



Reach the
Gay & Lesbian Community
Leverage the
Power of Social Relationships



VIRTUAL ONLINE MARKETING

Integrate the power and reach of social media marketing with traditional online strategies including banner ads and e-mail campaigns.



Twitter



Facebook



YouTube



Foursquare



REAL WORLD, EXPERIENTIAL MARKETING

Reach gays & lesbians in their daily lives, at restaurants, hotels, gyms, shops, bars or events using smartphone technology. Integrate it with social media to create a true, 360-degree marketing strategy leveraging authentic social relationships.

THE TOOLS

video | photos | blogs | your website



Using a myriad of online marketing tools, Pink Banana Media leverages the creation of written content to build your company's "Story To Tell" and creates the foundation of your social media marketing strategy. The strategy is enhanced with photos and videos created by you as well as select, user-generated content, to spread your message far and wide.

The goal - get users to Share, Like, Comment and ReTweet your message.

Our team of development experts can also assist you in creating a hybrid, community-based membership website that fully integrates your social media campaign from the ground up.

THE TOUCH POINTS

street teams | phones | tablets | laptops

We will help you build a campaign that reaches gays and lesbians wherever they are.... whether out with friends, checking in on an iPhone, snapping photos on a Blackberry, finding directions on an iPad or surfing the web at a local coffee shop or cybercafe. Pink Banana Media ensures your message reaches the target client anywhere and everywhere, leveraging the latest in technology to reach both early- and mid-level adopters using the innovations of tomorrow.

ADDITIONAL SERVICES

print | research | seo | social media optimization

Rounding out our media services in reaching today's gay & lesbian consumer, we utilize print advertising, both national and regional. We also offer research services through our partners, as well as Search Engine Optimization (SEO) and the latest in Social Media Optimization, to ensure your message is maximized for Facebook, LinkedIn, Twitter and any other social vehicle.

PRINCIPAL: MATTHEW SKALLERUD

Matt Skallerud began his online career in May 1995 with the launch of GayWired.com which became one of the top 3 LGBT websites worldwide. Having worked with companies, large and small, for more than 16 years to reach the LGBT online consumer through this site and others, he is now focused on the most cutting-edge global innovations in social networking and Web 2.0 technologies. He empowers his clients to reach the LGBT market using the most advanced techniques taking hold in the online marketing world today, including Facebook, YouTube, blogs, Twitter and others.



WHAT WE OFFER

- Bringing social media expertise and implementation to advertising agencies and their clients.
- Managing social media campaigns for clients.
- Managing LGBT advertising campaigns, integrating social media with an overall marketing campaign, including editorial, print, television, e-mail marketing and banner ads.

CORE COMPETENCIES

- Using social media in a way that ensures that all of the elements work together, from the blog to the Twitter, Facebook and LinkedIn accounts.
- Using multiple platforms synergistically, ensuring that our social media techniques can be managed equally well via smartphone, laptop and tablet PCs.
- Integrating social media marketing strategies with traditional online tools, including banner ads, editorial and e-mail.
- Leveraging a strong foundation and set of relationships with key LGBT media players on local, national and international fronts as well as with media channels including online, print, radio and television.

OUR PARTNERS

Our partners include some of the best and most established businesses in the LGBT community:
Community Marketing Inc. | IGLTA | Travel Gay Canada | CAGLCC (California Gay Chamber)
Rivendell Online | NGLCC (Nat'l Gay Chamber) | IGLCC (Intl Gay Chamber) | Echelon Magazine

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