

MARKET DUO

The Double A Market Consultants Monthly Newsletter

February 2016

WE'RE OPEN!

October 2015, marked the start date of Double A Media & Consulting, LLC., a company which is home to Double A Market Consultants and DoctorAbrACEive.com. The purpose for the establishment is to provide meaningful marketing strategies for black, women, and other minority owned small businesses within Mississippi, Alabama and Tennessee.

Double A Market Consultants stands ready to accept the challenge of revitalizing and creating plans of action that will increase the bottom line of clients. The consultants are an assembly of sales and marketing trained individuals with over 40 years of combined experience that proves to favorable delivering key services.

The Double A group has also been established to act as an instrument to equip those new to the marketing and sales industry with the exposure that is not easily achieved traditionally. Amateur marketers are being sought for internships with the company. Interns will find that the nature of work is fully flexible and rewarding to those who align themselves with the company's vision.

Market consultations have been the largest function over the past months. Other services we offer are market campaign management, business plan development, and event marketing management. These services are planned to be an effective investment in contrast to self-managed marketing by some owners and more affordable than similar services from other marketing companies.

*"I WANT PEOPLE TO LOOK AND
FEEL THEIR BEST WITHOUT
COMPARING THEIR JOURNEY TO
SOMEONE ELSE'S.*

*- Dekel Nesbitt of Bowflex
Barbie*



IN THIS ISSUE

- ◆ THE DOUBLE A
- ◆ DOCTOR ABRACEIVE NETWORK
- ◆ DOUBLE A CLIENT NETWORK
- ◆ BUSINESS OF THE MONTH
- ◆ AMERICAN HEART MONTH

Marketing and media management are the key areas of the Double A brand.



Antonio Arrington, owner of Double A Media & Consultants, LLC

THE DOCTOR ABRACEIVE (ABRASIVE) NETWORK

Real. Reckless. Rude. Those words make up the motto for the Doctor AbrACEive Show. The show is the flagship podcast on the now network of podcasts. The network can be found on DoctorAbrACEive.com and reaches listeners around in the U.S. and internationally via iTunes, Stitcher, Podomatic and other mediums.

Joining the Doctor AbrACEive Show are the Wrasslin Gods Podcast, Mindless Chat interview show, and The Tatyana Show. The network continues to grow.



Real. Reckless. Rude.

THE DOUBLE A

Antonio Arrington, is my name, and I am the founder and owner of Double A Media & Consulting. I have spent the past 11 years managing in the retail industry. A 2004 graduate of Mississippi State University, I have a background in marketing and business administration. Over the years, I have made numerous connections with other market driven firms and social organizations that lead to the vision of creating a company that focuses on the needs of the small business.

I created the Doctor AbrACEive blog in 2011 to share a personal journal. It morphed into a podcast called the Doctor AbrACEive Show the following year. I quickly noticed that I was managing a brand and that sound marketing was needed to gain listeners, even though there were no intentions to make a profit. My school training, work experience, and interpersonal skills became an asset in building a following beyond a few friends.

Three years passed, and it became apparent that I had compiled the skills needed to develop marketing strategies. A year of graduate studies at Delta State University, opened my eyes to the various resources available to marketers; these resources may have been common to me and others who are tasked with handling marketing and communication but foreign to a number of small businesses and brand managers across the state of Mississippi.

The foundation of Double A M&C is done. Now you will have the opportunity of working with an amazing group of consultants, that will build the four walls of marketing: Cameron Wash, Nikki Towers, and Kevin Lawrence. In addition, Shenika Black will bring the communication skills between us and the clients that will build the roof to the company.

The next step is to develop a team of managers to handle the day to day operations of my company. I have studied the market, and there are ample targets that fit the description of our ideal customer. They are not easily reached, yet can enjoy the pay off of having a structured marketing plan.

BUSINESS OF THE MONTH

Name: Bowflex Barbie Fitness

Address: AA East Settlers Way Freeport Grand Bahamas Island, Bahamas

Email:
dekelnesbitt@bowflexbarbie.com

Phone number:
242-727-6535

Activities:

- One-on-one training (online & in person)
- Online Challenges
- Customized meal plans and training programs
- Wellness Seminar Speaking
- Small Group Training Services
- Corporate Training

Mission Statement:

Bowflex Barbie Fitness aims to motivate and help people transform their lives and bodies through healthy and natural tools to improve their quality of life

Goals: I want people to look and feel their best without comparing their journey to someone else's.



BowflexBarbie.com is the home of Bowflex Barbie. (Photo courtesy of Bowflex Barbie Facebook page.)

DOUBLE A CLIENT NETWORK

The Double A Client Network provides companies the opportunity to align with others who share similar customers. Membership also entails an affordable investment in marketing as Double A Market Consultants asks each member to share promotions and customer information among one another. All members will receive a free month of membership on a trial basis. This collective effort makes it possible for small businesses expand in order to find the exact customer they intend to service.

The Double A Network can be expected to:

- Act as an agent for members and actively seek out promotional opportunities.
- Relay upcoming projects to members for consent to collaborate.
- Support each member's operations and relay to the network.
- Avoid conflicts of interest and direct competition when possible and alert members when the possibility exists.

Double A Network members will be expected to:

- Create promotions exclusive to other members and their customers.
- Issue consent to the Network to be included in promotional and sponsorship programs.
- Avoid campaigns and actions that attack or threaten the operations of other members.
- Communicate information found to be beneficial to Network members that would be considered a competitive advantage for members but not deemed confidential.

AMERICAN HEART MONTH

Go red in February! Double A Media supports and promotes heart health awareness. We want to share this message with our clients and community this month. Along with the American Heart Association, we'd like to announce highlights for the month.

GO RED FOR WOMEN

Every Wednesday is Go Red for Women Wednesday or #HeartDayHumpDay on social media.

NATIONAL WEAR RED DAY

Not only are we wearing red all day on February 5, 2016. We want to see pictures of healthy choices all day. Add the tag #DAMCRed with #GoRedWearRed to be shared on our social media channels.

HEART HEALTH PROMOTION

Join us in promoting this month. Any client promoting the fight against heart disease will receive a 25% discount on all services for the entire month of February.

CONTACT US

Give us a call for more information about our services.

Double A Media & Consulting, LLC

109 Locksley Way 157
Starkville, MS 39759
(662) 855-1223

mediarep@doubleamandc.com

Visit us on the web at
www.doubleamandc.com

Double A Market Consultants is an affordable investment for your small business



DOUBLE A MEDIA &

109 Locksley Way #157
Starkville, MS 39759

Website: DoubleAMandC.com

Phone: 662-855-1223

Email: