

AVELINE

COLLECTIVE

Marketing. Elevated.

From 226K to 3.4M impressions
in under three years.

3.4M
ANNUAL IMPRESSIONS

23K+
ANNUAL INTERACTIONS

5
ACTIVE PLATFORMS

\$7.8M
2025 REVENUE BASED ON LTV

Most businesses don't have a *content* problem. They have a *clarity* problem.

I

No Clear Strategy

Without positioning and priorities, marketing becomes noise instead of momentum.

II

Inconsistent Execution

Posting without systems leads to burnout, uneven quality, and unpredictable results.

III

No Performance Tracking

If growth is not measured, it cannot be refined, scaled, or tied to business value.

More content is not the answer. Clarity is.

WHAT I DO

Strategy. *Execution.* Performance.

One integrated growth system aligned to your business —
structured, intentional marketing designed to build trust,
increase visibility, and support scalable growth.

S

Strategy

Positioning, messaging, content pillars, campaign planning, and big-picture direction.

E

Execution

Multi-platform content systems, brand consistency, and operational marketing structure.

P

Performance

Tracking what matters, refining what works, and building repeatable momentum.

Every channel. Every touchpoint. *One cohesive brand.*

01

Public Relations

- Local billboard placements
- Relationships with WDSU, Fox 8 & Nola.com
- Magazine advertising across local publications
- Brand & messaging alignment across all tactics

02

Community Engagement

- Physician offices & pharmacies
- Industry events & conferences
- Non-profit support & sponsorships
- Community events & pop-ups

03

Digital & Paid Media

- Meta Ads — creative, messaging & audience targeting
- Google SEO strategy & optimization
- Increased visibility & incoming call volume

04

Automations & CRM

- Email & text campaigns to current clients
- Important updates & benefit reminders
- Licensed Insurance Agent recruitment campaigns

05

Print & Grassroots

- Postcards & flyers
- Retention mailers
- Direct mail campaigns
- Industry grassroots outreach

CASE STUDY

The Fussell Group — A Three-Year Transformation

2023	Foundation Year Brand consistency, baseline strategy, early digital structure	3 PLATFORMS	1,067 FOLLOWERS	226.77K IMPRESSIONS	4,592 INTERACTIONS
2024	Expansion & Acceleration 5 platforms, strengthened content pillars, accelerated visibility	5 PLATFORMS	1,741 FOLLOWERS	1.78M IMPRESSIONS	23.25K INTERACTIONS
2025	Scale & Brand Authority Refined targeting, established authority, sustained engagement at scale	5 PLATFORMS	2,319 FOLLOWERS	3.4M IMPRESSIONS	22.99K INTERACTIONS

SALES GROWTH

Expanding into *new markets*

600+

GROUP / EMPLOYER POLICIES — LAUNCHED 2025

200+

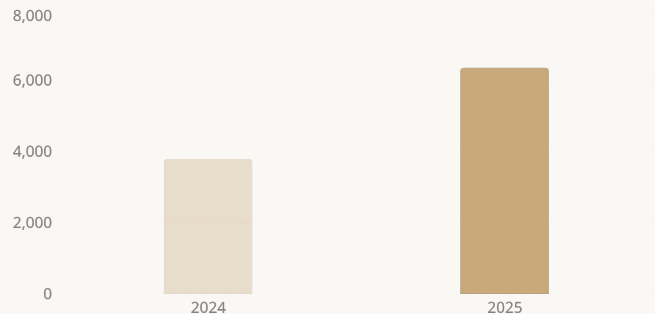
ACA POLICIES — LAUNCHED 2025

20,000+

TOTAL POLICIES HELD AGENCY WIDE

Annual Policies Sold

All lines combined



TOTAL POLICIES BY LINE

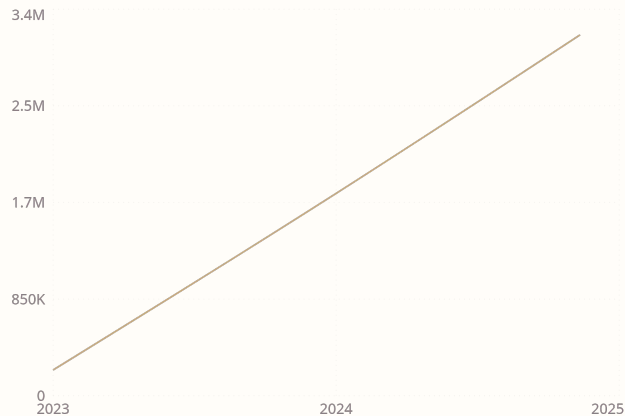
	2024	2025
Medicare	3,786	5,546
Group / Employer	—	600+
ACA	—	200+
Total	3,786	6,346+

GROWTH CURVES

Visual proof of *momentum*

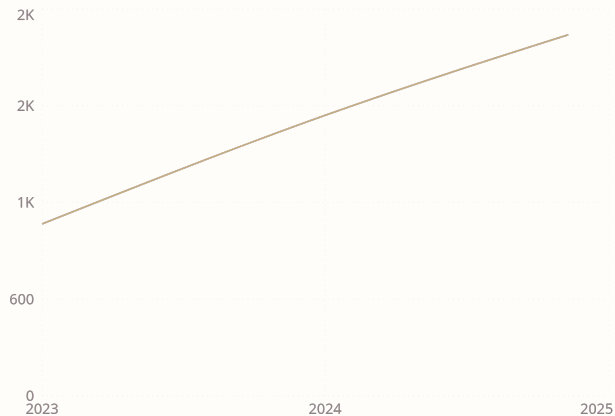
Impression Growth

226K to 3.4M in under 3 years



Follower Growth

1,067 to 2,319 followers across platforms



When marketing is done right, it
doesn't just create content.
It creates revenue.

2025 Revenue Calculation

Policies sold in 2025 6,500

Lifetime value per policy \$1,200

Total revenue generated **\$7,800,000**

*And this is just one year — with 20,000+ policies held agency wide, the
compounding effect is significant.*

\$7.8M

6,500 policies sold at a lifetime value of \$1,200 per policy.

*That is the difference between "posting content" and building a
real marketing engine.*

STRATEGIC WINS



Multi-million impression growth

226.77K to 3.4M annual impressions in under three years.



Audience engagement

Interactions scaled dramatically, proving real attention and content resonance.



Platform diversification

Expanded from 3 to 5 platforms to reach wider audiences and demographics.

Let's build *something.*

Aveline Collective exists to help businesses grow with stronger strategy, clearer messaging, cleaner execution, and measurable performance.

AVELINE COLLECTIVE · MARKETING. ELEVATED.