

***SOCIAL  
ORIGIN***



# CULTURE, CREATIVITY & BUSINESS

#here for good

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# PODCASTING

## STORY BASED MARKETING

Podcasting as an industry is at the forefront of marketing trends globally.

In fact it is estimated that 90 million Americans listen to at least one podcast monthly. There are few other marketing channels that engage clients on their own terms. Taking advantage of the power of technology to identify and communicate with your clients is one of the most valuable business development activities you can undertake.

We believe that creating community within business is the fastest way to build trust and develop lifelong partnerships. We've been able to successfully capture our target market through podcasting in collaboration with web design, digital advertising and social media marketing. We're excited at the prospect of working with your company.



# OUR STORY

## MEET DAVID & DANIEL ALEXANDER

Social Origin exists to cultivate a community of creatively minded, socially conscious thought leaders who aren't afraid to explore, dream and reimagine the world as it is and all that it could be. Founded in 2019, twin brothers David and Daniel Alexander dreamt of making this vision a reality through starting a podcast. What resulted was the opportunity to build community, inspire growth, and make a positive cultural impact through sharing stories. We specialise in story based marketing, helping build brands grow through meaningful connections and uplifting, impactful content.

# MEET DAVID

## CO-FOUNDER AND DIRECTOR OF PR.

He's what you'd call a 'Super Creative'. As a professional tap dancer he's toured the US dancing, speaking, and inspiring audiences from all different backgrounds & spheres. After launching a website design company and nonprofit mentoring leadership organisation, he became the PR & Social Media Strategist at a multimillion-dollar technology firm. Beyond dance, he enjoys business strategy, marketing, advertising, poetry, videography, and roller skating on the weekends. David's keynote "Hacking Creativity" engages audiences on practical implementation tools for engaging creativity in the marketplace.



# MEET DANIEL

## CO-FOUNDER AND DIRECTOR OF MARKETING

He's a fun loving free spirit. As a musician Daniel has also toured the US, impacting thousands with his own songs, and actively plays music every weekend. He's been a photographer, graphic designer, musician and all around creative for more than 18 years. Just 6 years ago he took a leap of faith and moved to Australia where he successfully launched multiple brands, achieved top sales awards, and has worked with a variety of social media influencers. Previously Daniel worked as the Community Manager for 3+ years at one of Australia's largest and most successful coworking organisations.



## OUR MISSION

is to share messages of  
hope and create moments  
that inspire change

## OUR VISION

is to see Social Origin  
as a hub for creatives  
to gather, connect and  
create their future

## OUR VALUES

are honesty,  
excellence &  
authenticity



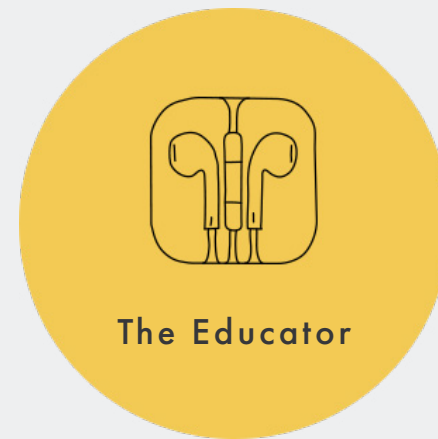
**SERVICES**

**WHAT WE OFFER**

# PODCASTING



- 1 Episode Produced (up to 1hr of audio)
- Intro & Outro
- Mixing Background Audio
- General Improvements with EQ & Leveling



- 1 Episode Produced
- Distribution Management
- 1 Social Media Graphic
- 1 Strategy Meeting
- Basic Podcasting Resources
- \*excludes set up fee



- 2 Episodes Produced
- Distribution Management
- 2 Social Media Graphics
- 1 Strategy Meeting
- Basic Podcasting Resources
- Bonus - Email Strategy
- \*excludes set up fee



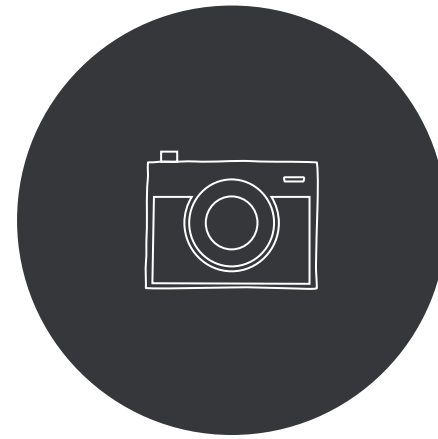
- 4 Episodes Produced
- Distribution Management
- 4 Social Media Graphics
- 2 Strategy Meetings
- Basic Podcasting Resources
- Email Strategy
- Bonus - Webinar Strategy Session
- \*excludes set up fee

# MARKETING



## VIDEO PRODUCTION

We will work with your team from start to finish including strategy, script development and choosing the right talent to ensure the end product meets your needs.



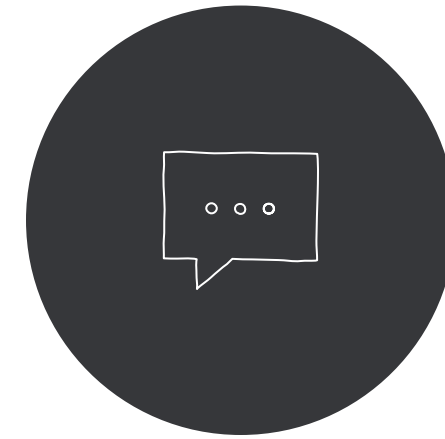
## PHOTOGRAPHY

Whether it's headshots, product photography, or commercial needs our talented team can deliver you high quality images.



## WEBSITE DESIGN

Each project is customised with powerful marketing tools and stunning design to present fresh modern aesthetics that sets our clients apart from competitors.



## BRAND CONSULTING

We provide dynamic consulting services to ensure your brand voice, vision and values align.

# ADDITIONAL SERVICES

## SOCIAL ORIGIN COLLECTIVE

Social Origin Collective is a group of like minded creatives who can provide solutions for your business. Including graphic design, app development, photography, videography and more. They are highly qualified professionals who work alongside our team to accomplish more than we can apart.

Video Production

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Photography

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Website Design

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Brand Consulting

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Social Media Management

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PR Consulting

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Graphic Design

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App Development

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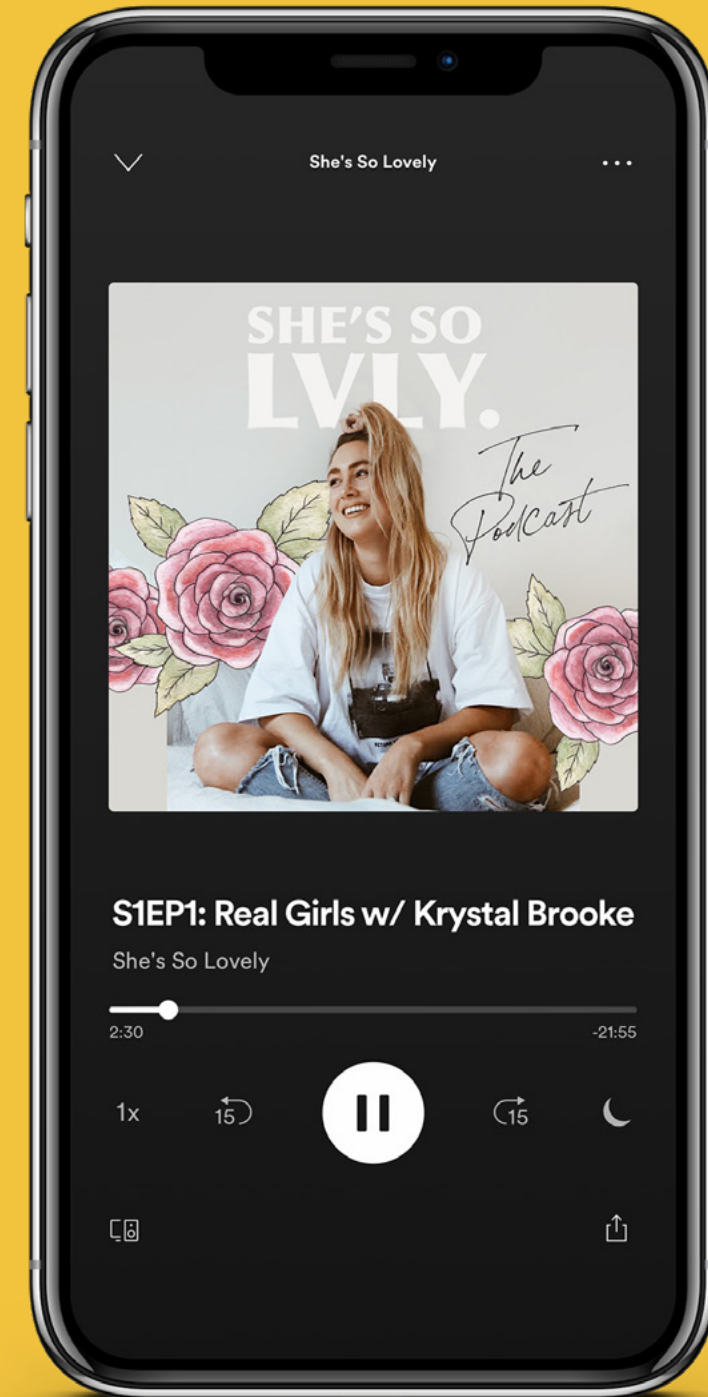
# OUR CLIENTS

PODCASTING,  
VIDEO  
PRODUCTION,  
WEB DESIGN,  
PR AND  
MARKETING

We've had the privilege of working with a number of incredible organizations from a wide range of industries such as; finance, technology, fashion, logistics and transportation, as well as authors and top industry leaders.

Each business has a unique audience to reach with an incredible story. It's been fantastic to see thousands of people engaged on a monthly basis through story based marketing.

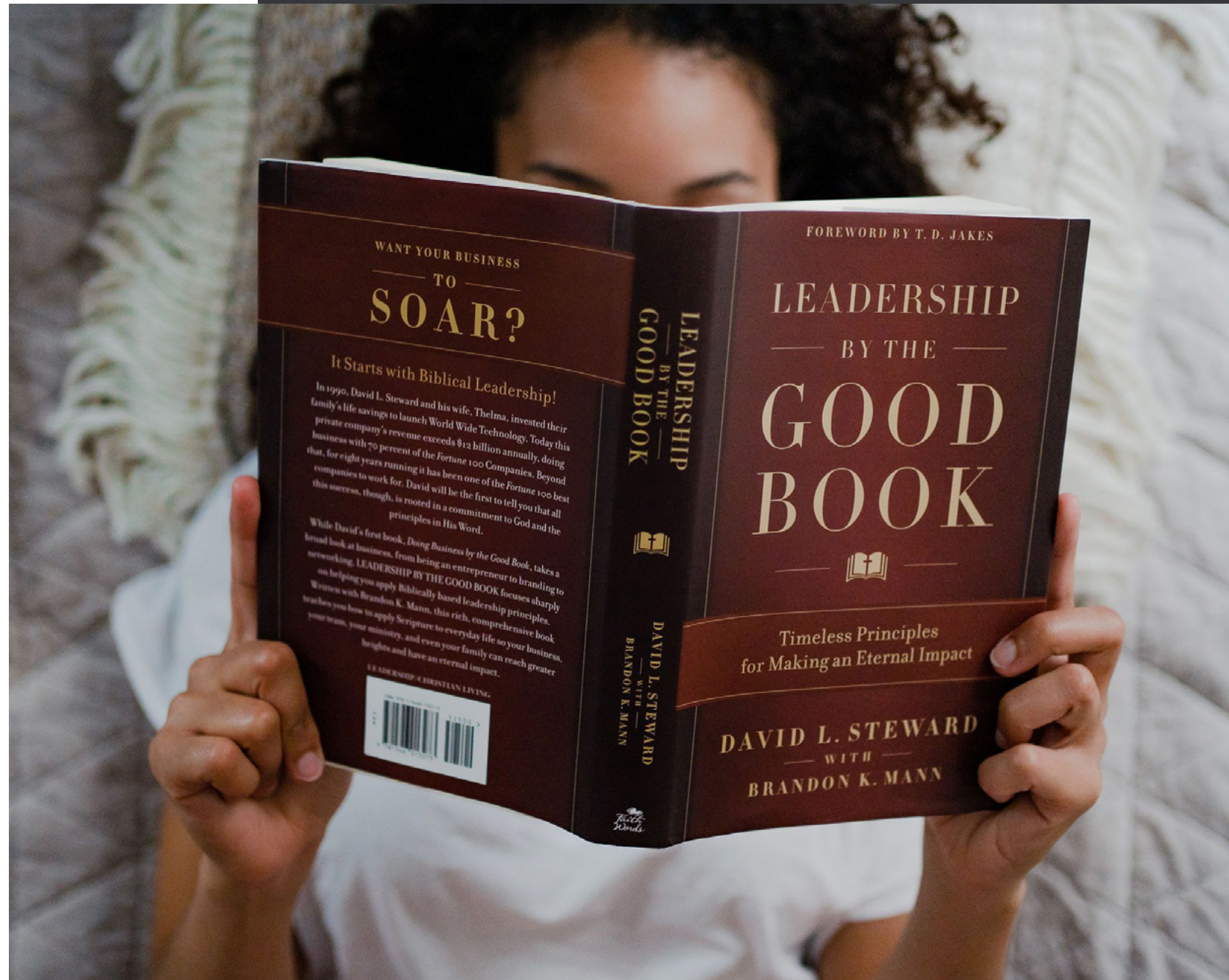
See some of our work below...



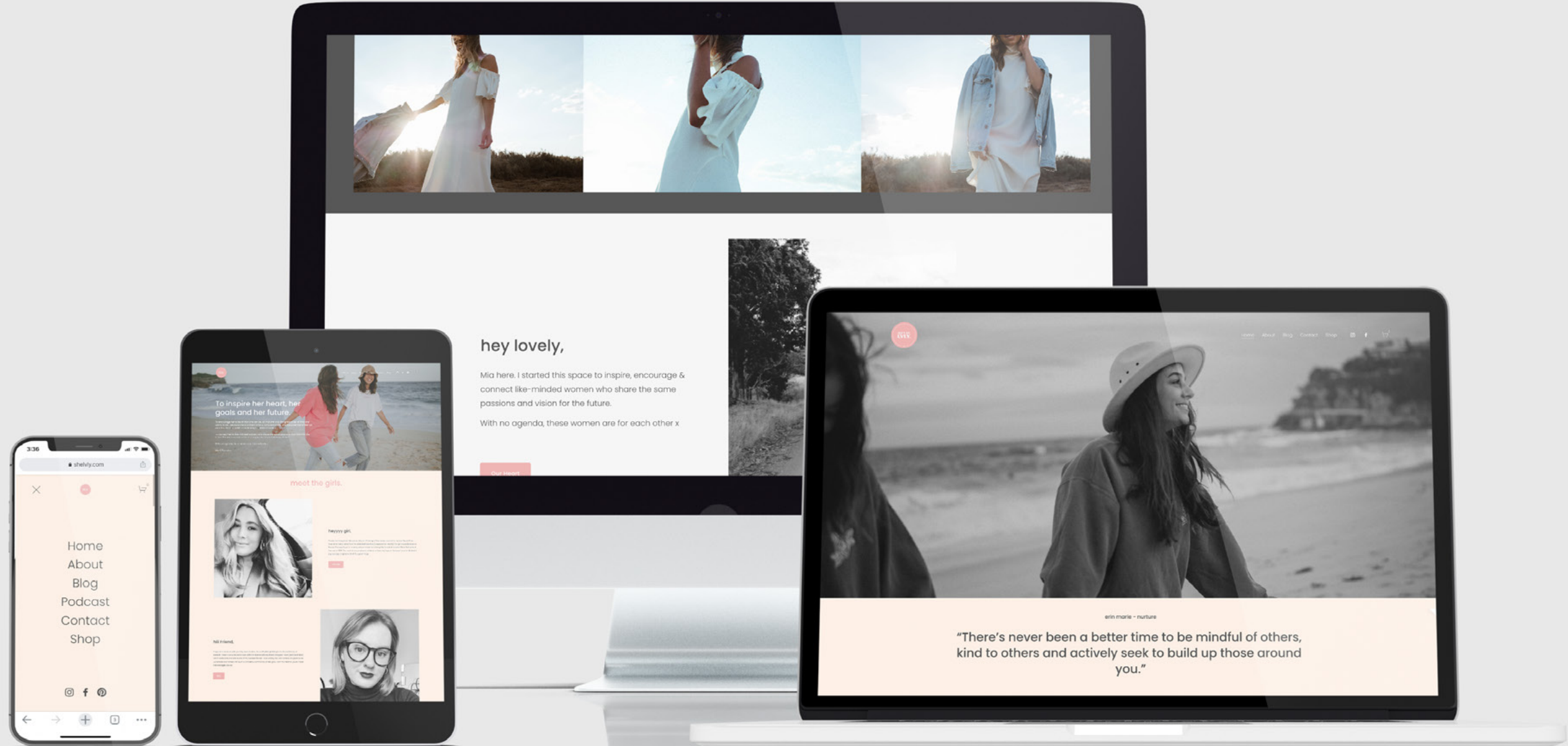




'Leadership by the Good Book'  
Book Launch for David Steward,  
CEO of World Wide Technologies







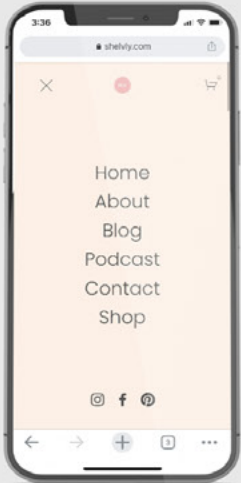
hey lovely,

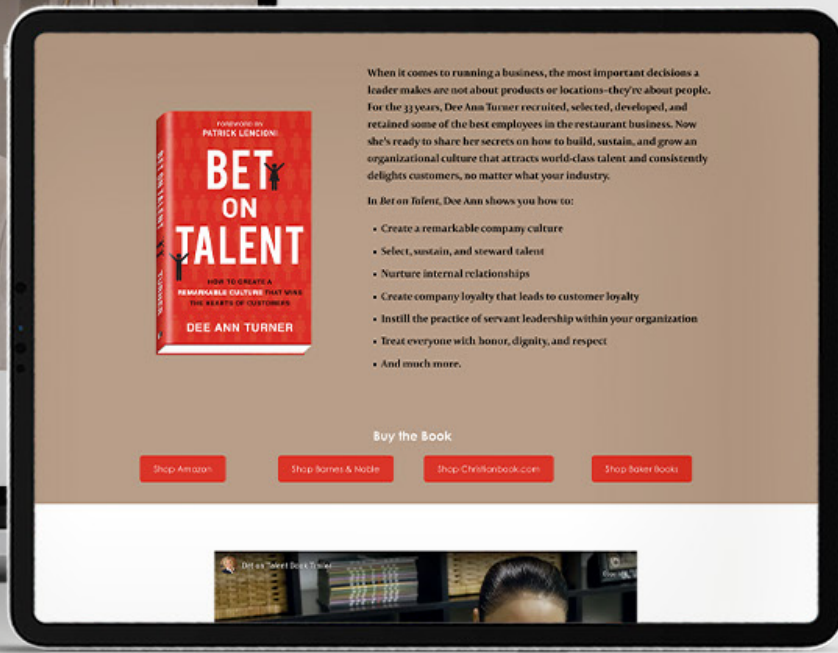
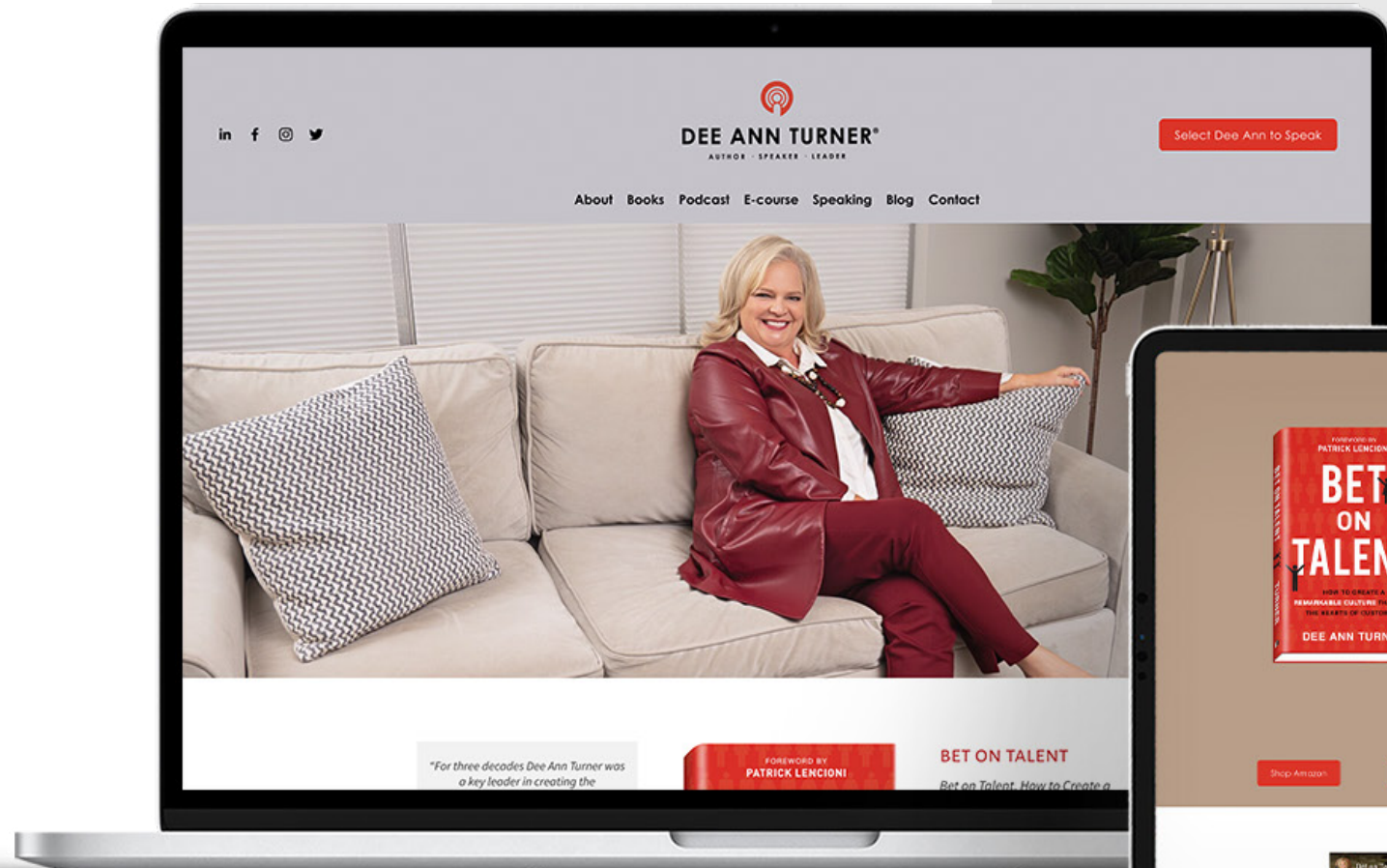
Mia here. I started this space to inspire, encourage & connect like-minded women who share the same passions and vision for the future. With no agenda, these women are for each other x

meet the girls,



erin marie - nurture  
"There's never been a better time to be mindful of others, kind to others and actively seek to build up those around you."

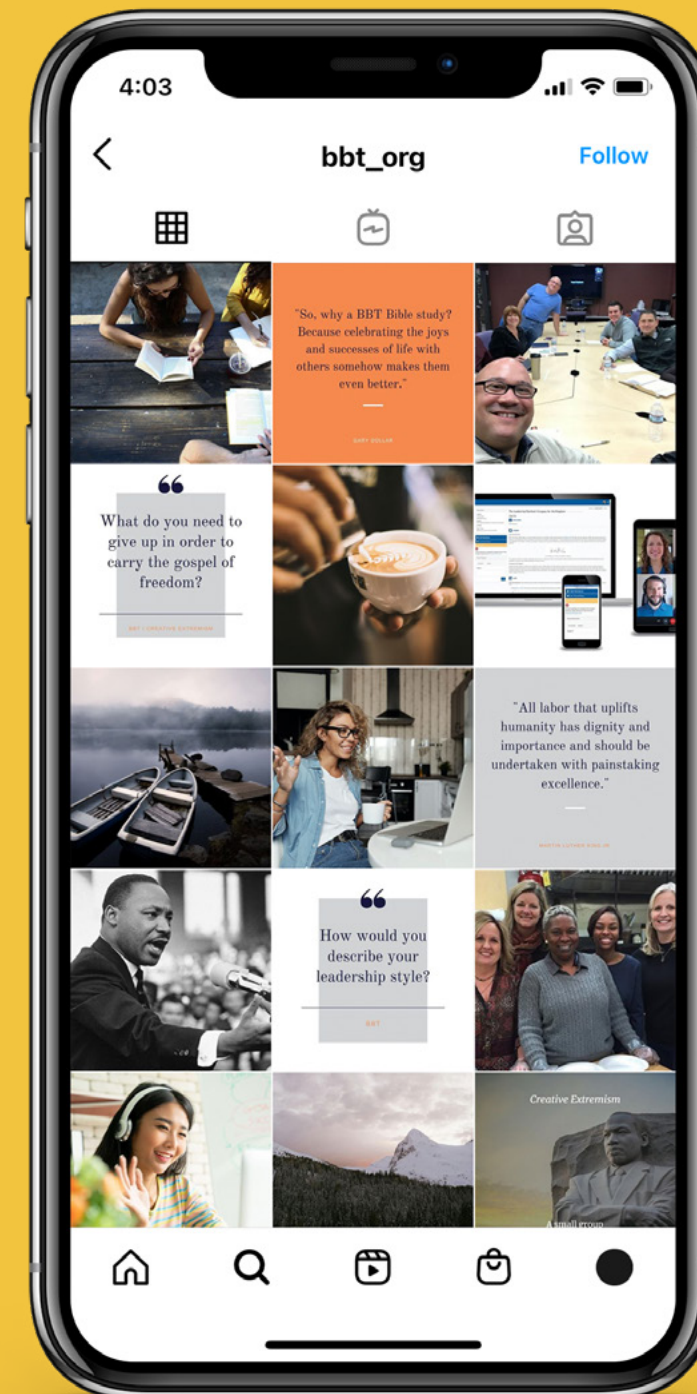
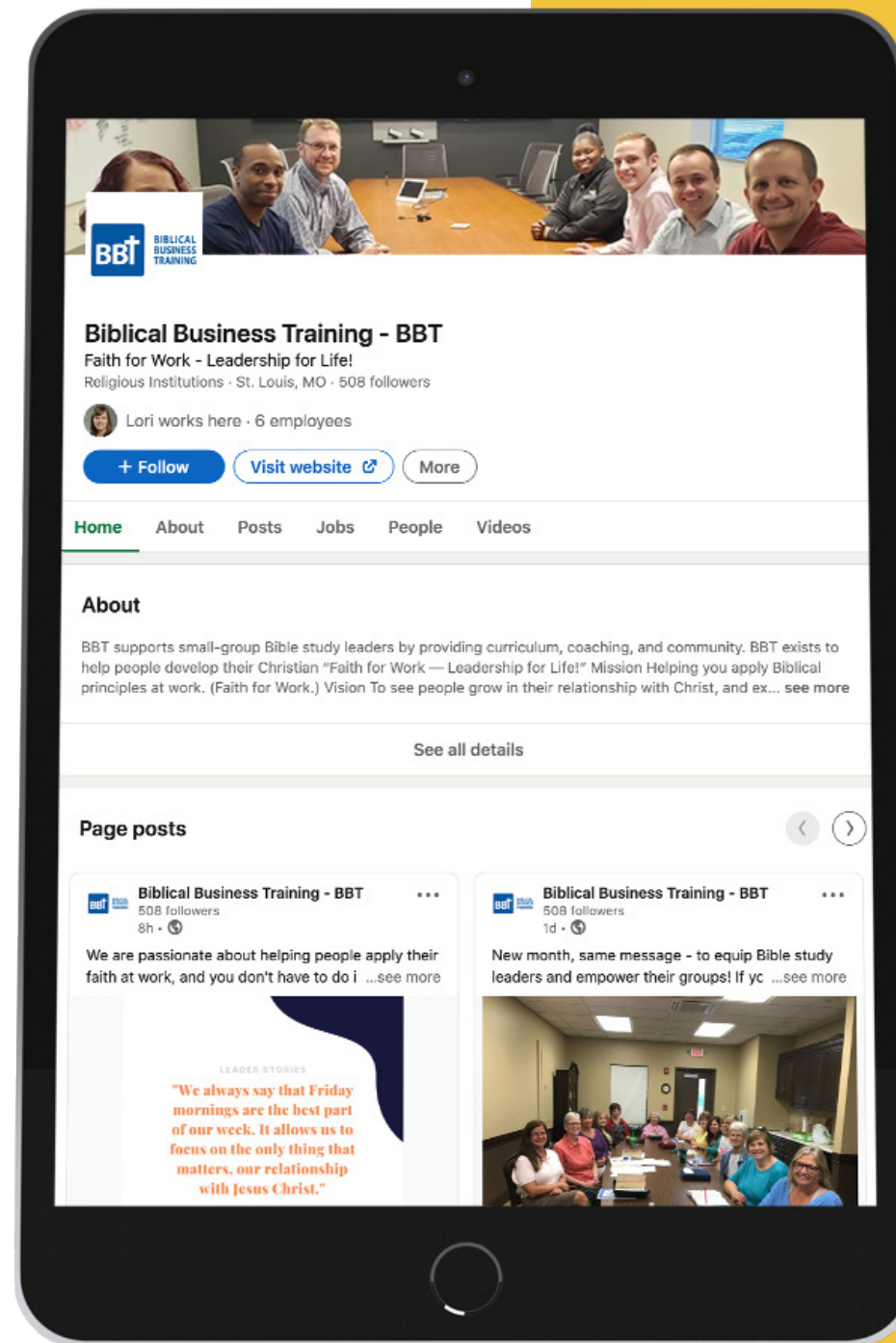




Website Design for Dee Ann Turner, Former Chick-fil-A VP, Two-time Best Selling Author and Acclaimed Keynote Speaker



Brand Asset Development for Biblical Business Training, we've given BBT a facelift with new content creation across social media, a promotional video, 'Faith For Work' podcast and PR strategy.



# CLIENT TESTIMONIAL

“The all-in, devoted service we receive makes it feel like we are your only client when we know you all are very busy providing the same level of service to other clients.

Lori Drury  
Communications Director for BBT

# CONNECT

Join the Social Origin community



@socialorigin



@socialorigin1



@SocialOrigin



social-origin-llc



subscribe to  
the podcast

# CONTACT US

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