



karma media labs

WHAT GOES AROUND COMES AROUND

KARMA: / kar ma / krm / kahr-muh / that which causes the entire cycle of cause and effect.

WHO WE ARE

KARMA Media Labs was born from the idea that online marketing needs to be engaging to be effective. We help companies, brands and individuals understand how Social Media differs from traditional media -- we educate and assist them in planning, optimizing, implementing and measuring effective campaigns to increase awareness, enhance image, and ignite conversation among core audiences and fans.

OUR APPROACH

KARMA Media Labs' philosophy is simple: What Goes Around Comes Around. We believe that Word of Mouth, much like KARMA, is a cycle of cause and effect -- it begins with a starting point and has multiple destinations. We help spark "cause and effect media" by finding your target audience where they live online -- where they congregate, where they are consuming content, and where they are engaged -- and weave your content into relevant conversations and communities, which ultimately results in increased visibility and pass-along by putting marketing in the hands of your audience.

EXPERIENCE

KARMA Media Labs brings together over 15 years of subject matter expertise in integrated 360° online media and marketing campaigns, ranging from traditional to interactive media, advertising, PR and social marketing outreach techniques. Because of our experience in all areas of interactive media, we are able to help our clients understand how to best allocate their budgets and create the most effective online marketing mix. Our well-rounded team of experts includes specialists who understand how to leverage digital and next generation social platforms to effectively drive engagement and conversation about your brand, your product, or your persona. Through these integrated tactics, KARMA Media Labs helps shape your image and your audience's perception of it.

CORE SERVICES

- Strategic Consulting
- Campaign Implementation
- Measurement and Analysis

AREAS OF EXPERTISE

- Social Media / Word of Mouth Marketing
- Digital Publicity and Influencer Outreach
- Creative Development
- Mobile Application Development
- Media Buying and Planning
- Search Marketing
- Video Production and Distribution
- Content Strategy
- Blog Strategy
- Identity and Persona Development
- Web Presence Development

CLIENTS

KARMA Media Labs helps a wide range of clients -- including brands, companies and individuals -- understand how to incorporate social media into their marketing models and which tactics are best utilized to meet their goals.

Client verticals include:

- Entertainment Properties
 - Television
 - Feature Films
 - Home Entertainment
 - Gaming
 - Music
- Individuals and Figureheads
 - CEOs / Brand Evangelists
 - Artists
 - Musicians
 - Television / Film Personalities
 - Authors
- Sports Teams and Athletes
- Consumer Packaged Goods and Brands
- Tourism and Travel
- Financial Services
- Real Estate
- Government and Non-Profit
- Digital and Traditional Media Agencies

