

Hi everyone, I hope that you are having a wonderful day today to fire Welcome to Ask Right and Good. This is a conversational series with my company Ask Right + Good, my name is Rebekah Grmela and I'm the founder and host for today's conversation with Gillian Driscoll of Gillian Jean Creative. If you have not been a part of the ask great series before this is meant to be a digestible, informative conversation that you continue to either live or after the fact to get insight on so many of the awesome people that I have the privilege of working with in the communication, social impact marketing, do good space. And what if you haven't watched before you should have known by now is that not everyone has to work at a nonprofit or government agency to be doing good in the community. Sometimes that involves different aspects and so today we're gonna be talking about Gillian's experience doing some of her work. So Gillian Jean creative is a boutique marketing agency with the focus on thoughtful and creative strategies, expanding digital social media, brand partnership events, and more. It's trillions. official title, but I'd love to get past be the coffee and have you introduce yourself Gillian, why don't you tell us a little bit more about you? Absolutely. Rebecca, thank you for having me on here today. I'm so happy to be here and thank you to everyone tuning in. So you know a little more about me. I've been doing this on my own business for about eight years now. I'm based in West Hollywood, California, but around a little bit, grew up in New York City was in Austin for a little while, which is where Rebecca and I first met. I've worked with a lot of clients, predominantly in the arts and entertainment industry a lot of musicians, a lot of film projects and things like that. And over the years have done a lot of brand partnerships with those clients that support projects, nonprofits that they're interested in or passionate about. So there's definitely a lot of integration there. Yeah, thank you for that. Gillian, I think that might give a little context in the intro is the case Yeah, when both you and I are working together. I was not necessarily working for a social good organization per se. There were some leanings in that direction. And neither were you officially and yet we came together but as friends and professionally because so many companies and private organizations at this point understand why it's important to do better with their brand, you know, whether they work with nonprofits or not they want to show up as best they can. And I love how much like your work is collaborative. Can you tell me a little bit about like, how you kind of got started and how you go about finding some of the clients that you do work with. I initially got started in the music industry, so I worked. My first job out of college was attainment music, which was a jazz label and prelim. And I was the communications director there for three years I helped develop all the marketing campaigns for the album releases, and then went to Austin. For South by Southwest of the Austin buggin moved out there and started working with bands and other music industry and arts related clients out there and was just really passionate about experimenting and trying new things to figuring out which lanes I liked to be in. And so I realized digital marketing and events and how those two relate to one another but it's my passion so I put monthly showcases out there to support the local music community and occasionally, we'd raise funds or nonprofits that I was passionate about, and then decided to move out to Los Angeles and since I've been there, I've really gotten more involved with filmmakers and film projects in addition to music and other things in the mix as well. Yeah, I think that's so cool that your business just like embraces the community that's there, you know, the creative community that expand or whatever that looks like, valuable. For those of you who don't really know Gillian or I Welch mentioned that we knew each other in Austin and when I moved to Los Angeles, she was such a lovely just warm friend and both

personally and professionally to join me in on it when I moved to the area is a little sad to be separated because I'm always just so I just love like your pulse on the cool projects that are going on and I think that's a really interesting space. Thank you. Yeah, miss having you in our lives. It makes a big city smaller, which is really, really nice. You touched on one thing that I hear a lot, so I'd love to ask about it some more. You talked about how you love seeing how digital marketing and partnerships and events really go hand in hand together. I find that a lot of the small shops that I work with no matter what space they play, and the smaller they are, the more they say things like I can't do that especially events, but especially also things like digital campaigns, social media campaigns, everyone seems to feel incapable of handling that and I would love for you to just explain like how those things are related or what are some of the biggest, I guess like questions or topic points you see in that space when you work with clients. Yeah, well, I think everyone has a space and a reason to be on social media, especially because there's so many different social media platforms available now and that continued to pop up and so there's really a space for everyone to find their audience. Whether it's LinkedIn and more of a corporate world or Tik Tok you're receiving under to see audience or Pinterest, you're more product focused or even twitch of your game focused. So I think everyone's audience is out there and you want to be able to have your audience find you as well. And a lot of people use social media as a search engine. So even if you don't have enough content, or you know a team that allows you to have social media output is as robust as some bigger organizations. It's really just about consistency. So even if it's just once a week, a lot of people feel pressure, like they have to post every single day but it's really more about consistency. So I think, you know, take the pressure off, figure out what works for you, because what works for you is what's going to be successful for you. At the end of the day, instead of trying to feel like you have to do all of these things which you just have to do what's right what's taxable but what makes sense for you. But the thing I love about events is that, you know, all these influencers and brands, people don't really want to create their own content as opposed to be given something to share. So when you have events or even if you're sending out packages to people in the mail that gives them the opportunity to share your message in their own way with their vision and their style and what they bring to the table to their social media platforms. So I think it creates a really great opportunity to increase awareness and engagement when you create those kinds of opportunities. And there's a few different ways when I've done that with clients. Last year I worked on this film called Ruth Justice Ginsburg, in her own words, and it's a documentary about Justice Ginsburg, and her talking directly about her experiences, boundaries and barriers that she came in her life and to raise awareness for that, and to figure out how to make the most of engaging with our audience. We decided to release the film during women's history month because we knew that that's a time where there's a lot of activity and people want to post and highlight historical women during this time, so we did a lot of outreach around that. And one thing we did was make custom cookies with the art and some RPG themes, cookies and sent those out to a lot of influencers in my profile. People have posted publicly on social media about RBG in the past. So one of those people was shut. Padma Lakshmi did an Instagram story where she was holding up the cookies and talking about Ginsburg. People watch the film, and created the Instagram account for the film from scratch, you know, maybe a month prior so it only had a couple of 100 followers at that point. And she shared she shared about the film with her. 1 million followers sent. You know, that was great exposure for us

and wouldn't have necessarily gotten the same response. If we were just like, well, you share the film poster, but we created something a little more exciting. that stood out a little bit more physical that she could, you know, show and talk about Oh, that's such a cool example. Thank you for sharing that. I felt like you know, especially the smaller organizations I work with I just shared right they think that or there's often a desire I should say to find like a strategy that's going to help them go viral or help them get this exposure. And what I like to remind people is the benefit of a tool like social media, or something out of the box, like a creative event, you know, like you said, it gives them the view the ability to write a story to create a message to create the content, but also especially on the digital side, you know, it's kind of an even playing field like the tool rewards creativity and so by thinking outside the box a little bit kind of like you just shared. You know, you can start seeing how so many things align there it's you know, a feminist it's a it's a food product for a food media person. All the all the brand alignment and strategy that goes into that thought and that's a pretty low investment as far as like getting something out there on on social media. So encouraging all kinds of different brands to maybe not worry so much about the frequency of posting, but think a little more strategically. It's a little more energy behind like the passion and the creativity of the message. Yeah, I think that's really important too. I think a lot of people kind of and I totally understand it, you know, want things to happen quickly, want to grow quickly. But I think that growth comes when you're planning long term, because setting something like that up, does take you know, at least a month behind the scenes, if not more, because you're pitching you're producing everything you're doing the follow up you're, you know, confirming the content and when things are gonna go live and all that stuff and all that takes time to get organized and even thinking long term at the calendar looking ahead, what national days or months are coming up, that would really align with what we're doing what we have coming up. So thinking three months ahead, six months ahead a year ahead and even how you could align with someone not just as a one off that maybe on a yearly basis or quarterly basis, what whatever it is whatever makes sense for you. Yeah, I think people who don't have a background and some type of marketing and communications really underestimate how much project management goes into the work that they see. And that's been so close to my heart, just like your discussion around practically thinking and planning. Do you have any other like, helpful strategies or tips that you would give an organization that's like just getting started in this space? Or maybe they used to be really involved and COVID kind of put them behind and now they're just starting to kind of get back into the game, whether it's digital or an in person event? Yeah, I think it really comes down to thinking about what your values and goals are, and how you want to connect with your audience. If you want to build that following online, right? How do you sustain that? And when they're coming to your page, or they're seeing a post, they're seeing your bio, what is jumping out of them? What's the message that you want to get across so that that takeaway is sits with them, it makes them want to return to what you're doing? And I think the great thing about events now, and even on social media and tapping into an audience is that you can be really intentional about where you're putting your time and energy and even which brands which venues which, you know, drink vendors, food vendors, which artists, whatever it is you want involved in an event that you're creating. Who do you want to support? Do you want to support small businesses? Do you want to support minority owned businesses? Do you want to support businesses that are focused on conservation, you know, whatever it is, think about that and how that works into what you want to do. You know, this one

event that I did with this Austin band cowboy diplomacy, they were doing some promotion for their debut album, decided to align with the nonprofit, the kindness campaign, which is also Austin based, and the cupcake company. Hey cupcake, and cake cupcakes message is all about spreading smiles and tied into kindness and the lead song The title track. For down the road, The song opens and closes the lyrics. Kindness matters. So we thought it all really for all three made a lot of sense to partner in that way. So we pitched this event to to both and we decided to do some things from the album on national cupcake day. So hey, cupcake, made custom red velvet cupcakes for public diplomacy. And then they were on site at the cupcake Airstream playing live and then anyone who purchased a cupcake that afternoon the proceeds benefited the kindness campaign. So very synergistic and very easy for everyone to support and brought great awareness or all three that were involved. So I think something like that where all the pieces come together, everything makes sense. Everything's in alignment. So you can do stuff with really no budget whatsoever. Smaller and trying to get involved in events, but yeah, I think for anyone just really thinking about where those connections are. That's free to create the magic. Yeah, that's that's an awesome example as well. I think you reemphasize your point but also said a few other things that I think sometimes get lost when you're busy running your business, right, which is you see the connection, but it's not always intuitive to everyone else. So you do have to pitch you need to essentially tell the story of why the partnership would be great. And you discussed how you did that, right? Like you connected those dots for each of the brands involved in everyone's got excited about it. But sometimes if they see, you know, business owner is just like, Why is this person reaching out to me like what do they want? Or you know, sometimes there's a mistake of just purchasing ads online or just promoting something like that. Online, but you've kind of had different businesses that reach different audiences or able to touch on different people who may not normally know or learn anything about the other two brands in the equation. And so everyone got this cross promotion that's there as well. And to your point, I felt like if you don't have the time as a business to be intentional, like think about that return and hire consultants like Gillian and I to help you. That's what I always want to say is like, okay, it's a great idea. And clearly, like you describe like, you could come up with someone leaving the creative things when you're being thoughtful, but in practice, you're doing a great job running your business. That doesn't mean you need to be the marketing the brand that digital experts like figure out when it makes sense for you to hire someone to help you with that. If you're busy being the cupcake expert because like that's important too. Yeah, everyone always has a lot to juggle and if this isn't something you're interested in, that's why there's people like us around here that way to bring those ideas to the table. I love it. I love it so much like him. And again, as I mentioned at the top of the hour, I appreciate when everyone has a new creative spin on what they're working on. So part of the reason that we went into having today's I know that you've got a lot going on with your business. Really do you want to share anything you're working on or maybe some of the new branding efforts you've had for Gillian Jean. I'd love to hear what you're going on and how people can find out more about you

after this conversation. Absolutely. Yeah, I recently did a rebrand a few weeks ago prior to Gillian Jean my business was called Sound desert consulting. And that was born from a music blog that I used to have called Sound sir. And that was when I was really focused on music and music clients. But with my growth and expansion over the last number of years, I felt like it was

time to change the name and not have to be boxed in to one certain area especially since I've worked with a lot of different clients at this point. And I wanted it to be my name so that kind of there's no boundary because right it doesn't mean anything. And also I am I'm proud of my name. I like what it represents. My middle name, you know, comes from both of my parents names and I'm very close to my family. So I thought it was a nice way to honor my roots at the same time. Very cool. I think it's beautiful. I dropped the link in the chat. So if you're watching this live, all the details will be here but it's a beautiful new site. And I know for anyone and all of us who've had to create a website at some point or another it is a little bit of like birthing this thing into the world. So congrats. I knew that's a really big deal to accomplish. Thank you. Yeah, so it was quite a lengthy process, but it was really fun. At the same time. I found great people to work with to create my logo and my website. I reached out to the nice design team to create the logo and I'd say they're extremely talented, and I worked with a good friend of mine, Lauren Slusher, who's an Austin based photographer to take my portrait so it was nice getting to work with some other amazing women for the rebrand beautiful. So if anyone watching this wants to connect with you, can you tell us about the best way to do that or the best ways that you work with others? Yeah. Rebecca just dropped in my website so you can go to the website and contact me through there. I'm also available. You want to message me on LinkedIn or Instagram, or you can email me, Gillian, Gillian gmail.com. But I'm available if you have questions or are interested in some marketing campaigns. Thank you. I'm so lucky to have Jillian She's also a member of the right and good collective because while I work with content as you may know, you know, I like to leave the social media and expertise that Gillian has people like her so that they can shine and I can shine and everyone gets to sit in their little zone of genius. So if you are working with us and you're interested in more of this type of work, just let me know and we'll have a conversation. But as far as today, thank you so much for tweeting Gillian again, this is a straightening good we have a conversation this month, and you can be able to watch this replay at writing good.co or within LinkedIn. If you look down on the company events, it has all the recordings from Gillian's conversation and past conversation. So thank you so much, everyone for joining today. Thank you everyone for tuning in. And thank you Rebecca for having me. Thanks. Bye Bye