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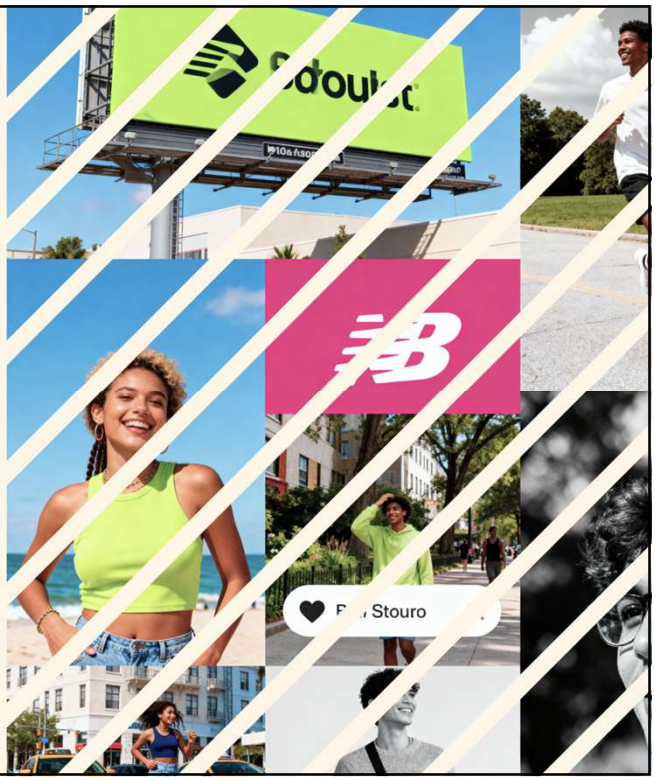
www.idcpa.org/my-iscpa/member-benefits-discounts

NOV 2025

Marketing Fundamentals

Unfiltered

Tuuti



1

MARKETING FUNDAMENTALS UNFILTERED

Meet The Team



Shawnda Huffman
CEO/Founder

Lindsay Smith
Influencer Marketing Manager

Caylie Shelton
Director of PR
& Events, Partner

Chris Glover
Creative Director

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2

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Tuuti

1

We are a female-owned full service marketing agency located in downtown Boise.

2

We specialize in PR, Creative, Content, SEO, Social Media Management, and Influencer Marketing.

3

We launched in 2022 and have signed 50+ clients, completed 200+ projects, and supported over 100 community events.

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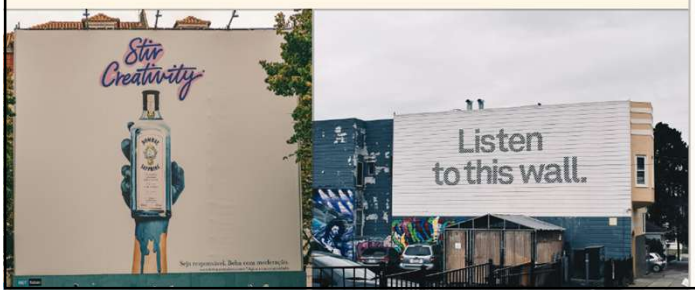
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MARKETING FUNDAMENTALS UNFILTERED

What is Marketing?

Marketing is basically the art (and a bit of science) of getting the right people excited about the right stuff.





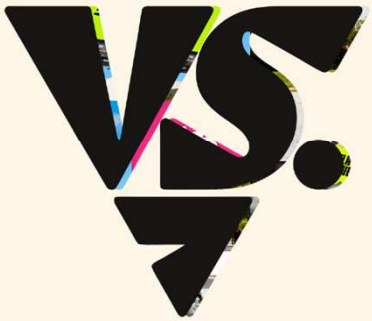
It's how you strategically shout from the rooftops! At its best, marketing isn't just selling... it's connecting, inspiring, and making the world a little more awesome.

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Traditional Marketing Methods



Social Media Marketing

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Analog vs. Algorithm

Why Social Media Outperforms Traditional Marketing

1

Reach & Precision

Social media enables highly targeted, integrated ads — based on demographics, interests, and behaviors — delivered within everyday user interactions. This makes them far more precise and engaging than traditional channels like TV or print.

2

Measurable Results

Social media provides real-time, detailed metrics that let brands track campaign performance and optimize ROI instantly. Unlike traditional media's indirect measurements, platforms and tools like Google Analytics deliver accurate data on traffic, engagement, and conversion.

3

Consumer Behavior

Consumer engagement and loyalty is driven by interactive content. 79% influenced by social media content purchasing directly from social ads.

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> Social media is the face of your brand. It can be a powerful tool for marketing your business and building your brand reputation, trust, and community engagement. Today, more than ever, people are turning to platforms like Instagram, TikTok, and Pinterest not just to scroll, but to search — for products, services, and people they can connect with.

Instagram facebook TikTok X LinkedIn Threads

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What is Organic?

It's not about chasing likes — it's about creating connections.





Organic strategies work differently depending on the platform, here are the most common and effective channels...

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Organic Channels

Instagram

Great for visual storytelling, reels, behind-the-scenes content, and building an aesthetic-driven brand voice.

172M U.S. Reach

facebook

Useful for community groups, events, and connecting with older demographics, especially in group formats.

253M U.S. Reach

TikTok

Short-form video storytelling, trend driven content, and authenticity. A powerful place for fast, organic discovery.

136M U.S. Reach

X

Real time updates, commentary, news moments, and stirring conversation, especially when your audience is active there.

104M U.S. Reach

LinkedIn

Ideal for thought leadership, professional narratives, industry insights, and employer or organization branding (with video and interactive formats).

250M U.S. Reach

Threads

As the newest of the six platforms, it's an emerging conversational text based space for brand voice, micro engagement, quick reflections, and building community.

30M U.S. Reach

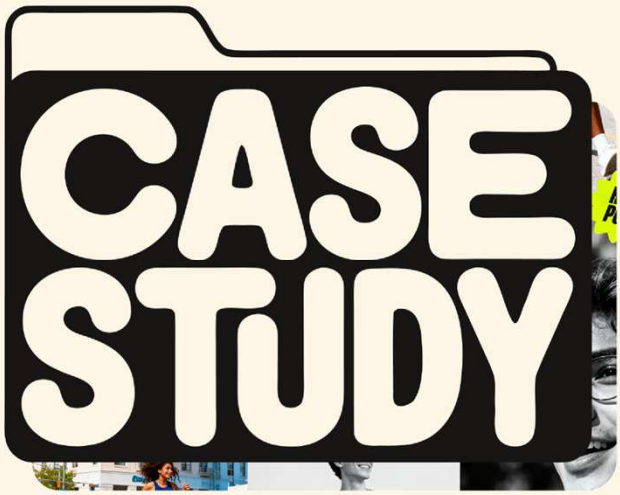
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Finally Home

Organic Social Media Management
Paid Ads
Blog Writing
Rebrand



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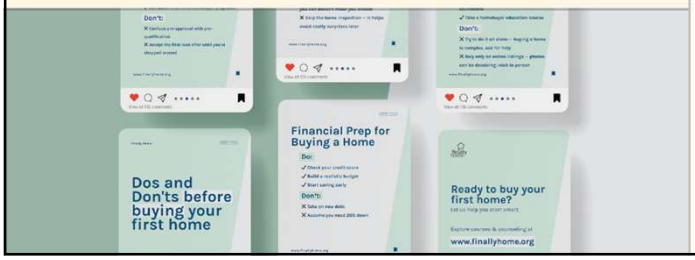
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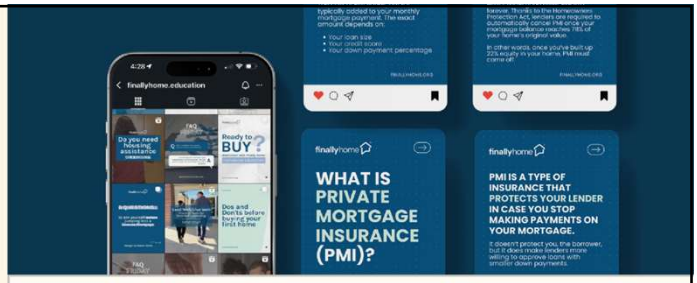
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Project Overview

Finally Home! provides essential education and expert support to ensure that everyone has the opportunity for a safe, stable home. They partnered with Tuuti to increase brand awareness, boost engagement, and drive traffic to their website/educational resources through ongoing social media management.

Services Provided: Through the done-with-you package, we created a two channel social media strategy (Meta and LinkedIn), monthly content calendars, content creation with 3 posts per week, along with monthly performance reporting. The Finally Home! team handles posting and engagement.





The Process

During the first month, our process for new organic social media clients begins with developing a strategy. This includes a profile audit, six-month goals, content pillars, audience analysis, profile recommendations (photo, bio, and links), highlight bubbles, SEO keywords, engagement strategy, and a posting schedule. Using this strategy, we create a content calendar with creative assets and copy. At the end of each month we provide reports on engagement, performance, and actionable insights. Highlighting ways to improve and opportunities for growth.

The Solution

Tuuti continues to manage Finally Home's organic social media presence across Meta and LinkedIn, developing strategic content calendars, creating engaging posts, and providing monthly performance reports.

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How to apply organic social media to your business

1 **Types of posts to create**

When creating a social media strategy, we define four to five key content pillars. These often include educational content like tips and how-tos, storytelling through customer highlights or behind the scenes moments, community-building posts such as questions and polls, product or service spotlights, and brand personality content that showcases your values, culture, and opinions.

2 **Frequency, tone, and content pillars**

Post consistently, aiming for 3 to 5 times per week. Keep your tone aligned with your brand, whether that's friendly, expert, or bold, and use content pillars to guide your topics and build familiarity with your audience over time.

3 **Tips for engagement**

Always include a clear call to action by asking questions, prompt comments, or encouraging followers to share. Engage with your audience by responding to comments and DMs within the first 30 minutes after posting. Use interactive elements like polls or carousels to increase reach and boost engagement.

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What Are Paid Social Media Ads?

Awareness
Build visibility and reach new audiences

Traffic
Drive clicks to your website, blog, or landing page

Leads
Encourage specific actions like purchases, sign-ups, or downloads





Ad Structure Basics

Visual
Eye-catching image or video that fits the platform

Copy
Clear, benefit-driven message tailored to the audience

CTA
Direct call-to-action like "Shop Now," "Learn More," or "Sign Up"

Landing Page
A destination that matches the ad and supports the action

Paid social ads are promotional posts run through platforms like Meta (Facebook & Instagram), TikTok, LinkedIn, Pinterest, and X. Each offers targeting tools to reach specific demographics, interests, and behaviors.

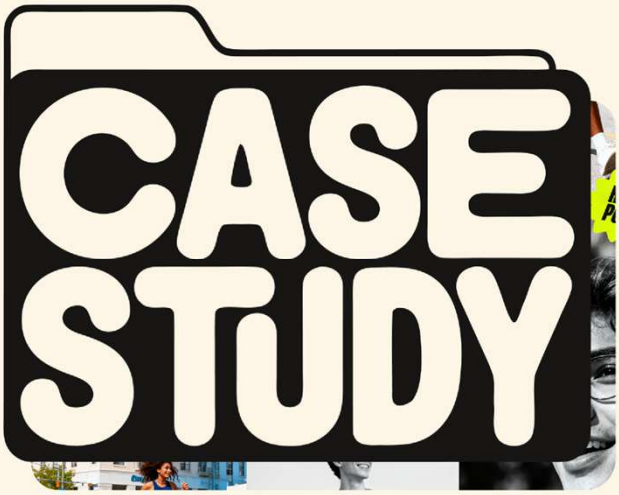
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Custom Marble

Paid Ads
Concept Development
Optimization & Reporting



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Project Overview

Custom Marble & Solid Surfaces is a manufacturer and installer specializing in cultured marble, Tyvarian marble, and solid surface products. They partnered with Tuuti to enhance their digital presence through ongoing Meta paid advertising management aimed at generating qualified leads and increasing brand awareness.

Services Provided: Paid ads management, ad creation and concept development, campaign set-up, performance monitoring and optimization, monthly reporting.





The Process

During the first month of working with Custom Marble, our focus was on building brand awareness specifically directly to homeowners, remodel contractors, and new builders. After establishing a strong foundation, we transitioned to lead generation. To support this, we implemented an instant form, allowing interested users to submit their contact information directly within the ad for a seamless conversion experience.

The Solution

Tuuti continues to manage paid Meta ads, develop concepts, and monthly reporting to ensure ongoing lead generation and steady growth in brand awareness.

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How to Start With Paid Ads

1 Start Small

Begin with a modest test budget to learn what works. Focus on one platform, one audience, and one goal per campaign to keep it simple and measurable.

2 Target Basics

Use platform tools to define your audience by:

Demographics
Age, location, gender, job title, etc.

Behaviors & Interests
Online activity, purchase habits, niche interests

Lookalike Audiences
Reach new users who resemble your best customers

3 Key Metrics to Track

CTR (Click-Through Rate)
Measures how compelling your ad is

CPA (Cost Per Aquisition)
Tells you how much it costs to get a lead or sale

ROAS (Return On Ad Spend)
Shows how much revenue you earn for every dollar spent

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INFLUENCER MARKETING & UGC

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What is Influencer Marketing & UGC?

Influencer marketing is when brands collaborate with creators who have a strong connection to their audience to promote products or services.

User-generated content (UGC) is content (photos, videos, or reviews) created by everyday customers or fans, often unpaid.





Why They Work

They build trust and provide authentic social proof.

Brands earn $5.20 for every $1 spent on influencer marketing (Influencer Marketing Hub, 2023).

Over 80% trust influencer recommendations, and 76% discover new products on social media (Digital Marketing Trends, 2024).

Start With Strategy

Define your ideal outcome (increase in followers, email sign-ups, or sales). Know what success looks like before you begin.

Finding The Right Creators

Look for creators who align with your brand and audience. Bigger isn't always better. A smaller, highly relevant audience often delivers better results.

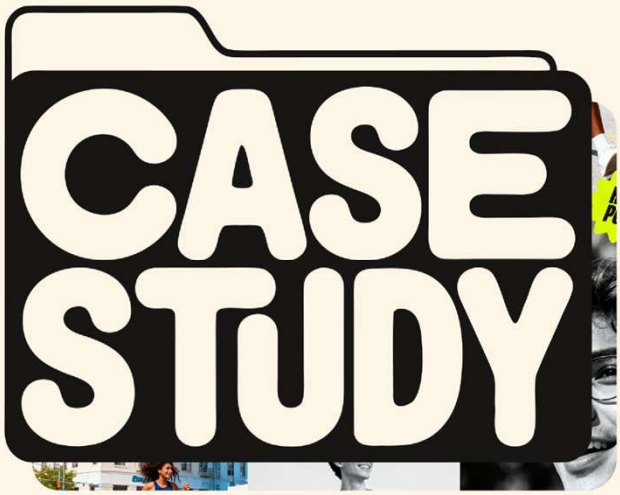
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FNDATN Functional Medicine

Influencer Marketing
Service-Based Business



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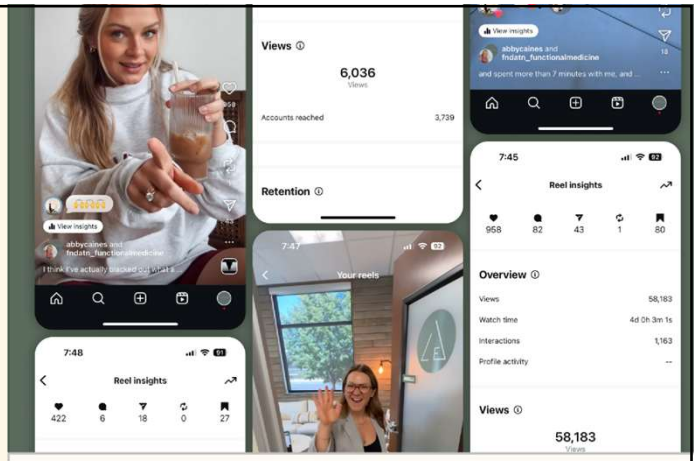
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Project Overview

FNDATN, a functional health practice, brought us on to grow brand awareness and increase new patient bookings through strategic influencer marketing. The client wanted to connect with a local, wellness-focused audience in an authentic way and build trust through real-life testimonials and social proof.

Services Provided: Influencer marketing management, Social campaign strategy





The Solution

Developed and managed a 3-month influencer campaign featuring two local wellness influencers. Highlighting their personal experience working with the practitioner — with a focus on treatments, progress, and results. This content helped demystify the patient journey, engage the local community, and drive a meaningful increase in bookings through authentic, relatable storytelling.

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How to Start Influencer Marketing & UGC

1 Find & Vet Creators

Look for creators whose audience aligns with your brand — not just in size, but in tone, values, and engagement. Review their content quality, authenticity, audience interaction, and past brand collaborations.

2 Usage Rights, Compensation & Tracking

Usage Rights
Clearly outline how and where you'll use the content (organic posts, ads, website, etc.).

Compensation
Decide on cash payment, free product/service, or a mix — and set expectations up front.

Tracking Results
Use promo codes, affiliate links, UTM tags, and platform analytics to measure impact. Focus on key metrics like engagement, traffic, conversions, and ROI. Treat influencer partnerships like business deals: be clear, fair, and data-driven.

3 Encouraging UGC

Ask happy customers to share their experiences and tag your brand.

Create a branded hashtag to organize and spotlight community content.

Run contests, challenges, or giveaways that invite people to post.

Feature UGC on your profile to reinforce community and build social proof.

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If Your Logo Vanished Tomorrow... Would Anyone Notice?

Branding isn't about logos, colors, or taglines—

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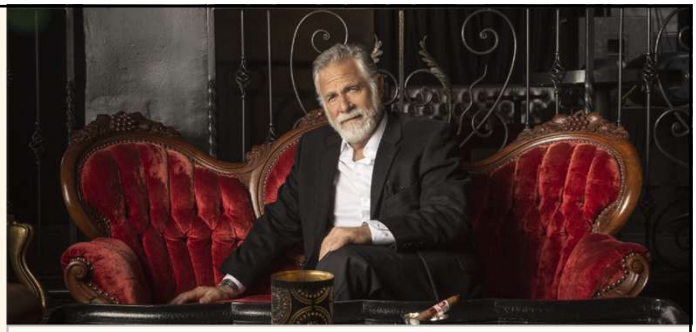
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What is Branding?

Branding is about emotion, memory, and belief. In banking, it's the invisible handshake that says, "You can trust us with your money." Every brand tells a story, but the great ones make people feel like they're part of it.





1. A logo is the receipt. The experience is the product.
2. You don't own your brand—your customers do.
3. If marketing is the sprint, brand is the marathon.
4. You can't out-design a lack of trust.
5. The best brands don't sell—they remind you who you are.

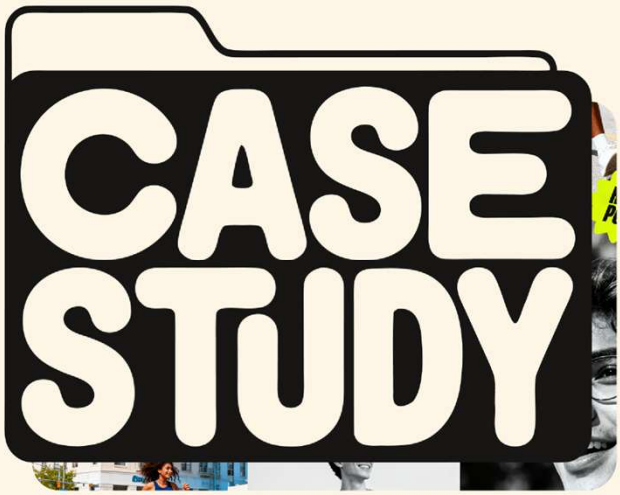
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Citibank's Iconic Rebrand

The $1.5 Million Napkin Sketch That Redefined Modern Banking



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Background

In 1998, Citicorp and Travelers merged to create Citigroup—and they needed a new identity, fast. Pentagram designer Paula Scher met with the CEO, grabbed a napkin, and sketched the Citi logo in 30 seconds. A simple wordmark with a red arc—symbolizing the Travelers umbrella—born in an instant, backed by a century of trust. That napkin became a billion-dollar brand asset.



citi



Why it Worked

Scher's napkin sketch: $1.5M design fee, but priceless clarity.

The arc = heritage (Travelers umbrella) + optimism (Citi's forward motion).

The goal: make a massive merger feel human and cohesive.

It wasn't just a new logo—it was a cultural reset.

"Citi never sleeps" became more than a tagline—it was a belief system.

Proof that simplicity done right = instant trust.

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Brand Is The Emotional ROI No Spreadsheet Can Measure.

Trust isn't built in campaigns—it's built in consistency. Every time your message, design, and experience line up, you make a deposit in the emotional bank account of your customers. And that's the kind of interest that never stops compounding.

Key Takeaways

1. Your brand is the promise, not the promotion.
2. Design without belief is decoration.
3. Storytelling is the most ancient form of trust.
4. Be the brand that feels inevitable—not invented.
5. The best ROI? Return on Integrity.

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What is PR?

Public Relations is reputation design. It's not about chasing headlines — it's about shaping how people see, trust, and talk about your brand. PR builds credibility, relationships, and visibility across media, partners, and your community.





How PR shows up

Media relations, thought leadership, speaking, awards, community activation, and brand storytelling.

What PR drives

Trust, awareness, authority, and opportunity (inbound interest, partnerships, recruiting).

How to gauge it

Quality mentions, sentiment, share of voice, backlinks, speaking/ award invites.

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Hot take: Most people have no idea what PR actually is

Let's clear up some of those misconceptions

Myth 1

"PR is just press releases."

What works: PR is strategic. It's about shaping your message before anyone else does. If you think PR is just media coverage, you're missing 90% of the picture. PR is a mix of targeted pitching, thought leadership, PR-driven events, social/influencer activations, and press releases when newsworthy.

Myth 2

"You need a huge budget."

What works: Creativity + consistency. Leverage local partnerships, regional outlets, niche trade media, speaking workshops, awards, and community activations. Smart PR doesn't have to break the bank.

Myth 3

"PR guarantees instant results."

What works: PR is not a one-and-done thing. It takes consistency. You don't just land one media hit and suddenly become a well-known name. The brands you see everywhere? They have an ongoing PR strategy that keeps them top-of-mind for consumers like us!

> PR isn't a one-off. It's strategic communication that earns trust, drives awareness, and builds long-term credibility. It is a long-term strategy, not a quick fix — but when done right, it changes everything.

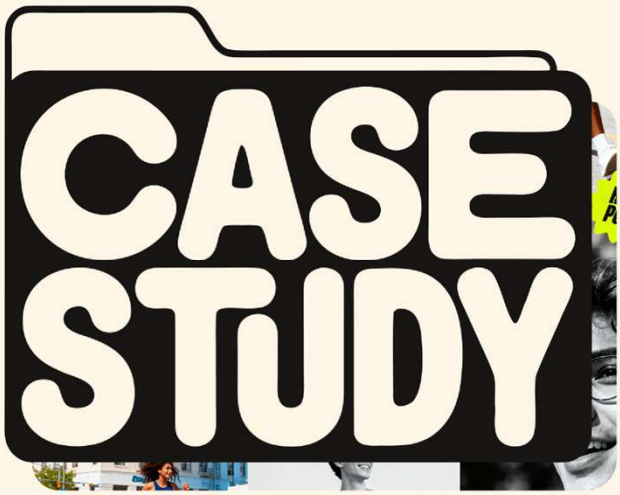
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Thomas Cuisine

PR
Event Management
Social Media



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Project Overview

Position Thomas Cuisine as a purpose-driven leader in REAL food through authentic storytelling, thought leadership, and consistent visibility.

In 2024 we built a local-first PR foundation — Idaho Business Review features, Boise-area awards lists, community sponsorships, and local podcasts — all 100% organic (no pay-to-play or sponsored placements).

For 2025, we used the same brand awareness strategy, with the bigger stage. With local traction in place, we took the same narrative to trade/industry publications, national awards, targeted podcasts, and conference stages — still entirely earned media.





The Process

Built a press-ready media kit + one-pagers for each executive speaker

Clarified key messages tied to their REAL food mission, community impact, the sectors they serve, and thought leadership

Issued one newsworthy release per quarter (and ad-hoc when warranted) to anchor momentum

Prioritized local wins (at first): Boise sponsorships, local features, and awards

Took that same narrative and expanded to national/trade: targeted pitches, podcasts, speaking engagements, events, and industry awards

Built and nurtured ongoing media relationships

Repurposed every win across social, blog, and the site's News/Press page

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The Reporting

January 01, 2025 - October 20, 2025

What this really means

Local worked and set the stage. In 2024 they had 291 media mentions; in 2025 you can see the clear jump from local coverage to national/trade visibility with a 62% increase in mentions and a 115% increase in total potential editorial reach.

Total Mentions

This year

472 ↑ 62%

Previous Period **291**

Thomas Cuisine was mentioned in the news a total of 472 times from January 1st 2025 to October 20th. The average for the same time period prior Jan 1st to Oct 20th 2024) was 291 total mentions which shows a 62% increase in earned media mentions.

Total Potential Editorial Reach

This year

542M ↑ 115%

Previous Period **252M**

The potential editorial reach shows an estimated number of people who may see an article, calculated based on the number of monthly unique visitors to the source publication.

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Highlighted Coverage

January 01, 2025 - October 20, 2025



msn



MSN.com • Annalise Freimarck

News | US | Apr 18 • 4:59 PM

Silicon Valley college district first to provide free meals

Funds will come from discretionary property tax revenue. Thomas Cuisine will provide the meals and teach cooking classes. The...

122M Reach Positive •

AP



Associated Press

News | US | Apr 29 • 10:01 AM

Thomas Cuisine Honored as a Top 5 Best Place to Work in Southwest Idaho

Allison Patt, President and CEO of Thomas Cuisine. "From the beginning, Thomas Cuisine has been grounded in values that connect us to our ...

56.5M Reach Positive •

CBS NEWS



CBS News

News | US | Sep 29 • 7:19 PM

Bay Area college district established universal free mean program for students

Kevin Ko reports on a Bay Area college district establishing a free meal program for college students to address food insecurity.

48.9M Reach Positive •

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MARKETING FUNDAMENTALS UNFILTERED

How to Start Local PR & Activation

1 Plant Your Roots

Join your local chamber or an industry association

Attend networking events

Create a story bank (impact/case study stats, customer testimonials, founder story, timely industry topics)

Create an awards and local events calendar

Create a list of national holidays (Women's History Month, National Marketing Day, etc.)

2 Show Up with Value

Giveback to the community: volunteer days or nonprofit collaborations

Run micro-activations with partners (demos, workshops, pop-ups, giveaways)

Sponsor or host a local event

Pitch local/regional outlets and podcasts with people/community impact angles

3 Build & Scale

Create a media kit including your mission, vision, leadership team bios, community involvement, awards, logos, and images

Repurpose wins on social, email, and your News/Press page

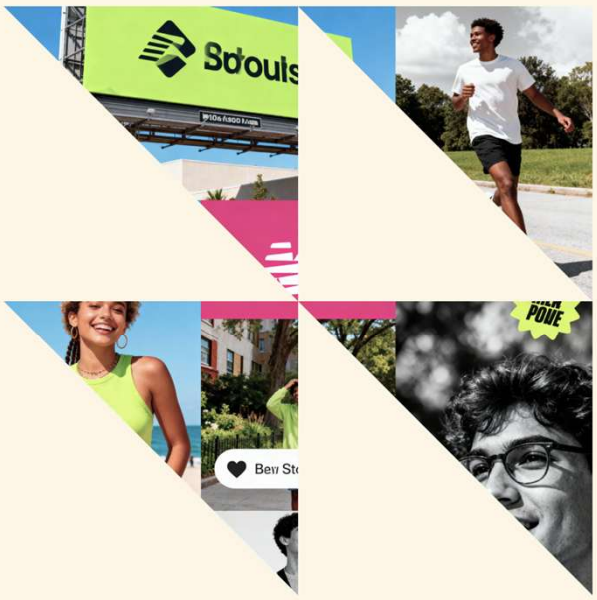
Track mentions through google alerts

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Marketing Fundamentals

Unfiltered



Thank You

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