

TWO BUTTONS DEEP

2022 MEDIA KIT

CONTACT

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ABOUT TWO BUTTONS DEEP

MISSION

Two Buttons Deep (2BD) brings "stuff worth talking about" to the Capital Region and beyond, with content meant to be consumed and shared on social media for a primary demographic of 20-and-30-somethings living in New York's Capital Region. Through our unique "squad" of media personalities, Two Buttons Deep tells authentic and personal stories about living --and loving --life Upstate. **Our mission is to entertain, to document life, events and local happenings as we see it, and to showcase the wonderful things, people and places in our Region.**

OUR STORY

In five years, Jack and Taylor have grown Two Buttons Deep from a small blog to the fastest-growing media outlet in the Capital Region with over 125,000 followers in the desirable, social media savvy 25-34 age demographic.



THE FOUNDERS

Two Buttons Deep was created in 2016 by Capital Region natives Jack Carpenter and Taylor Rao. The pair started 2BD after returning to Upstate New York after working in New York City and Los Angeles in entertainment and marketing. Jack is an Emmy Award winner, expert content creator and 2BD's executive producer with a passion for storytelling through video. Taylor has spent the past decade as a journalist with Hearst Newspapers, and uses her editorial eye and professional marketing background to bring strategy, copywriting, and new business development to grow the 2BD brand through partnerships and advertising.

WHERE WE'RE AT



Two Buttons Deep is growing to become one of the largest independent entertainment and media outlets in Upstate New York.

OUR FOLLOWERS:

125,000+

BREAKDOWN BY PLATFORM

78,000 - Facebook
26,900 - Instagram
4,500 - Twitter
15,000 - Sub-brand accounts

AVERAGE QUARTERLY GROWTH

10% - Facebook
13% - Instagram
3.5% - Twitter



5M

AVERAGE MONTHLY REACH

3M - Facebook
1.75M - Instagram
600K - Twitter
150K - twobuttonsdeep.com
50K - Sub-brand accounts

900K

AVERAGE MONTHLY ENGAGEMENT

575K

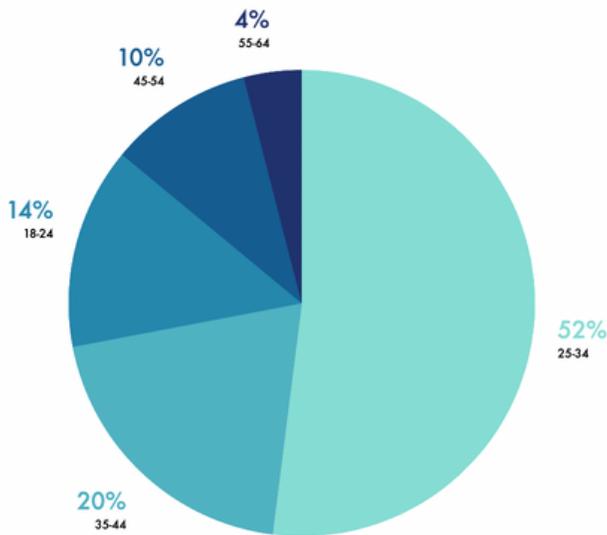
AVERAGE MONTHLY VIDEO VIEWS*

**Combination of 2BD original content and reshared viral posts*

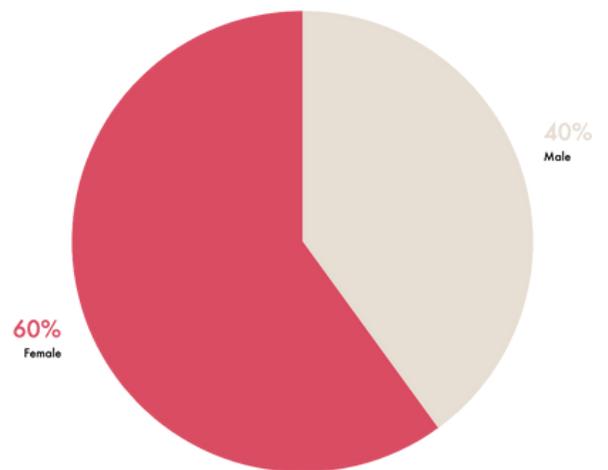
OUR AUDIENCE

In addition to our unique style of content creation, Two Buttons Deep's brand appeals to a millennial target market that sets our company apart from our local competitors in mainstream traditional media. **2BD's primary demographic is the 25-34 age group in the Capital Region.** This audience is college educated (bachelor's degree or higher) and has an average income of around \$60,000 per year. We find our target demographic is incredibly brand loyal, loves most anything locally-made or locally-owned, and is willing to spend discretionary income on unique products or experiences as it relates to food and beverage, entertainment, travel and events.

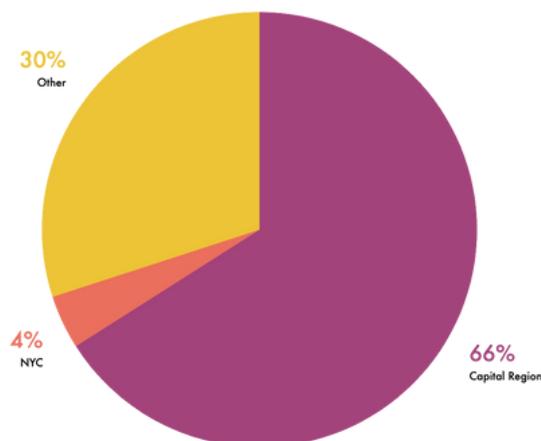
AGE BREAKDOWN



GENDER



LOCATIONS



WHAT WE OFFER

GIVEAWAYS

If you're looking to educate the 25-34 market about a new product, service or brand, a giveaway on 2BD's Instagram page can act as a quick boost of brand awareness, while also growing your organic social following in a relatively short period of time. Your giveaway products or services will be broadcast to our platform-specific following of individuals in your target demographic, with access to Swipe Up to learn more or visit your website as a direct call-to-action.

ORGANIC BRAND MENTIONS

Let the 2BD Squad add your product or service to our daily routine of living life in Upstate New York. By supplying us with your product or giving us information on the benefits or where to buy, we can utilize our unique cast of personalities to implement your brand into our lifestyles and convince our target demographic it's something they should try or experience, too.

PRESENTING SPONSORSHIP OR FEATURED SPONSOR OF A 2BD SEGMENT OR PROGRAM

Two Buttons Deep presents a network of original programming that is proven to be relevant and engaging for our current target demographic. Rather than create something entirely new, you can become a supporting sponsor of our original shows and programs, such as the weekly Two Buttons Deep Squadcast or Buttonista Podcast, or special segments like The Bachelor's Chop, Squad Does...and more.

TWO BUTTONS DEEP ORIGINAL VIDEOS & CONTENT

Let's say you have something really fun. Really unique. Really special. And you want us to try it out firsthand, or come in for a one-on-one video where we interview you and your team, take a tour or try a new product or experience on camera. You can partner with 2BD on an original video featuring you or your brand and create a unique suite of content that can be repurposed for your own social pages or website.



WHAT YOU'LL GET

Part of our job as social media professionals is knowing how to get a large audience to view and to interact with our content --not once or twice, but as many times as possible.

When you work with Two Buttons Deep, it's not a one-and-done effort or a quick hit. We do our best work when we can integrate your brand organically, and in a way that has our audience questioning if it's really an ad or just real life.

We pride ourselves on building trust with our clients and adding value through the constant cross-promotion of our content across Two Buttons Deep's platforms, our affiliate brands as well as our individual personalities' social accounts. We will continue to promote your brand and our unique content create far beyond our contract end date and put forth our honest support of your product or service through natural interactions and experiences.



SOCIAL TAGS AND MENTIONS

2BD will include your brand's social tags, website URL and relevant tags and calls-to-action on all of our accounts across platforms. Our content together is displayed as a variety of video clips, photos, tweets and mentions to give it more life and opportunities to be seen and shared.

LOGO AND/OR PRODUCT PLACEMENT

Our team will utilize your product or brand through native advertising on-camera, as well as through traditional logo placement throughout our content and on our website in the form of banner ads with calls-to-action.

MONTHLY CAMPAIGN REPORT

At the end of our work together, 2BD will provide a detailed campaign report that tracks our results.

CHECK-IN MEETINGS

We schedule frequent check-ins with our long term clients to ensure overall success of our campaigns and to re-shift efforts as needed.

TESTIMONIALS

"As a 1.7 million square foot shopping center, Crossgates has built a strong base of shoppers over the 35 years we have operated here in Albany. As the world of retail evolves, along with technology ever-changing, our marketing efforts have shifted in order to become more engaged with the consumer. **With Crossgates offering more than just shopping, we partnered with Two Buttons Deep and The Buttonista to incorporate our entertainment element into their segments to give people a "day in the life" at Crossgates.**

CROSSGATES

JENNIFER SMITH
Marketing Director,
Crossgates Mall

Fashion retailers within the center were also brought into the Two Buttons Deep mix to create a local awareness of their brands as being wearable by everyone from college age kids to local fashionistas to those making their way in the corporate world. Pairing Crossgates with the Two Buttons Deep team of influencers have brought our marketing efforts to the next level of engagement with their visitors and ours by allowing us to be seen as the place to be for fashion and fun!"



JONATHAN SCHERZER
Marketing Director,
Capital District
Transportation Authority

"CDTA is always looking at what's new, fresh and what will help us stand out. We wanted to go beyond standard marketing techniques and met with Jack and Taylor. We clicked early on and started small with broadcast sponsorships and then began to grow our partnership. **2BD provides a direct line to what is happening in the Capital Region, cutting across a variety of demographics that are important to CDTA.**

We have collaborated to co-present 2BD events, highlighted new mobility products, and worked cooperatively to grow our audience through their unique approach. They have been easy and fun to work with while driving increasing engagement and name recognition for our brand. They have continued to resonate with a larger audience via a growing list of partnerships and events that showcase their status as the Capital Region's true influencers."

"Working with Two Buttons Deep has been a great experience since day one. **Two Buttons Deep has been an outstanding business partner in creating media content which has helped us reach AND engage our desired demographic in a unique way.**

Several of our customers have communicated their excitement regarding our new partnership, which has opened up new business opportunities for these establishments and the brands that we sell. We are very excited to continue our partnership in 2021 and trust Two Buttons Deep to deliver results."



MAX KORNSTEIN
Brand Manager, DeCrescente
Distributing Company



In addition to paid partnerships, Two Buttons Deep has also worked with a number of Capital Region nonprofit organizations, such as: American Cancer Society, Boys & Girls Clubs of the Capital Area, Equinox Domestic Violence Services, Girls, Inc., Girls on the Run, Mohawk Hudson Humane Society, Street Soldiers, Toys for Toga, United Way of the Greater Capital Region, and more.

buttonista

The Buttonista is a Two Buttons Deep brand created and managed by 2BD co-founder Taylor Rao. As the official fashion personality of the squad, Taylor started Buttonista in effort to grow our segmented fashion, lifestyle and interior design-inspired market, and to directly appeal to a target demographic of 25-34 females living in the Capital Region.

There is a fast-paced, consistent growth and support for the Buttonista, and this segmented 2BD outlet now opens up more opportunities for local retailers and businesses to partner on niche, female-focused content to an engaged audience.

Taylor hosts the Buttonista Podcast, a weekly show produced by 2BD, featuring the latest in what's trending in her life, as well as in fashion, interior design and pop culture. The Buttonista Show frequently welcomes guests for interviews and general conversation that appeal directly to this specific audience.

500K

AVERAGE MONTHLY REACH

12%

AVERAGE MONTHLY GROWTH

85K

AVERAGE MONTHLY ENGAGEMENT

60%

25-34 AGE DEMOGRAPHIC

85%

FEMALE FOLLOWERS





Pupstate NY is our brand that features the unsung heroes of social media: Dogs. Everybody enjoys seeing dogs pop up on their feed, so we created a whole channel dedicated to getting to know local dogs we encounter around Upstate New York. With a high quality portrait and a few fun facts about each dog we feature, Pupstate has captured the hearts of animal lovers around the Capital Region and beyond with our daily posts, humorous content and interaction with the niche world of human-run Instagram accounts for their animals.

Our future plans involve creating a weekly photo contest, merchandise, and more original content to integrate dog-friendly businesses and brands into our captivated market on PupstateNY.

75K

AVERAGE MONTHLY REACH

3%

AVERAGE MONTHLY GROWTH

7.5K

AVERAGE MONTHLY ENGAGEMENT

75%

25-34 AGE DEMOGRAPHIC



#BUTTONBYBUTTON

Don't see what you're looking for here? Two Buttons Deep is growing every day, and our team continues to innovate and bring new ideas, personalities and content to the market as the Capital Region (and today's modern media landscape) continues to evolve.

Please reach out to Taylor Rao at taylor@twobuttonsdeep.com with questions, comments or to set up a meeting to learn more about how 2BD can help you and your business grow in Upstate New York and beyond.



@twobuttonsdeep

