



**PS : GROUP**

Social Media Marketing  
2024

# Hello

A creative marketing agency  
for sex workers, by sex workers.

# Challenge

As the industry becomes increasingly saturated, standard marketing methods become increasingly less effective.

The bar is higher than ever.

# **Solution**

We create innovative marketing solutions that are as provocative and thought-provoking as they are profitable.

“

Working with PS: Group has been  
nothing short of career changing.

”

Ms Olivia Black



Capabilities

“

PS: Group does some of the smartest,  
most effective marketing in the business...  
Mainstream marketers should take notes.

”

Twitter Fan

# Approach

## **Brand Development**

Lean into your quirks. What makes you YOU? We craft identities that pop in an oversaturated market.

## **Ideation & Concepting**

Blaze a trail with intention. We don't adopt trends, we create them. Greatness can look like madness.

## **Web Design & Development**

Own your digital home. Our websites are 100% custom designed and built to scale, endure and convert.

## **Strategy & Deployment**

Write your blueprint for success. We roadmap growth strategies that are effective & actionable.

## **Visual Experience**

Smack them in the eye. We create logos & graphics that maximize your visual communication.

## **Data Science & Analytics**

Know your stats! We analyze the data so you can use past patterns to inform future decisions.

## BRANDING

Brand Positioning

Brand Identity

Brand Partnerships

## STRATEGY

Brand Activation

Strategic Planning

Growth Marketing

Campaign Concepts

## CREATIVE

Logo Design

Brand Style Kits

Merchandise Design

Custom Graphics

## VIDEO

Post-Production Editing

Animation & Effects

Branded Intros/Outros

## WEBSITE

UX/UI Design

Full Stack Web Dev

eCommerce

SEO

Email Marketing

Data & Analytics

Niteflirt Profiles

Custom HTML  
Menus

## CONTENT

Copywriting

Script Development

## SOCIAL MEDIA

Community  
Management

Content Strategy

## MISC

Market Research &  
Focus Groups

# We've Worked With

## CONTENT & STUDIO PERFORMERS

Adreena Winters  
BADKITTYYY  
Bea York  
Cami Strella  
Ceelcee  
Clara Dee  
Eila Adams  
Elaina St James  
Emily Adaire  
JOivy  
Jessica Starling  
Kactus Kutie  
Koi Erotica

## CONTENT & STUDIO PERFORMERS

Lexi Luna  
Lev Lieben  
Little Puck  
Lucy Hart  
Ruby Lynne  
Seska  
Siri Dahl  
Venessa's Butt  
Yhivi  
Wisconsin Tiff  
  
**DOMMES & FETISH PROVIDERS**  
  
Domina Elara Le

## DOMMES & FETISH PROVIDERS

Domina Kat Morgan  
Goddess Stella Sol  
Goddess Mina Thorne  
Kayla Jane Danger  
Master Ruby Bridget  
Mistress Eloise Ryder  
Ms Olivia Black  
Mx Tomie  
Queen Lo  
  
**FULL SERVICE COMPANIONS**  
  
Alyssa Day  
Alyx Chicago

## FULL SERVICE COMPANIONS

Alma Santiago  
Ari Abella  
Audrey Davis  
Belle Belmonte  
Brea Bell  
Camille Blake  
Celeste Belle  
Charity Sweets  
Charlotte Breeze  
Colette South  
Hailey Wells  
Kate Covington  
Leda Lavandula

## FULL SERVICE COMPANIONS

Leonie Caval  
Lyla Malone  
Mia Lee  
Parker Westwood  
Persephone Grace  
Roxxie Blackheart  
  
**BRANDS & ORGS**  
  
And Now We Drink  
ANSWER Detroit  
My POV Boyfriend  
Sunday Faire  
Wicked Eden

“

It's not often we see commercial standard  
work applied to the Adult industry.

PS: Group has talent!

”

Twitter Fan

Team



“

PS: Group is a powerhouse team with the kind of expertise, professionalism & communication that is unparalleled in the industry.

”

Léonie Caval

# Founder & CEO



## Carly David

With over 20 years experience in mainstream marketing, sex worker Carly David originally began her career in Entertainment, Casting for Film & TV before transitioning to advertising agencies.

Over the years, she has collaborated with one of AdWeek's "Top Advertising Execs of the Decade", Australia's Marketer of the Year, Oscar & Tony Award winners, Fortune 100 companies, cause marketers and Hollywood directors.

In 2018, she founded PS: Group. As the company's CEO, she has been interviewed by Authority Magazine, published in XBIZ World magazine, and featured on podcasts such as And Now We Drink, The Granny Panty Podcast, Stripped by Sia, and The Sexy Escort Guide. She regularly speaks on panels for XBIZ & Pineapple Support and leads PS: Group's educational webinar series.

Carly is a passionate advocate for sex workers' rights and decriminalization. With PS: Group she strives to challenge industry norms and defy mainstream expectations. Her impactful work blends media, marketing, and social justice to drive positive change.

She holds a BA in English and Human Rights from Columbia University where she graduated with honors. She currently resides in Mexico and at any moment can be found procrastinating on her future memoir.

# Social Media Director



## Rogue “Slutappeal”

Rogue “Slutappeal”, formerly known as Ashlee Juliet, has been a prominent figure in the adult industry for nearly 7 years. Her impressive career has been marked by numerous accolades, including two AVN Award nominations and a Xbiz Award nomination.

During her time as Ashlee, Slutappeal was one of the Top MV Girls and a leading amateur poster on Reddit, amassing millions of views. However, the COVID-19 pandemic prompted a shift in her focus, as she transitioned to working behind the camera. In this capacity, Slutappeal has collaborated with renowned companies such as Chaturbate, Adult Time, and AVN, showcasing her versatility and expertise in the industry.

In addition to her work as a performer, she has also honed her skills as a content creator, working with other sex workers to help them grow their brands and increase their site traffic. Slutappeal's marketing prowess is evident in her ability to manage social media accounts ranging from 500K to 2M followers. Her experience in this realm has allowed her to assist performers reach the top 0.02% on OnlyFans, further solidifying her status as a powerhouse asset for Adult brands.

Rogue is based in Los Angeles and her photography work can be viewed at [Glitterflick.com](https://glitterflick.com).

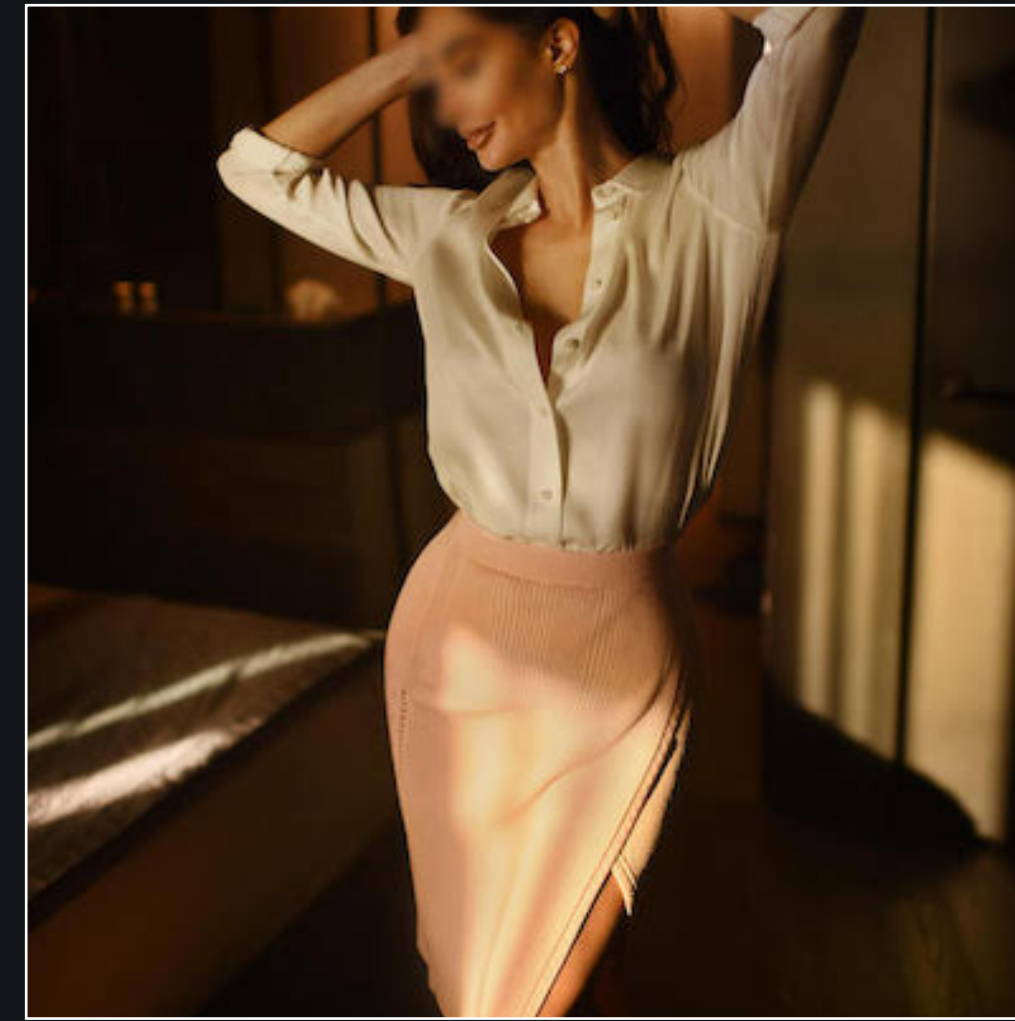
# The Team



**CASSIE CUMMINGS**  
Managing Director



**ELLA DORSEY**  
Account Director



**BROOKE NICHOLS**  
Business Development / Lead Brand Strategist



**LAURA DESIRÉE**  
Lead Brand Strategist



**SYDNEY SCREAMS**  
Strategy Director



**REX WHAMMING**  
Video Editor



**MATT SLAYER**  
Video Editor



**MS JOSE OBSCURA**  
Art Director

# The Team



**CAROLINE KELLY**  
Brand Strategist



**SKYY KNOX**  
Brand Strategist



**STEPH SIA**  
Brand Strategist



**JOCELYN MAE**  
Brand Strategist



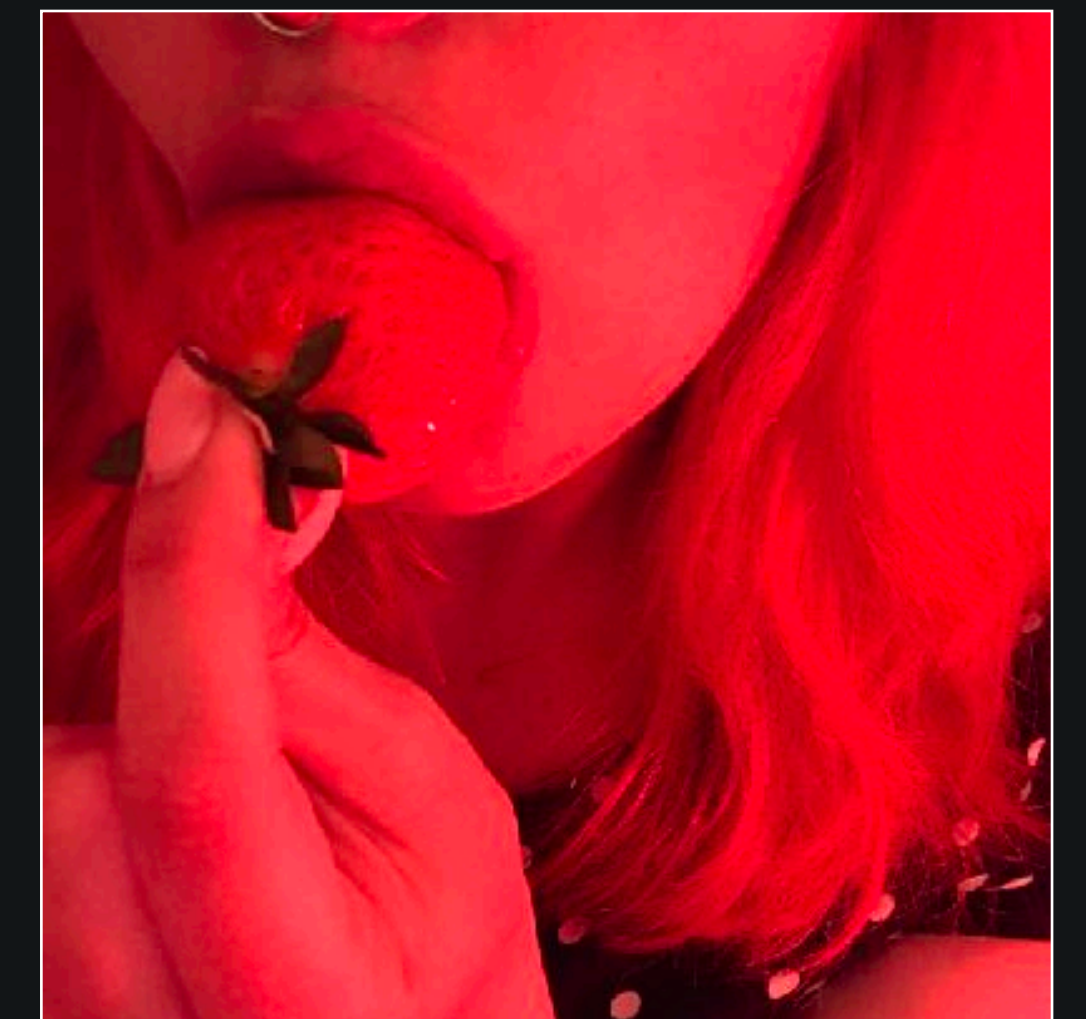
**ELLIS HENDRIX**  
Brand Strategist



**LOUISA KNIGHT**  
Copywriter

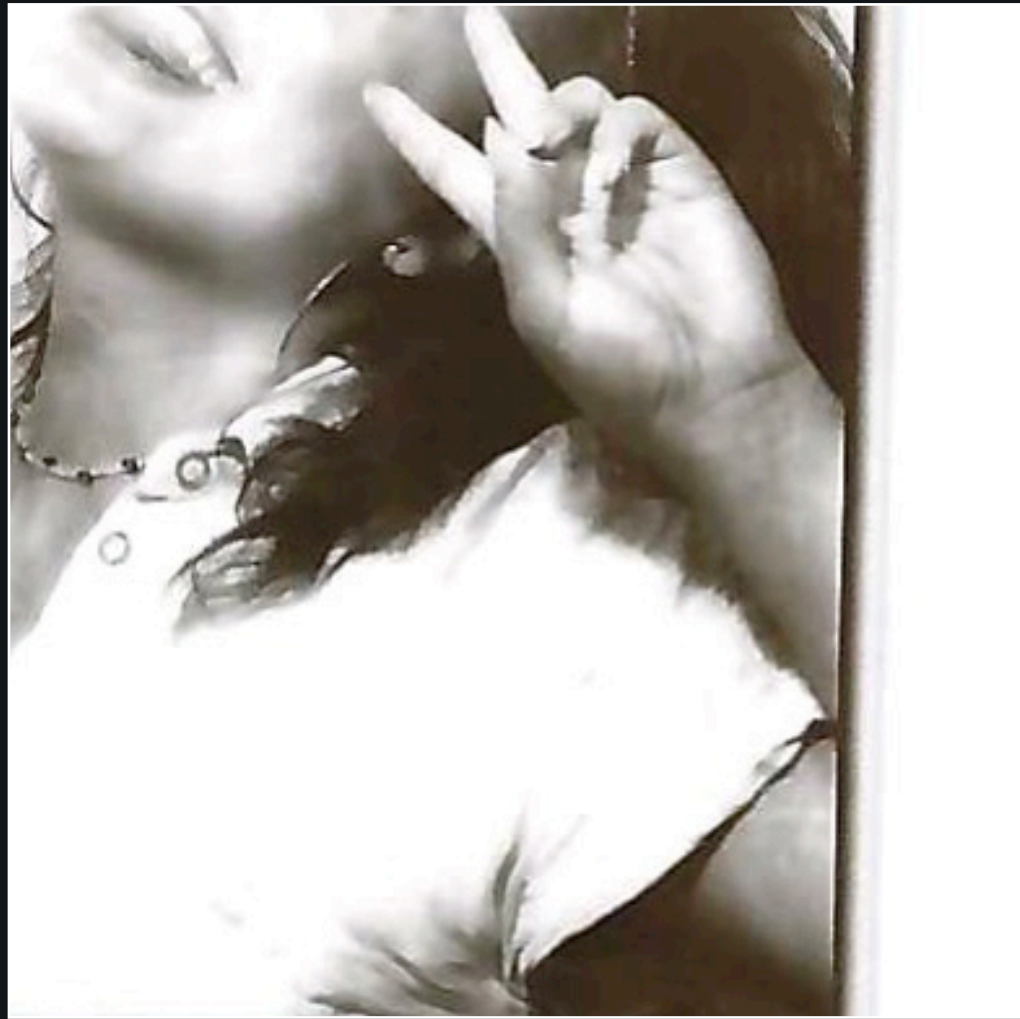


**WARREN**  
UX/UI Designer



**IMO BLAKE**  
Web Developer

# The Team



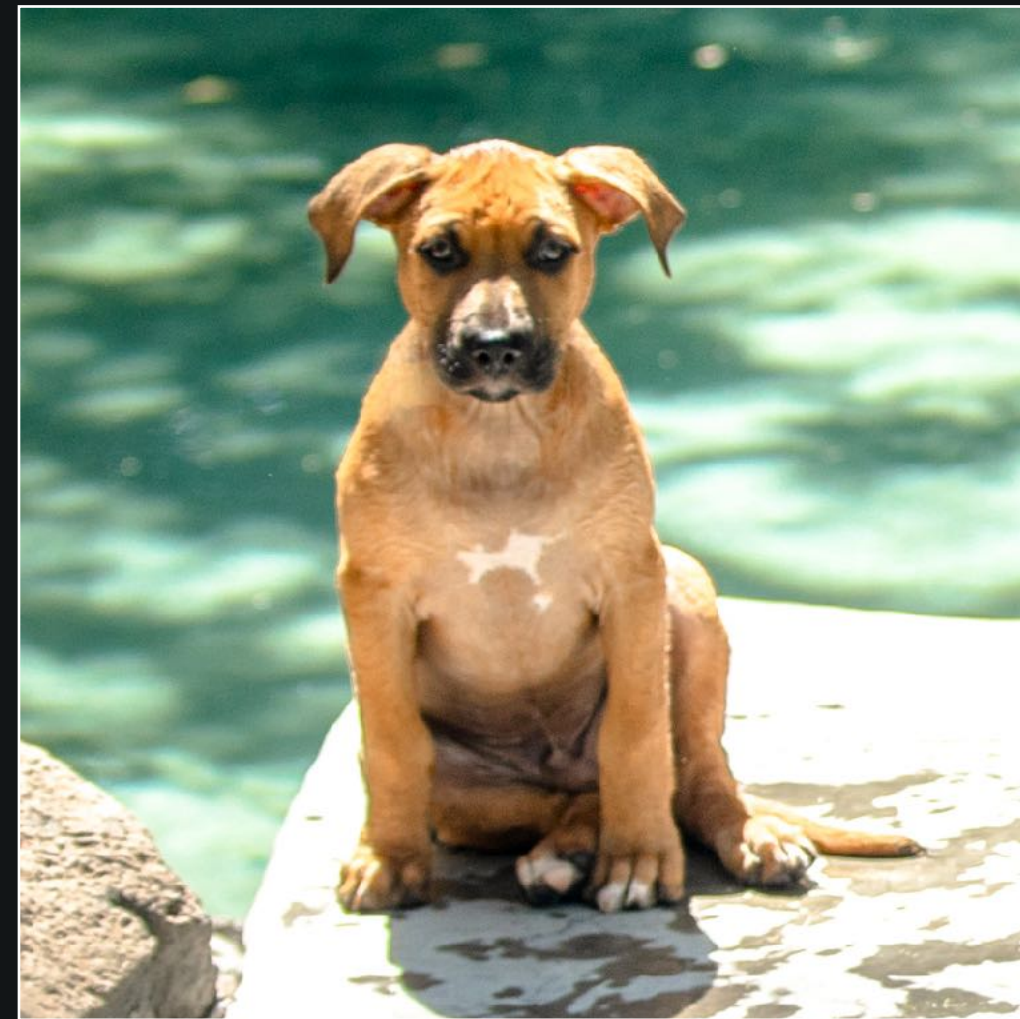
**SUZE MEI**  
UX/UI Designer



**ADRIENNE**  
Sr. Web Developer



**BODIE**  
Mascot



**JAMIROQUAI**  
Nepo Baby Intern

“

PS: Group made the whole process so much fun with their professionalism, creativity and understanding.  
Simply the best!

”

Ms Eloise Ryder

# Service Overview



“

PS: Group listened to what I wanted and needed -  
and they added their magic. A lovely team doing  
amazing work while supporting the SW community.  
100% recommended.

”

Emily Adaire

# Social Media

PS: Group assumes full management of your Twitter and / or Instagram with the following objectives: build awareness of your offerings, drive traffic to your preferred sites, grow your following, expand reach and foster engagement, alleviate your administrative tasks and most importantly, increase net profits.

Service begins with a 1 hour Kickoff call to review brand differentiators & voice, KPIs, and deliverables and to construct overall strategy for your social media marketing.

Established strategy will determine exact tasks and corresponding deliverables.

# Sample Structures

## Twitter

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- 3-5 wall posts per week based on performance
- Media RT'd up to two more times based on performance
- Activity on account for five days per week (selected for performance not consistency)
- Comments, RTs, Likes on accounts cleared by client as requested
- Promotion for new releases as applicable & necessary
- Monthly Data reports

## Instagram

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- 2-3 grid posts per week based on performance
- 3-4 story posts per week based on performance
- 3-5 reels posted per week based on performance
- Activity on account for up to five days per week, selected for performance
- Comments, Shares, Likes on accounts cleared by client as requested
- Promotion for new releases as necessary
- Monthly Data Reports

## All Social Packages

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- Detailed analytics provided by Sprout Social
- Personalized readings and strategies developed by our Social Media Director
- Social Media best practices tailored to your brand identity and business goals
- Shared custody - Post what you want when you want regardless of us!
- Account monitoring
- Competitor account tracking



# Benefits

- Competitor account tracking
- AI-assisted scheduling for optimal engagement times
- Caption creation (for your approval)
- Brand level engagement reporting
- Trends analysis for keywords (Twitter/X)
- Comprehensive profile & post-level data reports delivered on a monthly basis
- Monthly Content Calendars

“

When I initially reached out to PS: Group, I could never have imagined the opportunities that would emerge from this endeavor. I am genuinely thrilled by all the positive outcomes stemming from our interactions. Thank you for your unwavering support and encouragement.

”

Goddess Stella Sol

# Collaboration

Ready for the next level?

Drop us a note and say hello.

Let's blow sh\*t up.

# Contact



[WeArePSGroup.com](http://WeArePSGroup.com)



[Hello@WeArePSGroup.com](mailto:Hello@WeArePSGroup.com)



[@WeArePSGroup](https://twitter.com/WeArePSGroup)



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