

At **Fades 2 Black Media Marketing**, we're proud to partner with brands across a wide range of industries, from luxury wellness to global technology. Here are a few examples of the impactful work we've done for clients who trusted us to elevate their digital presence and drive results.

Dolce Vida Medical Spa

Luxury Medical Spa

Objective: Enhance online presence, drive client engagement, and attract new clientele through professional video content, SEO, and paid social media campaigns.

Solution: We created a series of visually compelling videos, including treatment overviews, client testimonials, and before-and-after transformations, which we integrated into their website and social media channels. By optimizing their website for high-conversion keywords and running local PPC ads, we boosted their organic traffic and drove a 30% increase in bookings within three months.

Outcome: Increased website traffic by 45%, improved client retention, and generated a steady influx of high-quality leads through strategic digital marketing and SEO.

Green Book

Entertainment Media

Objective: Develop a dynamic online campaign to build anticipation and awareness for the award-winning film "Green Book."

Solution: Our team created a visually engaging social media campaign, utilizing video teasers, behind-the-scenes content, and actor interviews. We strategically timed social ads and content to coincide with film festival appearances and award season, building momentum around the film.

Outcome: The campaign attracted millions of views across social platforms, helping to create buzz and drive strong box office performance. "Green Book" went on to win several major awards, including the Academy Award for Best Picture.

Microsoft

Technology & Software

Objective: Increase visibility for a new product launch through targeted content and video marketing.

Solution: We developed a series of promotional videos and webinars to introduce the product's unique features to corporate clients. Using LinkedIn PPC ads and a tailored content strategy, we reached decision-makers in relevant industries.

Outcome: Achieved high engagement rates on LinkedIn, with a notable increase in qualified leads and product demo requests. The campaign successfully positioned Microsoft's product as a powerful tool for enterprise solutions.

Amazon

E-commerce & Technology

Objective: Create a campaign to drive awareness and engagement for Amazon's new sustainability initiatives.

Solution: We launched a series of content-rich blog posts, video explainers, and infographic-style social media content. Each piece highlighted different aspects of Amazon's sustainability goals, from packaging innovations to carbon footprint reduction, and was shared across Amazon's social media channels and website.

Outcome: The campaign reached millions of viewers and led to a measurable increase in positive brand perception and customer engagement with Amazon's eco-friendly initiatives.

American Marketing Association (AMA)

Professional Association

Objective: Drive membership growth and increase engagement with existing members.

Solution: We developed a comprehensive content strategy including monthly newsletters, case study spotlights, and exclusive member webinars. Each piece was designed to highlight the value of AMA membership, connect members with resources, and facilitate networking.

Outcome: Membership rates increased by 20%, and content engagement rates saw a significant uptick, with existing members reporting higher satisfaction and participation.

Kaye Media Partners

Digital Marketing Agency

Objective: Strengthen brand authority and drive client acquisition through thought leadership content.

Solution: Fades 2 Black Media Marketing collaborated with Kaye Media Partners to produce a series of thought leadership articles, white papers, and video testimonials featuring key team members. We distributed the content on LinkedIn and other industry platforms to establish authority and drive inquiries.

Outcome: Kaye Media Partners gained new leads and increased their client base, while the thought leadership campaign positioned them as a trusted voice in the digital marketing space.

1110 Designs

Design Agency

Objective: Build brand awareness and showcase the agency's creative capabilities to attract high-end clients.

Solution: Our team created a portfolio-driven website redesign with a sleek, modern aesthetic. We implemented SEO strategies to increase organic search rankings for design-related keywords, and produced a behind-the-scenes video highlighting the creative process at 1110 Designs.

Outcome: The website redesign led to a 40% increase in time spent on site, with new leads generated from high-profile brands seeking innovative design solutions.

Mind-Body Masters Fitness Training

Health & Wellness

Objective: Increase client acquisition and brand loyalty through impactful fitness content and digital marketing strategies.

Solution: We developed a suite of video content, including workout demonstrations, success stories, and expert health tips. Coupled with targeted email marketing and PPC campaigns on Instagram, Mind-Body Masters saw growth in both new clients and online engagement.

Outcome: Client inquiries doubled within the first two months of the campaign, with significant increases in social media engagement and client retention.

The Metropolitan Museum of Art

Art & Culture Institution

Objective: Drive attendance and increase engagement for special exhibitions and digital content.

Solution: Fades 2 Black Media Marketing created immersive digital content, including virtual exhibition tours and curator-led video insights, distributed across The Met's social platforms and website. We combined these efforts with SEO-optimized blog content about featured artworks to capture search traffic from art enthusiasts.

Outcome: The campaign expanded The Met's global reach, increased online engagement by 60%, and enhanced in-person and virtual attendance for exhibitions.

Each client partnership showcases our ability to adapt, innovate, and deliver measurable results, helping brands connect with their audiences in authentic and impactful ways. Contact Fades 2 Black Media Marketing to see how we can elevate your brand's digital presence and drive growth.