

We Make Marketing Creative, Memorable, and Real Chill.

Presented by **Amani Mansur** · RealChill Marketing Scholars Program

Join the Trifecta Team

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Welcome to the Trifecta Team!

You're joining an exclusive collaboration between **Athletes, Artists, and Creatives**. Your mission: showcase your school's varsity basketball team while learning real marketing skills that last a lifetime.

Showcase Talent

Help your teammates shine online and attract college scouts and recruiters.

Build Your Portfolio

Create professional content that demonstrates real-world capabilities.

Grow Together

Learn industry-standard tools from RealChillMarketing professionals. Everyone contributes. Everyone wins!

Our Story: The Origin of RealChillMarketing

Founded in 2024 with a simple belief: **marketing designed to be real chill, FR!**

We saw small businesses trapped between DIY tools that left them confused and agencies that cost more than rent — nothing in between, nothing that fit. So we built the bridge.

RealChill empowers small businesses and brands to scale with strategies they actually understand. We teach you skills to grow with us — and eventually without us.

Our Mission

We empower businesses to scale with creativity, clarity, and community connection.

Our Vision

To transform brands into forces that inspire, connect, and leave a lasting impact.

REAL STRATEGY. REAL GROWTH. REAL CHILL.

Our Team — Marketing Experts at Your Service

Seven specialized departments work together to deliver results for every client and scholar.



Data & Analytics

Data Specialist — turning numbers into actionable insights.



Strategy

Creative Brand Strategist — building the roadmap for growth.



Copywriting & Messaging

Tonality Specialist — crafting words that resonate and convert.



Content & Creation

Creative Direction & Storytelling — bringing brands to life visually.



Community Relations

Community & Collaboration Expert — building lasting partnerships.



Brand Management

Brand Guardian — protecting and elevating your reputation.

Our Impact — Building Stronger Communities

40%

Revenue Increase

Average 25–40% revenue increase for engaged clients.

60%+

Community Growth

Increase in local business collaborations and referrals.

100%

Empowered Founders

Every client gains real marketing skills and confidence.

Sliding-scale programming ensures accessible services for founders at every resource level — because great marketing shouldn't be out of reach.

The Trifecta Framework: Three Teams. One Mission.

Team 1: The Athletes

The talent and the brand being showcased to college scouts.



Team 2: The Artists

Brand architects who craft compelling messaging and strategy.

Team 3: The Creatives

Visual storytellers capturing championship moments on and off the court.

Together, these three teams create a powerful marketing machine that mirrors how real agencies operate — showcasing talent, building online presence, and creating content that attracts college scouts and recruiters.



Team 1: The Athletes — You Are the Brand

Your Role

YOU are the talent being showcased — your skills, work ethic, and character matter. Be authentic, professional, and ready to be captured on camera. Share team content to your social media to amplify reach and position yourself for sponsorships, scholarships, and scout attention.

Daily Tasks

- Be ready to be filmed at practices and games
- Share team posts to Instagram/TikTok stories within 2 hours
- Respond to comments on your posts within 24 hours

Weekly Tasks

- 15-minute check-in with your Trifecta team
- Review your content before it's posted and provide input
- Communicate upcoming games, awards, or noteworthy moments

What You'll Learn

- Personal branding and social media best practices
- What college scouts look for in social media profiles
- Media readiness — camera comfort and interview skills
- The business side of sports and athlete marketing

Team 2: The Artists — Writers & Strategists

You are the brand strategists and copywriters — the voice behind the content. Your words make scouts stop scrolling and sponsors start investing.

The AIDA Formula

Attention

Post highlight videos with trending music. Use action shots. Post 7–9 PM.

Interest

Show training, grades, character, and behind-the-scenes content.

Desire

Show leadership, coach testimonials, and clutch performances.

Action

Make contact info easy to find. Share highlight reels with coach tags.

Writing Killer Captions

- Hook in the first 5 words — grab attention immediately
- Tell a story — explain why it matters, not just what happened
- Use 10–15 relevant hashtags: #Basketball #Recruiting #Hoops
- Add a call-to-action: "Tag a teammate who..." or "Double tap if..."
- Keep it authentic to the athlete's voice — not robotic

✔️ ☒ Strong caption: "Locked in. 20 points, 8 assists, and the W. This is what we work for every day. 💪 #Blessed"

Team 3: The Creatives — Visual Storytellers

You capture moments that transform raw talent into scholarship opportunities. Deliver edited content to Artists within **24–48 hours** so posts stay relevant and timely.

Photography

- Fast shutter speed (1/500+) to freeze action
- Higher ISO in gyms (800–3200)
- Rule of thirds, leading lines, continuous autofocus
- Aim for 8–12 powerful photos per game

Videography

- 60fps for slow-motion, 30fps for standard footage
- Minimum 1080p — shoot 4K when possible
- Use gimbals or tripods to avoid shaky footage
- Goal: 1–2 highlight videos per week

Editing

- CapCut or Snapseed for beginners
- Adobe Premiere Pro / Lightroom for advanced work
- DaVinci Resolve — free professional-grade option
- All content polished within 48 hours

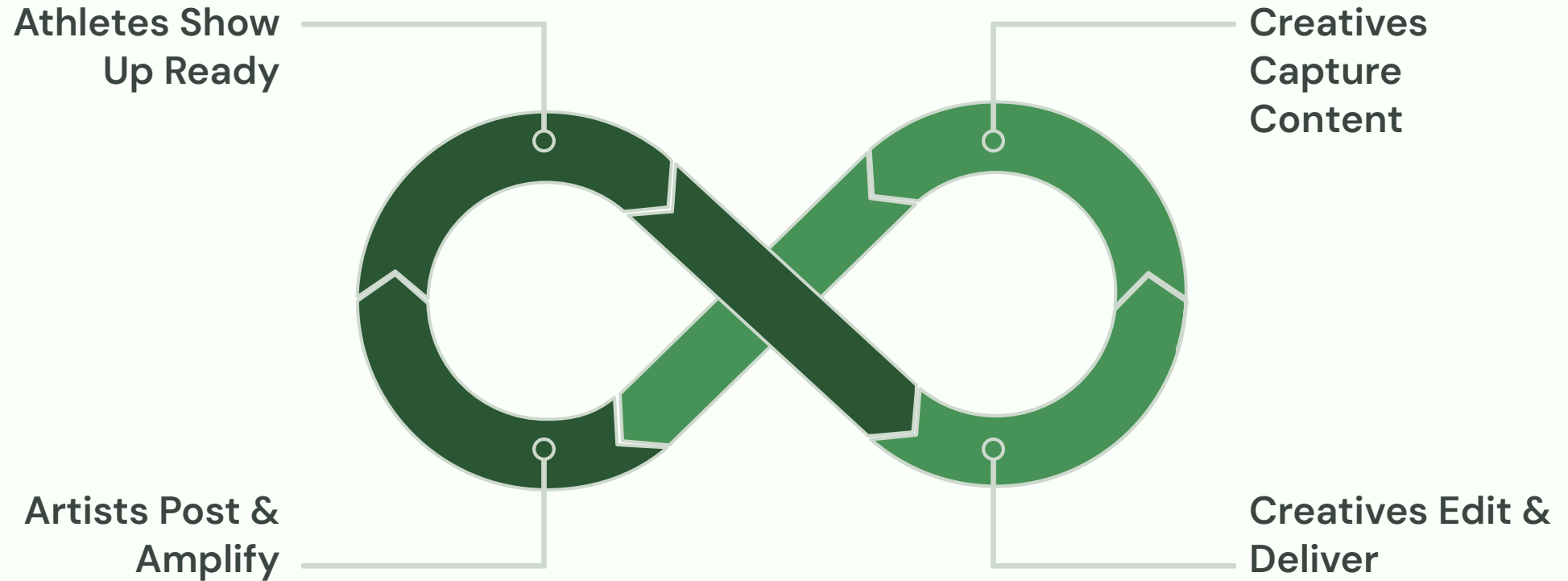
Shiloh Basketball Season — Key Content Dates

Every game is a content opportunity. Mark your calendars and come prepared with charged equipment and your shot list!



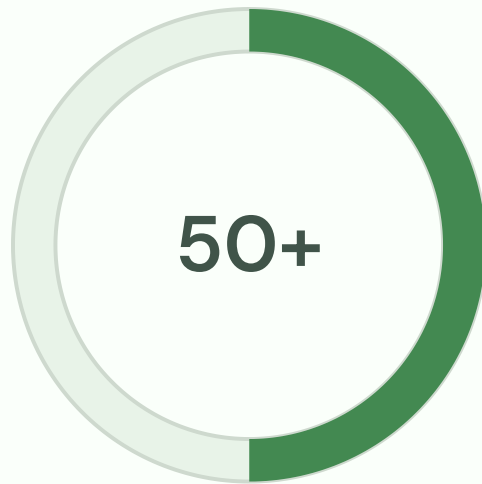
  Practice availability: Monday–Friday, 2:30–4:30pm at Shiloh High School. Film 2–3 times per week. Arrive 10 minutes early — punctuality = professionalism.

How the Trifecta Works Together



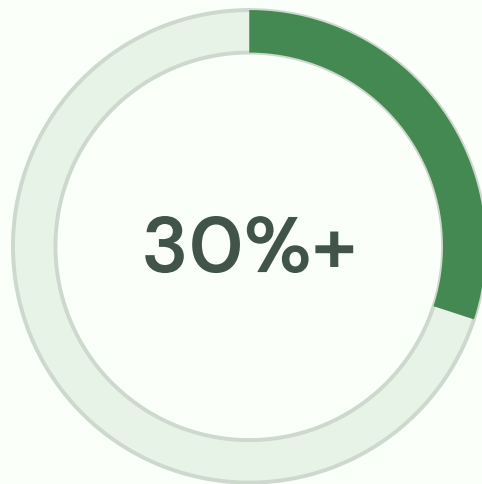
This cycle repeats every week throughout the season. A 15-minute Monday team meeting keeps everyone aligned: review last week's top content, plan the week's filming schedule, identify special opportunities, celebrate wins, and address challenges openly.

Measuring Success — Monthly Goals



New Followers

Per player, per month



Following Growth

Team social media increase by end of program

Weekly Targets

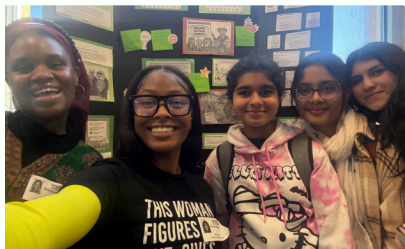
- **Engagement:** 50+ likes and 10+ comments per post
- **Reach:** Content seen by 1,000+ accounts per week
- **Video Views:** Reels and TikToks hit 500+ views minimum

Friday Review Ritual

- Fill out tracking sheet: followers, best post, engagement
- Identify what's working — double down on top content types
- Adjust strategy based on data — test, learn, iterate

Real-World Marketing Skills — Your Future Starts Here

These aren't just student skills — these are **career skills that open doors**.



Content Creation

Photography, videography, editing — skills companies pay **\$50K–\$80K** for.

Social Media Manager

\$45K–\$100K/year

Sports Photographer/Videographer

\$35K–\$125K/year



Marketing Strategy

Planning campaigns, understanding audiences, driving engagement across platforms.



Analytics & Copywriting

Measuring performance, interpreting data, and writing persuasive content that converts.

Digital Marketing Specialist

\$50K–\$120K/year

Freelance Creative

Set your own rates — work for yourself!

Let's Get Started — Build Something Amazing!

You're not just learning — you're **DOING**. This is real marketing work with real impact. The content you create helps your teammates achieve their dreams of playing college ball.

Athletes

Strong online presence with professional content attracting scout attention.

Artists

Portfolio of 20+ well-written posts demonstrating copywriting and strategy skills.

Creatives

Portfolio of 10+ video highlights and 30+ professional photos showcasing technical ability.

Work hard, stay curious, support each other, and make this season unforgettable.

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