

CLOVERCREST MEDIA GROUP

THE HARDER WE WORK THE LUCKIER WE GET
EST. 2019

QUARTER THREE NEWSLETTER



Photo caption: This was taken by VP of Marketing Zach LaPlant at The Cove Center for Grieving Children Memorial Walk & Kids' Fun Run 2023 in Farmington, CT. on September 17th. In this project, Zach, CEO Joe Aguiar, and VP Eden Fritz Aguiar helped livestream and take photos and videos of this event, as well as maintain this organizations' social media.

A FEW WORDS FROM THE CEO

WRITTEN BY JOSEPH AGUIAR

As we delve into the vibrant hues of autumn, it's an opportune time to reflect on our journey at CMG. Over the past quarter, we've navigated challenges with resilience and embraced opportunities with enthusiasm. Our talented team has continually pushed creative boundaries, delivering exceptional content that resonates with our audience.

We're thrilled to announce exciting new collaborations and projects on the horizon, illustrating our commitment to growth and innovation. Our dedication to quality and client satisfaction remains steadfast, underpinned by a strong sense of unity and purpose.

Together, we will continue to elevate our craft and leave an indelible mark on the media landscape. Thank you for your unwavering support and hard work. Here's to an inspiring and productive quarter ahead!

Warm Regards,

Joseph Aguiar

Joseph Aguiar | CEO & President



A quick glance at CMG stats:



Seven new podcasts have joined the CMG Podcast Network this quarter alone



We've livestreamed **four** big events this quarter for different CT businesses



This quarter, we've seen **38,631** downloads across our podcasts. Scroll down to find out our lifetime downloads!

CMG CONTINUES TO GROW AS A DIGITAL MARKETING AGENCY

WRITTEN BY ZACH LAPLANT, VICE PRESIDENT OF MARKETING

As the autumn leaves begin to fall we reflect on the past quarter at Clovercrest Media Group, we've been dedicated to not only creating compelling narratives but also, empowering our clients to enhance their online presence. As the Vice President of Marketing, we are proud to be on the cusp of offering a full portfolio of digital services that meets the needs of all of our clients!

Our continuously evolving offerings would not be possible without all of you. From our podcasting network team who live streams everyday, to our clients who select CMG as their media partner, we are grateful for your unwavering support. As we enter the colder months, let's continue this journey together: optimizing every click and ensuring your story is heard loud and clear in the digital symphony.

NOW OFFERING SEO (SEARCH ENGINE OPTIMIZATION)

At the beginning of this quarter, we officially launched our newest service: Search Engine Optimization (SEO). By meeting market demands, CMG has already obtained a very happy customer. Our approach not only leverages your websites reach, but converts meaningful results.

Search Engine Optimization (SEO)



Search



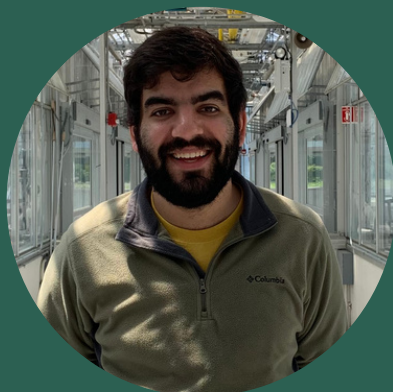
Engine



Optimization

Having a website is great, but what is the purpose of it if you're not bringing in new visitors? That's where our SEO strategies come into focus. We analyze your industry's market needs and will run several reports to find the right queries for your efforts, which, in return brings new clients and customers to your community.

Thinking you need to implement our SEO strategies into your website? Give us a call or visit our website!



Warm Regards,

Zach LaPlant

Zach LaPlant | VP of Marketing

PODCASTING

At our core, podcasting is still thriving. In just six episodes, The host of Nobody's Off Limits with Lala E: Culture podcast, Lala, has garnered an impressive **611 downloads**, proving to be a promising addition to our podcasting offerings.

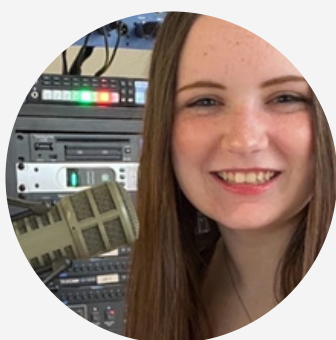
Also "Ivy League Murders," a longstanding member of our podcasting family since 2020, recently celebrated a milestone of **1,000 subscribers**, with a staggering **281,000 downloads** to its name.

Furthermore, "Keyes Two the City," a veteran of our podcasting services since 2018, continues to engage listeners with its captivating content.

And, the true crime enthusiasts among us have embraced "Crimes and Consequences" wholeheartedly, boasting a remarkable **4 million downloads**, including 1.5 million added just in the last year.

Every Tuesday at 8 pm, our dedicated listeners tune in for "All 4 Downs," and we're delighted to provide them with the latest insights into the world of sports. Additionally, "Walk Softly Children" is off to a great start, with **20,000 downloads** throughout May, June, and July, and its first episode already reaching an impressive 15,000 listens.

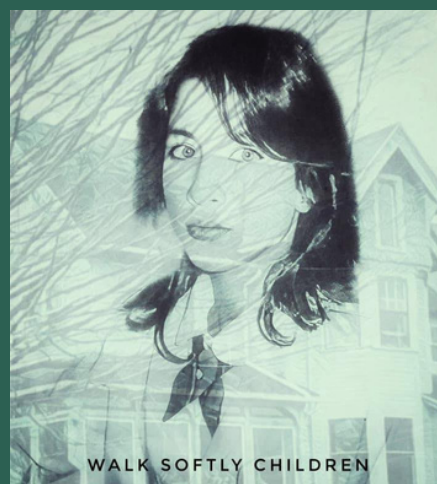
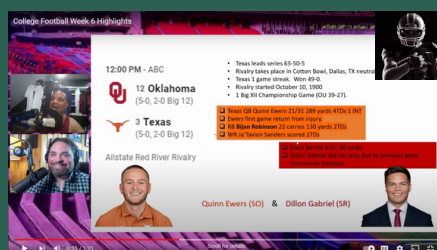
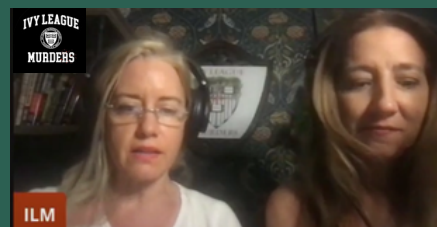
We are very grateful our all of our listeners, who have helped us get to **573,676 lifetime downloads** across our different podcasts! Our podcasting services are more dynamic than ever, and we can't wait to see where this journey takes us.



Warm Regards,

Edena Fritz Aguiar

Edena Fritz Aguiar | VP of Content Creation



CMG VIDEO SERVICES

For the months of September and October, CMG partnered with the Cove Center For Grieving Children, a Connecticut non-profit with the mission to provide hope and healing for grieving children/teens and their families, as well as training for the professionals who work with them. They provide family and school-based programs using the peer support group concept for helping children, teens and families work with their unresolved grief due to the death of someone significant in their lives.



Pictured: (Left to right) CMG President Joe Aguiar livestreaming the start/finish line of The Cove Center 5K and VP Zach LaPlant livestreaming the Kids' Fun Run, and Joe with Joe Furey and Allison Gamber, all in Madison, CT. on October 15th.

Through our strong partnership with the organization, CMG offered social media management services and provided video/live streaming services during their events.



Pictured: Photos taken by CMG VP of Content Creation Eden Fritz Aguiar at events for the Cove Center for Grieving Children. The first picture is from the 9/17 event and the other two are from their 10/15 event.

CMG has been such a pleasure to work with. They are very knowledgeable and have helped us with our social media needs. I look forward to continuing to work with CMG in the future!

-Allison Gamber ★★★★★



Allison Gamber, Executive Director
The Cove Center for Grieving Children

LOOKING BACK AT LAST YEAR

In the third quarter of last year, Clovercrest Media Group embarked on an exciting video project in collaboration with AnnieMac Home Mortgage, a venture that showcased the power of visual storytelling in the digital age.



As we reflect on this creative endeavor, it's evident that the projects' success was a testament to our team's dedication and the innovative approach we brought to the table. We had the privilege of delving into AnnieMac Home Mortgage's unique story, capturing their values, and conveying their commitment to excellence in the world of mortgage services. Through meticulously crafted visuals, engaging narratives, and the magic of videography, we brought their brand to life in a way that resonated deeply with their audience.



Promoting the video project for AnnieMac Home Mortgage was an equally significant part of our success. Recognizing the growing influence of digital platforms, we implemented a robust digital campaign that leveraged the full potential of online marketing. We ensured that the video content reached a vast and relevant audience. Our efforts not only elevated AnnieMac's brand visibility, but also generated considerable engagement, which translated into tangible business growth.

This project exemplified the immense power of combining compelling content with digital marketing strategies, underlining our commitment to helping our clients thrive in the ever-evolving digital landscape. We look forward to more such partnerships and the opportunity to create meaningful, impactful stories in the future.

“The CMG video not only met but exceeded AnnieMac's expectations, displaying both **friendly pricing** and **high-quality** outcomes. Though the response from their following was yet to be fully gauged, those who saw the video acknowledged its success. In the grander scheme, AnnieMac underscores the importance for any company to embrace video as a valuable medium for broadening their reach and promoting services.”



Chris Sawyer, Annie Mac Home Mortgages
NMLS ID#: 39345



DESIGNING WEBSITES

Clovercrest Media Group's collaboration with Scrub Scraps, a renowned boxing gym in Connecticut, exemplifies our commitment to not just designing websites but also achieving tangible results for our clients. In creating the website for Scrub Scraps, we went above and beyond mere aesthetics, focusing on the strategic integration of ticket-selling functionalities and the showcasing of their new gym.

This website has been instrumental in promoting Scrub Scraps' events, effectively driving ticket sales by providing a seamless online booking platform for their boxing matches and training sessions. We are proud to have empowered Scrub Scraps with a website that not only represents their brand but also contributes significantly to their business growth by connecting with their audience and converting interest into action. You can learn more at scrubscraps.org.



We are also beyond thrilled to be collaborating with "High Tech Comfort LLC" to design their brand-new website. High Tech Comfort LLC, a leading name in the world of cutting-edge home automation and comfort solutions in Connecticut, sought our expertise to revamp their online presence. Our team is dedicated to crafting a website that reflects their commitment to innovation, customer satisfaction, and state-of-the-art technologies.

With a user-friendly, responsive design, intuitive navigation, and visually engaging elements, the new website aims to provide an immersive and informative experience for High Tech Comfort's clients and prospective customers. We're excited to be a part of this project and are eager to deliver a website that mirrors High Tech Comfort's forward-thinking approach in the world of smart home solutions. You can visit their website at htcomfort.com



CMG sets the standard as the go-to for your small business website building & SEO services. Here you will find personalized services, suggestions & guidance to help spotlight your company. We are thrilled to have been referred to them as all of our expectations have been met & exceeded, especially the SEO services! CMG took the time to learn about us & our goals for the business which in turn has earned our trust...

-Eddie Fesko ★★★★★



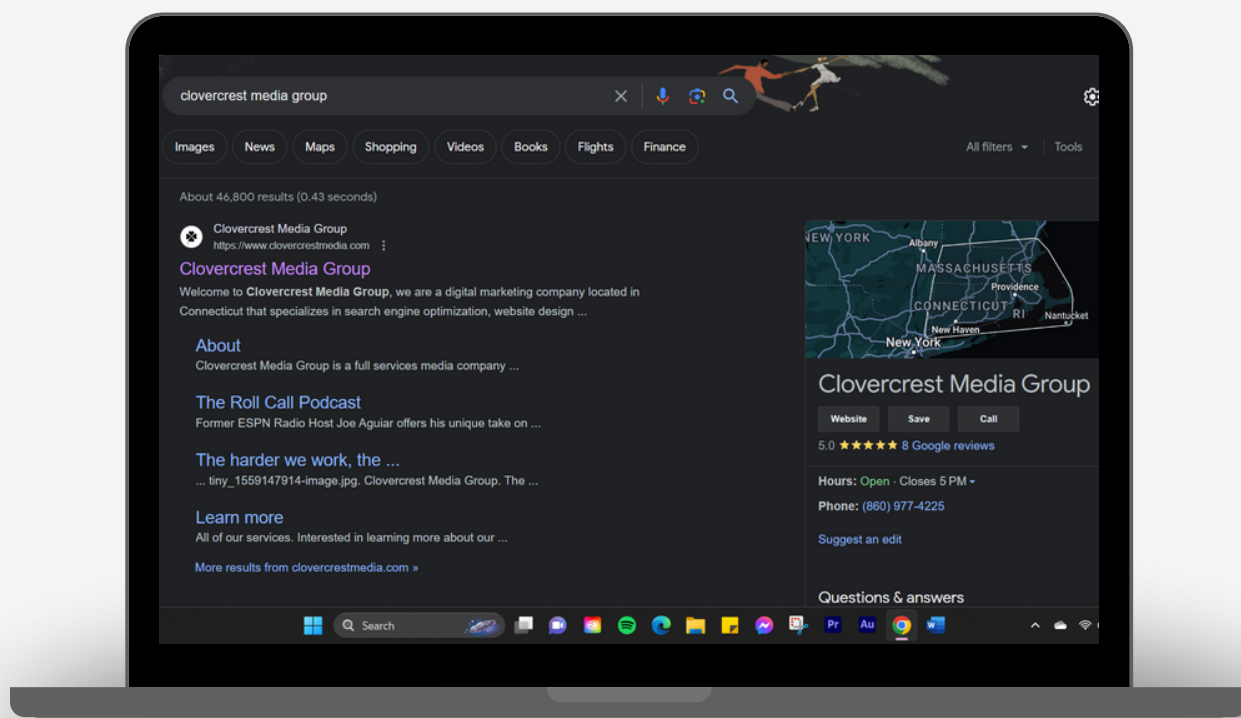
Eddie Fesko | Owner of High Tech Comfort, LLC.

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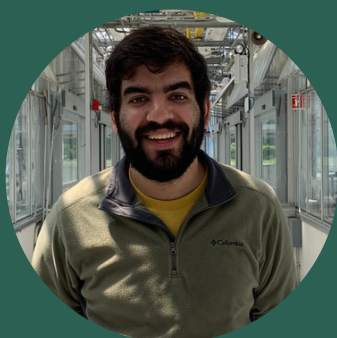
IF YOU'VE USED OUR SERVICES,
PLEASE LEAVE US A GOOGLE REVIEW!



Want to take your small business to the next level?
Contact our team today!



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