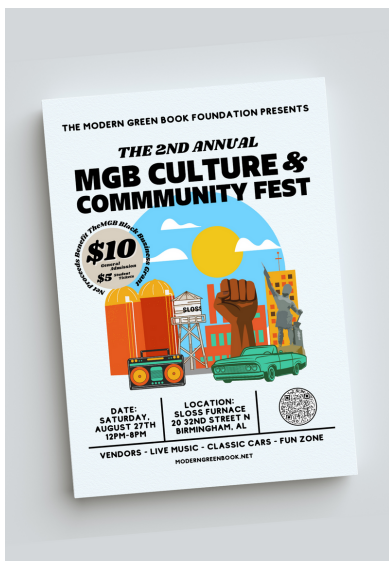


PROMOTIONAL MATERIALS

THE MGB CULTURE & COMMUNITY FEST

DATES: MAY 2022 – AUG 2022

The MGB Culture and Community Fest is curated by the Modern Green Book Foundation, our parent company's non-profit arm. This festival is hosted annually during Black Business Month and has just wrapped its third year. For the second year, we rebranded the festival to be more inclusive of Black culture and city the city of Birmingham. That year, we were able to curate materials for engagements throughout the week leading up to the event and for the event itself. These materials ranged from a festival logo and social media graphics, to flyers, t-shirts, and signage.

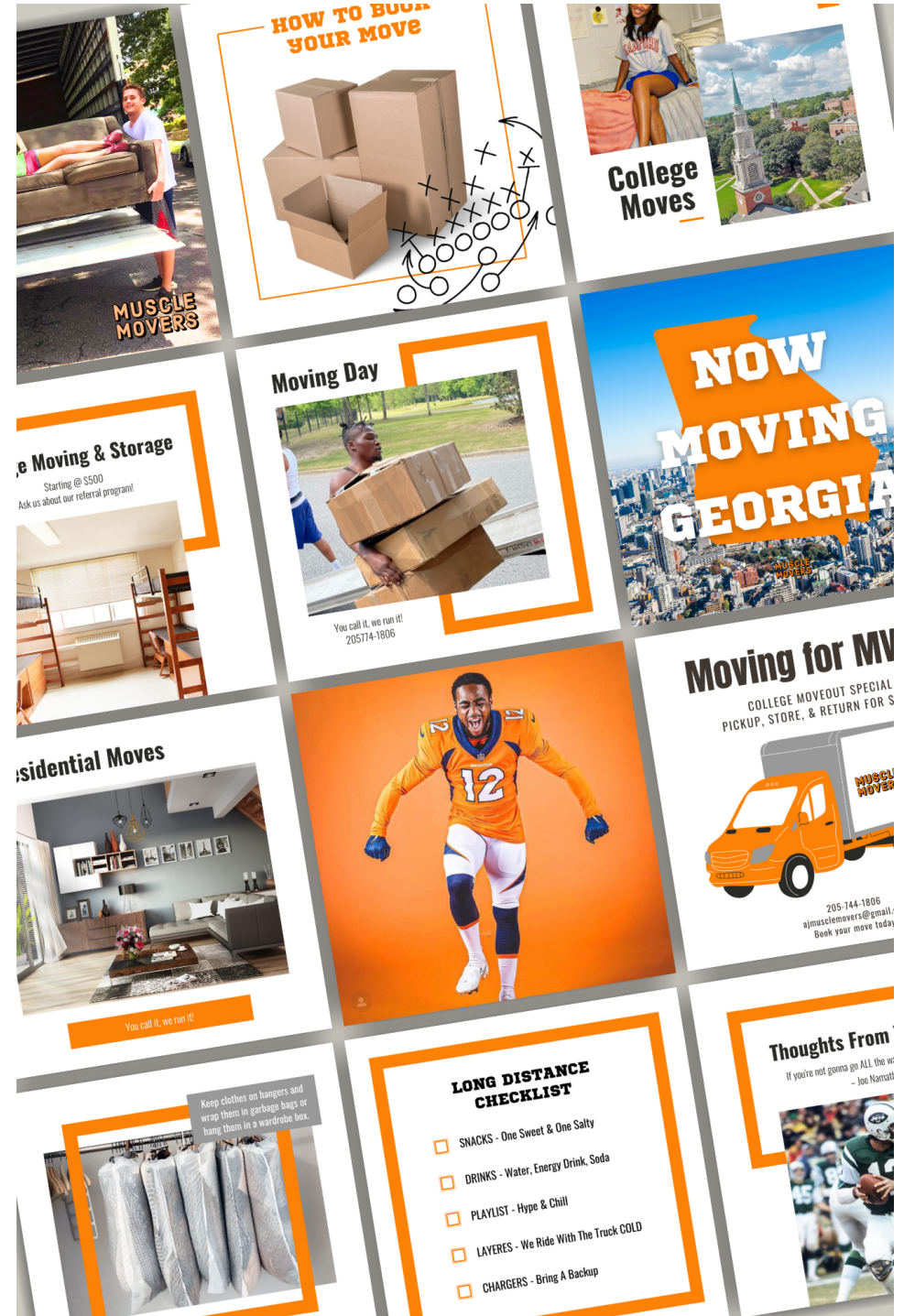


SOCIAL MEDIA MANAGEMENT

MUSCLE MOVERS

DATES: JAN 2022 – DEC 2022

The Muscle Movers is a southeast-based moving company specializing in long-distance and collegiate moving. We worked with them after they made a company change from A&J Muscle Movers to just The Muscle Movers. We executed their rebrand and managed their social media accounts. The owner of this company is a professional football player, so we incorporated a sports and athletic theme throughout their branding and social media strategy, keeping up with current sporting events, particularly pertaining to college and new professional athletes.





LET'S CONNECT

WE LOOK FORWARD TO HEARING FROM YOU!

If you have any questions or concerns, please reach out to our team! We would love to help you. Additionally, keep up with The Modern Green Book on social media!

CONTACT INFORMATION

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@themoderngreenbook



SOME OF OUR CLIENTS

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