

NOT A POUR DECISION



MEDIA KIT

CONTENTS



AUDIENCE/FOLLOWING
ABOUT ME
BRANDS I'VE WORKED WITH
TESTIMONIAL
RATES
METRICS
CONTACT

FOLLOWING

FOLLOWERS

70K+

AVERAGE REACH

1.7M

ENGAGEMENT RATE

6.67%

AUDIENCE

AGE RANGE

70% 25-45

LOCATION

60% U.S

40% CANADA

GENDER

50/50 SPLIT



BEN, THE MAN BEHIND THE LEGENDARY BACKYARD BAR IN WINDSOR, ONTARIO CANADA - NOT A POUR DECISION, IS A TWICE DIVORCED CANADIAN SINGLE DAD THAT HAS NOT LET LIFE'S STRUGGLES GET IN HIS WAY OF SPREADING HAPPINESS AND KINDNESS TO THE WORLD. AND THIS IS NOT A JOKE OR SOME GRAND PANDERING MISSION STATEMENT. BEN SET OUT TO HELP ULTIMATELY MAKE A HUGE DENT IN THE LONELINESS EPIDEMIC BY USING SOCIAL PLATFORMS TO LET PEOPLE KNOW THAT SOMEONE IS LISTENING AND THAT SOMEONE DOES GENUINELY CARES AND IS WILLING TO SHARE A LAUGH, SMILE AND MESSAGE OF POSITIVITY WITH AN INDUSTRY LEADING ENGAGEMENT RATE.

ABOUT NAPPD



BRANDS I'VE WORKED WITH



CITY OF WINDSOR

ONTARIO TOURISM

SUPER MORTGAGE TEAM

CANLES SHOES

GOODLIFE FITNESS

CKBG 107.9

TESTIMONIAL

FOR YEARS, ROSE CITY RIOT HAS BEEN TRYING TO RAISE ENOUGH MONEY TO BUY A NEW TRAILER—ONE THAT WOULD ALLOW US TO TRANSPORT OUR WHEELCHAIRS SAFELY AND EFFICIENTLY TO GAMES. NO MATTER HOW HARD WE TRIED, WE JUST COULDN'T REACH OUR GOAL. THAT CHANGED WHEN BEN PUZZUOLI FROM NOT A POUR DECISION STEPPED IN.

BEN DIDN'T JUST GET US LIKES—HE GOT US REAL RESULTS. HIS ABILITY TO CONNECT WITH PEOPLE THROUGH SOCIAL MEDIA TURNED WHAT FELT LIKE AN IMPOSSIBLE FUNDRAISING EFFORT INTO A REALITY. THROUGH HIS CONTENT, STORYTELLING, AND RELENTLESS POSITIVITY, HE REACHED NOT ONLY OUR LOCAL COMMUNITY BUT ALSO PEOPLE AROUND THE WORLD WHO WANTED TO SUPPORT OUR TEAM.

BECAUSE OF BEN'S EFFORTS, WE FINALLY HAVE THE FUNDS TO BUY THE TRAILER WE'VE NEEDED FOR SO LONG. HIS IMPACT GOES FAR BEYOND ENGAGEMENT—HE INSPIRES ACTION. WE ARE INCREDIBLY GRATEFUL FOR HIS SUPPORT, HIS PLATFORM, AND HIS BELIEF IN WHAT WE DO.

THANK YOU, BEN, FOR PROVING THAT KINDNESS AND COMMUNITY CAN MAKE A REAL DIFFERENCE.

—JOHN AZLEN





BIG BUDGET? SMALL BUDGET? IT DOES NOT MATTER - WE WORK THE SAME WAY. WE DON'T BELIEVE IN ONE-OFFS. WE CREATE CAMPAIGNS FOR YOUR BUSINESS TO SEE REAL RESULTS. CONTACT US FOR A CUSTOM PROPOSAL.

AD CAMPAIGN CREATIVE
SEND US A DM OR EMAIL

METRICS WE WILL MEASURE

ENGAGEMENT RATE

THIS METRIC MEASURES HOW MANY PEOPLE ARE INTERACTING WITH YOUR CONTENT. IT INCLUDES LIKES, COMMENTS, SHARES, AND OTHER FORMS OF ENGAGEMENT.

REACH

THIS METRIC MEASURES THE TOTAL NUMBER OF PEOPLE WHO HAVE BEEN EXPOSED TO YOUR CONTENT.

AUDIENCE GROWTH

THIS METRIC INDICATES HOW SUCCESSFUL YOUR SOCIAL MEDIA STRATEGY IS IN TERMS OF EXPANDING YOUR REACH TO NEW AUDIENCES.

CONVERSION RATE

THIS METRIC MEASURES HOW MANY PEOPLE ARE TAKING THE DESIRED ACTION AFTER VIEWING YOUR CONTENT. THIS COULD INCLUDE SIGNING UP FOR AN EMAIL LIST, MAKING A PURCHASE, OR DOWNLOADING AN APP.

COST PER ACQUISITION

THIS METRIC MEASURES HOW MUCH IT COSTS TO ACQUIRE A NEW CUSTOMER OR USER. THIS CAN BE AN IMPORTANT MEASURE OF RETURN ON INVESTMENT FOR SOCIAL MEDIA CAMPAIGNS.

THE METRICS **MOST SUITABLE FOR YOUR BRAND IS UNIQUE.**
PLEASE GET IN TOUCH TO DISCUSS HOW WE CAN WORK TOGETHER
TO BEST **BENEFIT YOUR BRAND.**

GET PEOPLE TALKING

WWW.NOTAPOURDECISION.COM

HELLO@NOTAPOURDECISION.COM

313-355-6045

PLEASE GET IN TOUCH AND MY TEAM WILL GET
BACK TO YOU IN 1-2 BUSINESS DAYS.