

REdD Strategy Sponsorship Media Kit - 2024

REdD Strategy is a Marketing Consultancy for Mental Health Providers. Since 2017, it has built a reputable brand in the mental health space as a source of information and practical advice for therapy business owners. REdD Strategy creates content focused on educating therapists on marketing and business strategy through social media (YouTube and linkedIn), blog posts, and a weekly newsletter **Therapy Business Brief**.

By advertising with REdD Strategy, you will gain access to mental health providers (licensed clinicians, and other therapists) who are interested in building and expanding a private practice. As a trusted brand, REdD Strategy partners with businesses and services that benefit mental health providers in a professional and business capacity.

The sponsorship bundle incorporates a multi-channel access to the REdD Strategy audience and includes:

1. **A long-form video interview or demo presentation** (10-20 mins. long) to be posted on YouTube and LinkedIn with the sponsor's links in the description of the video. *Recorded by REdD Strategy in collaboration with the Sponsor.*
2. **A blog post** (800-1,000 words) that promotes the sponsor, and includes the YouTube video within the body of the blog post. *Written by REdD Strategy in collaboration with the Sponsor.*

3. A one-time **promotion of the blog post** within the editorial section of the Therapy Business Brief section. *Written by REdD Strategy.*
4. **A 4-week Newsletter sponsorship** in the Therapy Business Brief newsletter (*Supplied by Sponsor*). A newsletter sponsorship includes:
 - a. One text ad at the top of the newsletter, below the header. See example below:



♥ Did someone share this newsletter with you? [Subscribe here.](#)

THANK YOU TO OUR SPONSORS AND PARTNERS

a **FREE Masterclass Experience** that will explain
how the practical elements of a digital course
work.

Amy Portefield is breaking course creation and
marketing down to 5 easy steps – and teaching you
for **FREE!**

JOIN THE FREE MASTERCLASS

- b. A GIF or PNG feature under the “editorial” section of the newsletter. See example below:

And now to the news!



5 No-Fuss Steps To Creating A Profitable Digital Course From Scratch

How To Realistically Have A 5, 6, or 7 Figure Launch (In 5 Easy-To-Replicate Steps, No Team or Big Budget Required)

WITH AMY PORTERFIELD

About the Therapy Business Brief Newsletter

Total subscribers: 1,960

Average Open Rate: 47%

Average Click Rate: 2.29%

Ad specs

Image feature: 650 px wide. The height is flexible but should be no bigger than 650 px. Square ads look best. *Supplied by Sponsor.*

Text: Please provide 2-3 sentences (character limit is 150) with a Call to action.

Please provide **one link** for each ad. *Supplied by Sponsor.*

Sponsorship Cost: \$1,300

The bundle is for ad placement and audience access only. We do not guarantee click rates.

[**Apply to sponsor here**](#)