



# PORTFOLIO

— 2023 —

*DELIVERING RESULTS  
NOT EXCUSES*

00

# INTRODUCTION TO BT WEB GROUP

BT Web Group is a full-service marketing, media, and business development agency located in Lexington, KY.

We typically get invited in to meet with company owner(s) who have a vision for very large growth with realistic timeframes and want to expedite the plan by outsourcing their marketing department to a team of objective-thinking professionals who have the knowledge and capability to do anything that requires a computer and the internet to make it happen.

This publication will give you a small taste of what we have done for other clients and what we can do for you too.

Enjoy,

**Brian Evans**  
President  
BT Web Group

Scan this  
QR code  
to schedule a  
consultation!





00

## **Introduction to BTWG**

Spread

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# CLIENT SYNOPSIS: FULL SERVICE CLIENT

01

## AIRMART

AirMart is a family-owned business that buys, sells, and brokers piston and jet aircraft.

*Services provided include  
but are not limited to:*

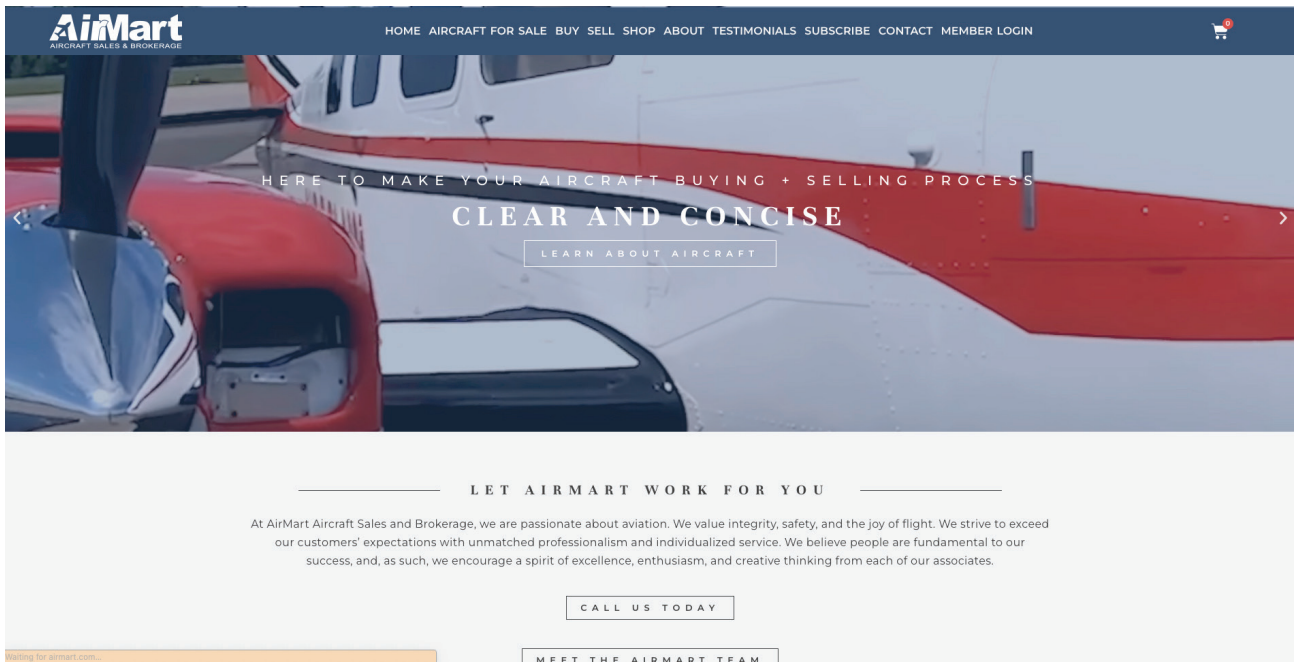
- Business Strategy
- Marketing Plan Creation
- Website Development
- Logos
- Brand Identity & Awareness
- Graphic Design
- Brand Apparel
- Social Media
- Event Marketing
- Videography
- Photography
- SEO (Search Engine Optimization)
- PPC (Pay Per Click Advertising)
- Software Development
- Email Marketing
- Podcast Production
- Direct Mailer
- Email Marketing
- Reporting Analytics



Branded Apparel Illustration



Branded Apparel Illustration



**FOR SALE**

**CESSNA R172K AMPHIBIAN**  
N 772 MA



**\$219,900**

**AirMart**  
AIRCRAFT SALES & BROKERAGE  
airmart.com | 859-233-9399

- NEW GARMIN GTX345
- 1925 HOURS SNEW
- WIPLINE FLOATS
- GARMIN GNS530W

Website Design

Social Media

**For Sale**  
**BEECHCRAFT B55 BARON**  
N627LB



**\$289,900**

**AirMart**  
AIRCRAFT SALES & BROKERAGE  
airmart.com | 859-233-9399

- 5748 HOURS TT
- DUAL GARMIN GNS430WS
- LED LIGHT UPGRADES
- ASPEN 1000 PRO PDF

**For Sale**  
**PIPER MATRIX** N262CW



**\$629,900**

**AirMart**  
AIRCRAFT SALES & BROKERAGE  
airmart.com | 859-233-9399

- 2379 Hours SNEW
- 685 Hours SMOH
- Dual Garmin GNS430W
- Air Conditioning

TIME TO **SELL OR TRADE**  
YOUR CIRRUS SR22?



**AirMart**  
AIRCRAFT SALES & BROKERAGE

859-710-5564  
AIRMART.com/cirrusr22



**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 32 LEXINGTON, KY

POSTAGE WILL BE PAID BY ADDRESSEE

AIR MART INC.  
SUITE 102  
4144 AVIATOR ROAD  
LEXINGTON KY 40510-8800

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

PROFIT 870  
U.S. Postage  
PAID  
Permit #1  
Lexington, KY

Returning it!

TURN THIS CARD  
POSTAGE IS PAID

Email: \_\_\_\_\_  
Aircraft Make/Model: \_\_\_\_\_ Year: \_\_\_\_\_  
Reg N#: \_\_\_\_\_ TTAF: \_\_\_\_\_ SMOH: \_\_\_\_\_  
I want to trade for a: \_\_\_\_\_  
Please Call me: ☐ Now ☐ Within 6 months  
☐ I am not interested at this time, but please  
send me exclusive previews and updates.  
CALL US TODAY 859-710-5564 FIND OUT MORE ONLINE Airmart.com/cirrusr22

**AirMart**  
AIRCRAFT SALES & BROKERAGE

AIR MART IS A FAMILY OWNED COMPANY  
THAT IS HERE TO MAKE YOUR AIRCRAFT  
BUYING & SELLING PROCESS  
CLEAR AND CONCISE.



**AirMart**  
AIRCRAFT SALES & BROKERAGE

Grant Sutherlin  
president  
director of acquisitions

COM IFR ASEL/AMEL  
grant@airmart.com  
cell 859.533.9399  
airmart.com  
office 859.233.9399

Blue Grass Airport (LEX)  
4144 Aviator RD, Suite 150  
Lexington, KY 40510





TIME TO **SELL OR TRADE**  
YOUR CESSNA CARDINAL?



**AIRMART WOULD LIKE TO TALK TO YOU ABOUT BUYING IT!**

**GETTING IN TOUCH  
IS FAST & EASY**

We are in the market for clean, well-maintained  
Cessna Cardinals that meet the following criteria:

- No significant damage history
- Complete and consecutive logbooks

CALL US TODAY 859-710-5994 FIND OUT MORE ONLINE Airmart.com/cessnacardinal

859-710-5994  
AIRMART.com/cessnacardinal

**AirMart**  
AIRCRAFT SALES & BROKERAGE

Working with AirMart was a pleasure. Each person I encountered was exceptional in their professionalism and helpfulness. I felt they went above and beyond finding the perfect plane for me. I would most definitely work with AirMart again in the future.

**NATHAN**  
Beech A36 Bonanza

As a first time aircraft purchaser I was unsure of what to expect through my acquisition process. I found the AirMart team to be extremely professional and would recommend them to anyone seriously considering the purchase or sale of a high quality aircraft.

**JOHNNY H.**  
A36 Bonanza

**AirMart**  
AIRCRAFT SALES & BROKERAGE

CALL US TODAY 859-710-5994  
FIND OUT MORE ONLINE Airmart.com/cessnacardinal

**BUY & SELL**  
YOUR  
**CIRRUS**  
WITH **AirMart**  
AIRCRAFT SALES & BROKERAGE

CONTACT US TODAY  
859-233-9399  
AIRMART.COM



Business Cards

Print Mailers/Ads

## CLIENT SYNOPSIS:

02

# BREAKING TRAIL JERKY

Breaking Trail Jerky is a developer and producer of unique beef jerky flavors.

*Services provided include  
but are not limited to:*

- Business Strategy
- Website Development
- Website Hosting
- Logos
- Brand Identity
- Graphic Design
- Product Photography
- Social Media Management
- Product Photography



Logo / Social Media / Flyer



[HOME](#)
[ABOUT](#)
[GALLERY](#)
[SHOP](#)
[CONTACT](#)
\$0.00

15% Off On Breaking Trail Jerky with Code 15OFFONBTJ

# Off Course, But Never Lost

Breaking Trail Jerky is an artisan small-batch crafted jerky and a proud Kentucky small business.

SHOP FOR JERKY

SHOP THE BREAKING TRAIL BEEF JERKY FLAVORS

SMOKY TERIYAKI  
BEEF JERKY

SMOKY TERIYAKI  
Beef Jerky  
\$6.00

SMOKY SPICY TERIYAKI  
BEEF JERKY

SMOKY SPICY TERIYAKI  
Beef Jerky  
\$6.00

SMOKY PEPPERED  
BEEF JERKY

SMOKY PEPPERED  
Beef Jerky  
\$6.00

SMOKY MAPLE  
BEEF JERKY

SMOKY MAPLE  
Beef Jerky  
\$6.00

SMOKY HOUSE BLEND  
BEEF JERKY

SMOKY HOUSE BLEND  
Beef Jerky  
\$6.00

Website Design

Product Labels

# SMOKY APPLE BEEF JERKY

Natural Smoke Flavoring Added

## Nutrition Facts

Serving Size: 1 oz. (28g)  
Servings Per Container: 8

Amount Per Serving	
Calories 80	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 610mg	25%
Total Carbohydrate 3g	1%
Dietary Fiber 0g	0%
Sugars 2g	
Protein 14g	
Vitamin A 0%	Vitamin C 2%
Calcium 0%	Iron 8%

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: BEEF, WORCESTERSHIRE SAUCE (DISTILLED VINEGAR, MOLASSES, WATER, CORN SYRUP, SALT, CARMEL COLOR, SUGAR, SPICES, ANCHOVY (FISH), NATURAL FLAVORS (SOY), TAMARIND EXTRACT, AND SOY LECITHIN), SOY SAUCE (WATER, SALT, HYDROLYZED SOY PROTEIN, CORN SYRUP, CARMEL COLOR, POTASSIUM SORBATE), SEASONING (SPICES INCLUDING CHILI PEPPER, RED PEPPER, CINNAMON), DEMERARA SUGAR, GARLIC, SALT, MOLASSES (REFINERY SYRUP, CANE MOLASSES, CARMEL COLOR), CORN AND POTATO MALTODEXTRIN, ONION, NATURAL FLAVOR (INCLUDING APPLEWOOD SMOKE), APPLE CIDER VINEGAR SOLIDS, MALIC ACID, APPLE JUICE CONCENTRATE (APPLE JUICE CONCENTRATE, FILTERED WATER, CONTAINS: FISH, SOY)

NET WT. 8 OZ.

REFRIGERATE AFTER OPENING

8 50037 92310 6

A Product of and Distributed by: Breaking Trail Jerky LLC, Lexington, KY 40515 • breakingtrailjerky.com

# SMOKIN' SRIRACHA BEEF JERKY

Natural Smoke Flavoring Added

## Nutrition Facts

Serving Size: 1 oz. (28g)  
Servings Per Container: 16

Amount Per Serving	
Calories 80	Calories from Fat 15
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 40mg	13%
Sodium 250mg	10%
Total Carbohydrate 3g	1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 15g	
Vitamin A 2%	Vitamin C 0%
Calcium 2%	Iron 8%

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: BEEF, WORCESTERSHIRE SAUCE (DISTILLED VINEGAR, MOLASSES, WATER, CORN SYRUP, SALT, CARMEL COLOR, SUGAR, SPICES, ANCHOVY (FISH), NATURAL FLAVORS (SOY), TAMARIND EXTRACT, AND SOY LECITHIN), TERIYAKI GLAZE (SOY SAUCE (WATER, SUGAR, SALT, HYDROLYZED SOY PROTEIN, CORN SYRUP, CARMEL COLOR, POTASSIUM SORBATE), SERRANO PEPPER, RED PEPPER, SALT, SUGAR, WATER, MODIFIED CORN STARCH, ONION JUICE, VINEGAR, NATURAL FLAVOR, GARLIC POWDER, MALIC ACID, SPIRITS, DISODIUM INOSINATE, DISODIUM GUANYLATE, SRIRACHA SAUCE (RED JALAPENO PEPPER, WATER, SUGAR, SALT, GARLIC, DISTILLED VINEGAR, XANTHAN GUM, PEPPER SAUCE (DISTILLED VINEGAR, RED PEPPER, SALT), NATURAL FLAVORING, NATURAL SMOKE FLAVORING (MALTODEXTRIN, NATURAL HICKORY SMOKE FLAVOR), SODIUM NITRITE

CONTAINS: FISH, SOY, WHEAT

NET WT. 16 OZ.

REFRIGERATE AFTER OPENING

8 50037 92323 6

A Product of and Distributed by: Breaking Trail Jerky LLC, Lexington, KY 40515 • breakingtrailjerky.com

# SMOKY PEPPERED BEEF JERKY

## Nutrition Facts

Serving Size: 1 oz. (28g)  
Servings Per Container: 3.5

Amount Per Serving	
Calories 80	Calories from Fat 15
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 520mg	22%
Total Carbohydrate 3g	1%
Dietary Fiber 0g	0%
Sugars <1g	
Protein 14g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 8%

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: BEEF, WORCESTERSHIRE SAUCE (DISTILLED VINEGAR, MOLASSES, WATER, CORN SYRUP, SALT, CARMEL COLOR, SUGAR, SPICES, ANCHOVY (FISH), NATURAL FLAVORS (SOY), TAMARIND EXTRACT, AND SOY LECITHIN), TERIYAKI GLAZE (SOY SAUCE (WATER, SUGAR, SALT, HYDROLYZED SOY PROTEIN, CORN SYRUP, CARMEL COLOR, POTASSIUM SORBATE), SERRANO PEPPER, RED PEPPER, SALT, SUGAR, WATER, MODIFIED CORN STARCH, ONION JUICE, VINEGAR, NATURAL FLAVOR, GARLIC POWDER, MALIC ACID, SPIRITS, DISODIUM INOSINATE, DISODIUM GUANYLATE, SRIRACHA SAUCE (RED JALAPENO PEPPER, WATER, SUGAR, SALT, GARLIC, DISTILLED VINEGAR, XANTHAN GUM, PEPPER SAUCE (DISTILLED VINEGAR, RED PEPPER, SALT), NATURAL FLAVORING, NATURAL SMOKE FLAVORING (MALTODEXTRIN, NATURAL HICKORY SMOKE FLAVOR), SODIUM NITRITE

CONTAINS: FISH, SOY

NET WT. 3.5 OZ.

REFRIGERATE AFTER OPENING

8 50037 92317 5

A Product of and Distributed by: Breaking Trail Jerky LLC, Lexington, KY 40515 • breakingtrailjerky.com



## CLIENT SYNOPSIS:

03

# REDLIGHT DEALZ

RedLight Dealz is a national buyer, wholesaler, and retailer of thousands of consumer products.

*Services provided include  
but are not limited to:*

- Business Strategy
- Website Development
- E-Commerce
- Website Hosting
- Email Marketing
- Logos
- Brand Identity
- Graphic Design
- Social Media Management
- Warehouse Systems Organization
- Custom Inventory & Barcode  
Software Development



Warehouse Logistics Planning



Red Light Dealz Logistics Planning Illustration

## CLIENT SYNOPSIS:

04

# COMMONWEALTH ELECTROLYSIS

Commonwealth Electrolysis provides hair removal therapy with specialized electrolysis treatment.

*Services provided include  
but are not limited to:*

- Website Development
- Calendar Integration
- Website Hosting
- Logos
- Brand Identity
- Business Cards
- Graphic Design



COMMONWEALTH  
ELECTROLYSIS CLINIC  
*Live Confidently*

COMMONWEALTH  
ELECTROLYSIS  
CLINIC

DANAH CAUDILL

(859) 549-SKIN

711 MILLPOND ROAD, SUITE 2

LEXINGTON, KY 40514

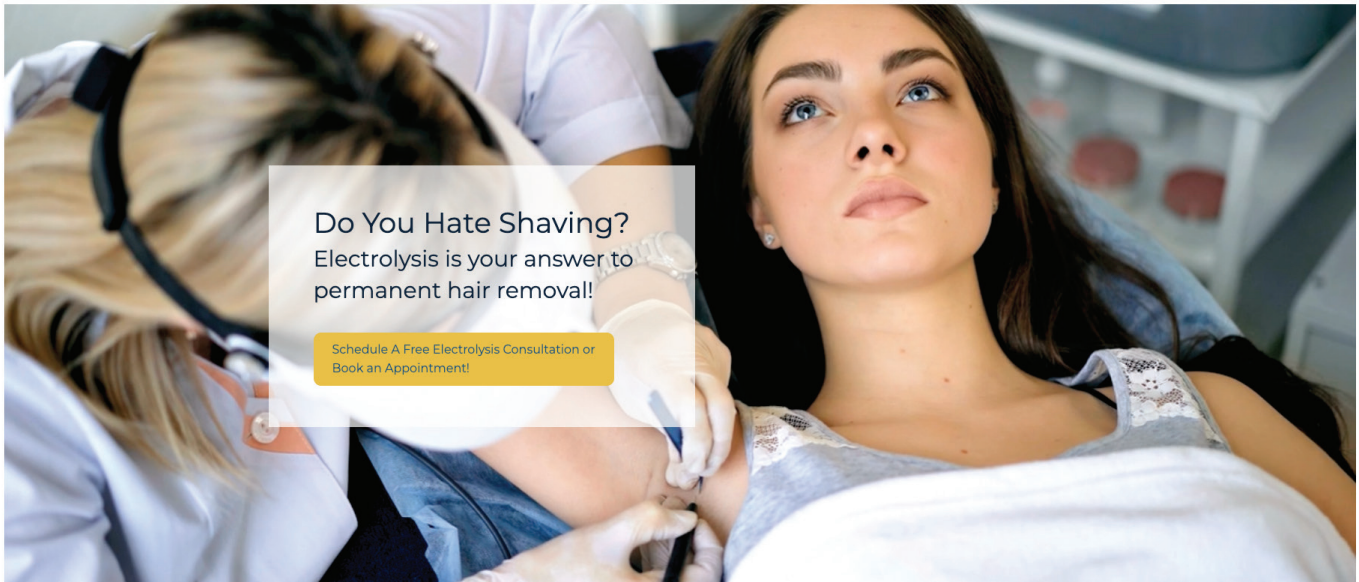
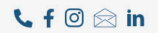
HELLO@KYELECTROLYSIS.COM

*Live Confidently*



COMMONWEALTH  
ELECTROLYSIS CLINIC  
*Live Confidently*

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**(859) 549 - SKIN**

Electrolysis Services  
Scar Camouflage & Paramedical Services  
Extracorporeal Shockwave Therapy  
Cavitation & Radio Frequency Therapy



## CLIENT SYNOPSIS:

05

# JACK JOUETT TAVERN

Jack Jouett Tavern is a public golf course bar and restaurant that wanted rebranding and business growth assistance.

*Services provided include  
but are not limited to:*

- Logos
- Brand Identity
- Print Marketing
- PPC (Pay Per Click Advertising)
- Local SEO (Search Engine Optimization)
- Graphic Design



Sign Style Logo



The Ride Logo



Young Logo

Jack Jouett Tavern Logo Treatments



Armed Logo

## CLIENT SYNOPSIS:

06

# RODGERS PAINTING

Rodgers Painting is a family-owned residential and commercial painting business with multiple locations across Kentucky.

*Services provided include  
but are not limited to:*

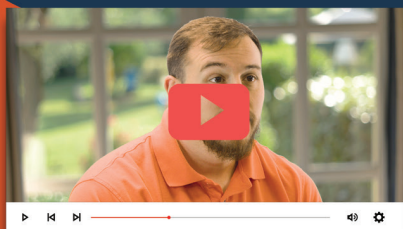
- Business Strategy
- Logos
- Brand Identity
- Print Marketing
- PPC (Pay Per Click Advertising)
- Local SEO (Search Engine Optimization)
- FAQ Video Production
- Graphic Design



Logo Style Guide / Business Cards



If you're interested in house painting, watch this video to see why you should consider **Rodgers Painting**.

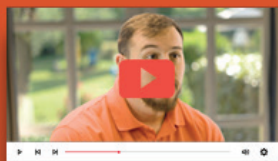


**SCAN ME**  
to watch!

RODGERSPAINTING.COM | (859) 207-4053



**SCAN ME**



## THINKING OF PAINTING YOUR HOME?

We believe we're the best choice!  
Watch this video to see why!



Print Mailer / Web Banners



## Return on Investment?

There is nothing better  
in home improvement.





# WELCOME TO RODGERS PAINTING

We serve Lexington & Paducah

START BY CLICKING YOUR DESIRED LOCATION



## Why Choose Rodgers Painting?

Watch the video to learn more!  
Proudly servicing Lexington, KY with professional house painting.

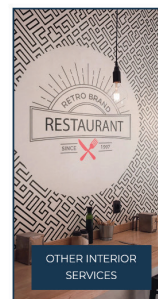
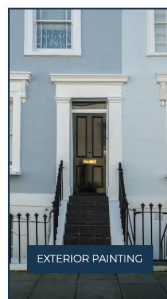
Click here to request a Free Painting Quote.

OR  
CALL: (859) 207-4053

Get to know Rodgers Painting. Watch more house painting videos here.

### SKILLED PAINTING SERVICE PROFESSIONALS NEAR YOU!

Our friendly team of painting service professionals located in Lexington, KY are experienced, skilled, and trained in exterior and interior painting, sheetrock repair, commercial vinyl installation and removal, wallpaper hanging and removal, as well as professional wall murals.



### OUR RECENT LEXINGTON, KY PAINTING PROJECTS

Here at Rodgers Painting, our mission is to enhance the essence and beauty of the interior or exterior of your home and business with the best painting service that money can buy. Click the link below to see photos of our most recent painting projects in KY.

SEE OUR RECENT PAINTING PROJECTS HERE

## CLIENT SYNOPSIS:

07

# MASONIC LIBRARIES

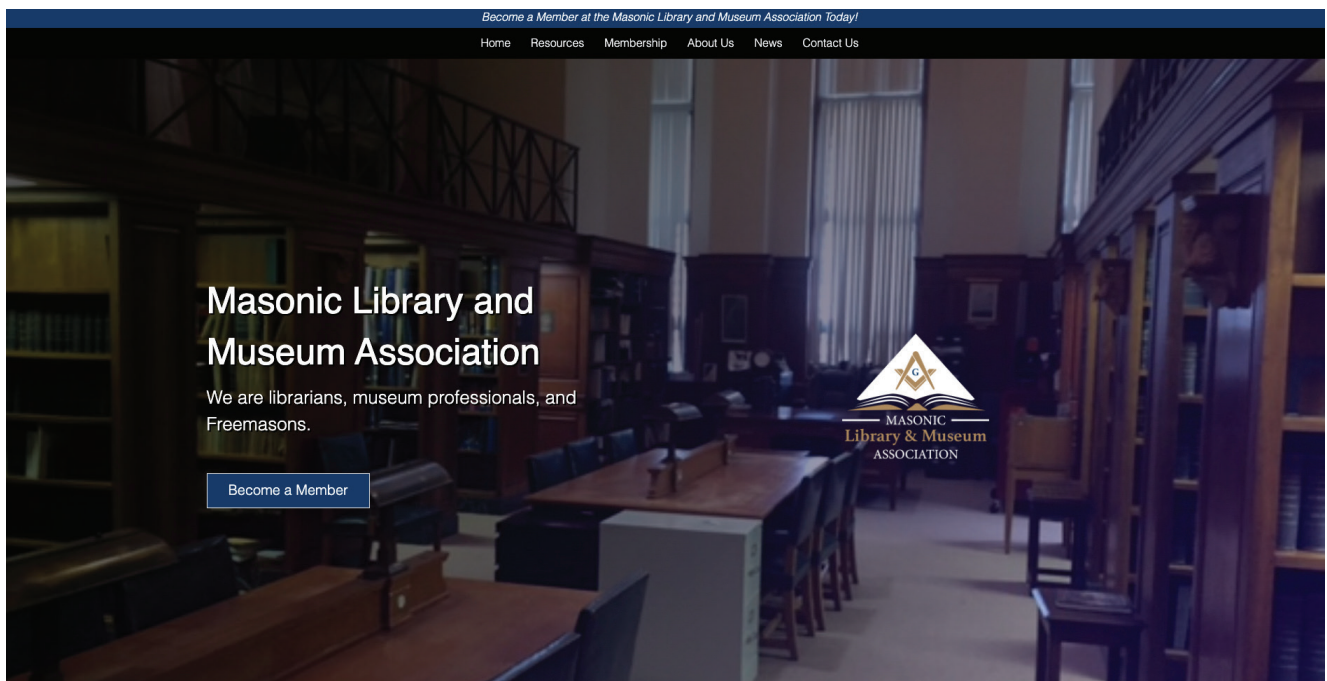
Masonic Libraries is a national research organization that wanted rebranding and improved online presence.

*Services provided include  
but are not limited to:*

- Logos
- Brand Identity
- Website Development
- Website Hosting
- Graphic Design



Logo / Website



## CLIENT SYNOPSIS:

08

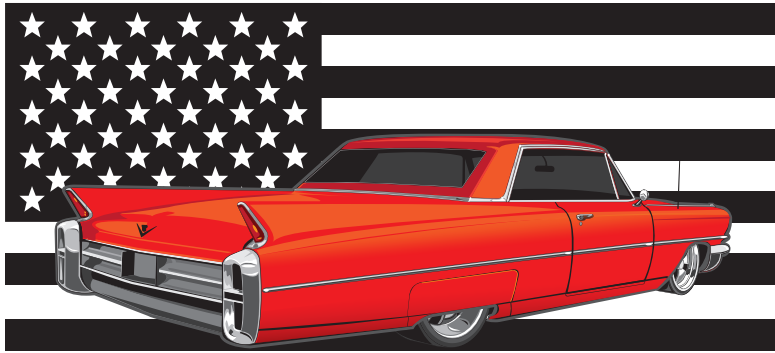
# POWER NATION STUDIOS

POWERNATION TV brings you four in-depth how-to shows that cater to automotive interests, featuring Detroit Muscle, Music City Trucks, Carcass, & Engine Power!

*Services provided include  
but are not limited to:*

- Logos
- Brand Identity
- Promotional Graphics
- Apparel Graphics
- Event Promotion





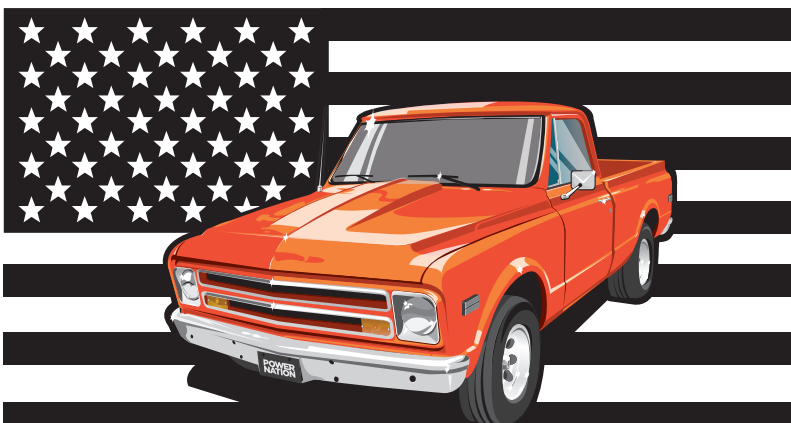
Caddy Design

**POWERNATION** *Made in the U.S.A.*



Step Side Design

**POWERNATION** *Made in the U.S.A.*



C-10 Design

**POWERNATION** *Made in the U.S.A.*

**LINCOLN**  
ELECTRIC

XOR branded  
welding mask  
ver. 1



**POWER**NATION

**XOR**

Branded Welding Mask

**LINCOLN**  
ELECTRIC

Detroit Muscle branded  
welding mask  
ver. 1

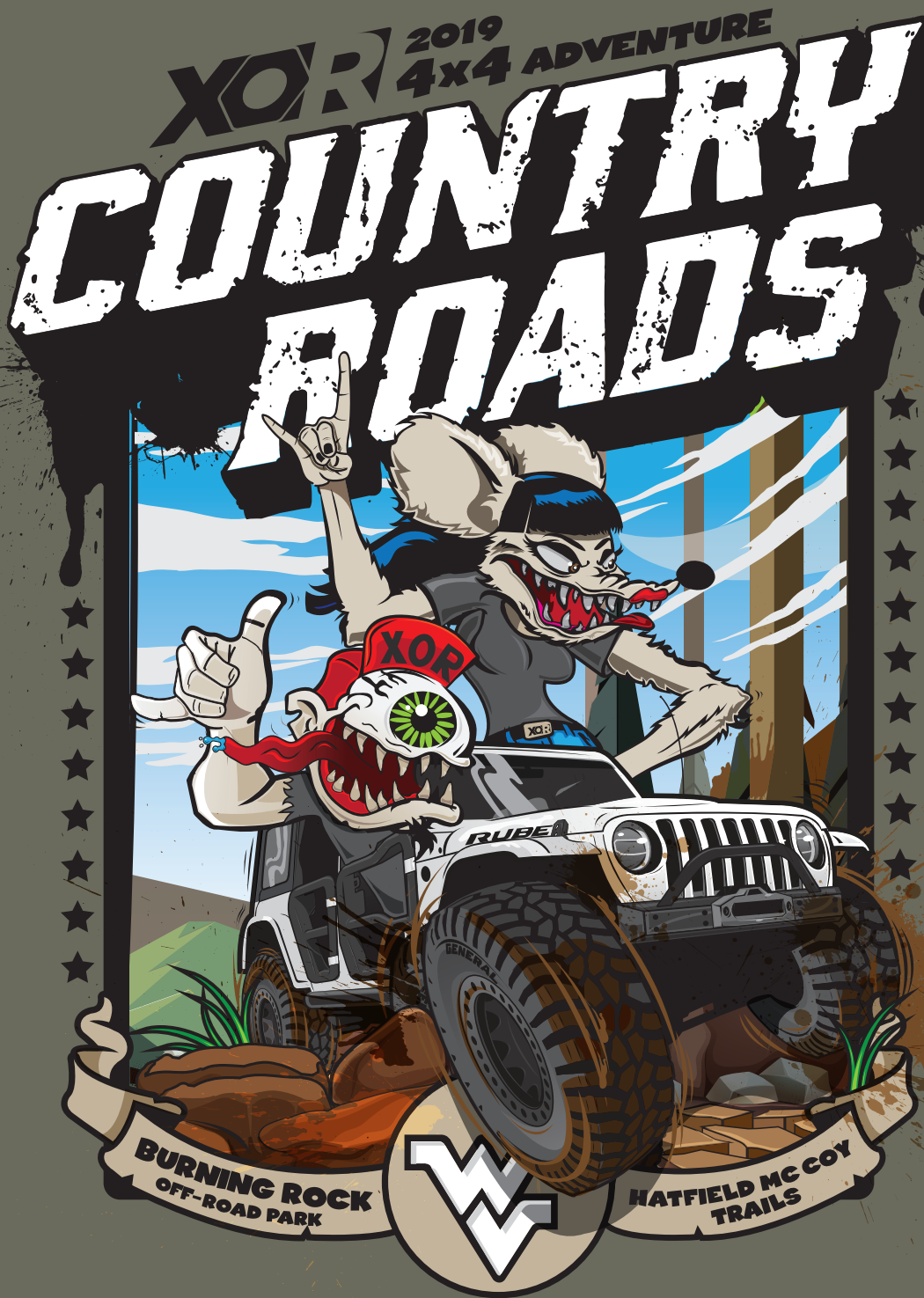


**POWER**NATION

**DETROIT  
MUSCLE**



Branded Apparel



**RUSTY'S**  
OFF-ROAD PRODUCTS

**AMSOIL**

**DANA**

**Continental**

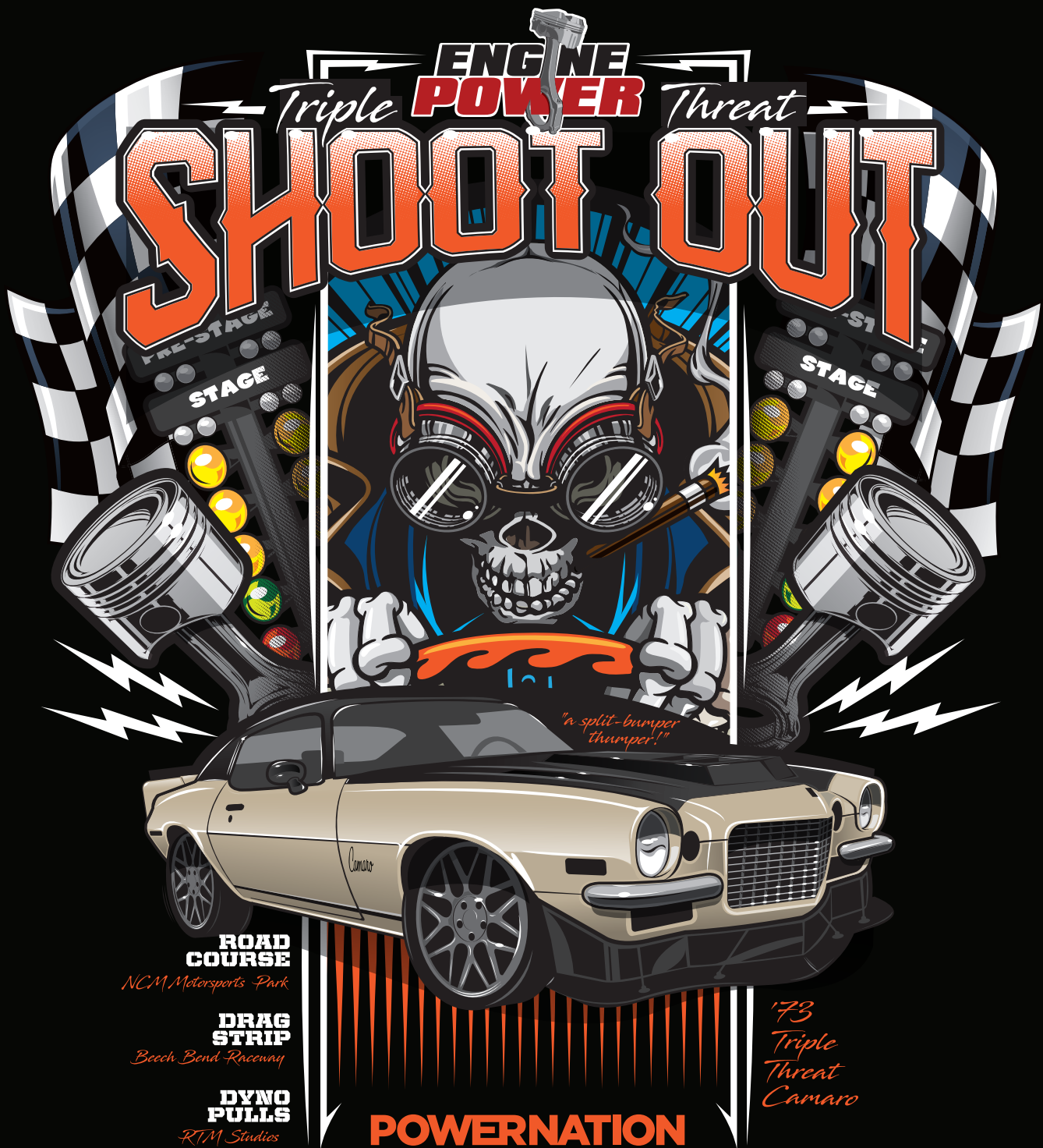
**Edelbrock**

**POWER  
NATION**

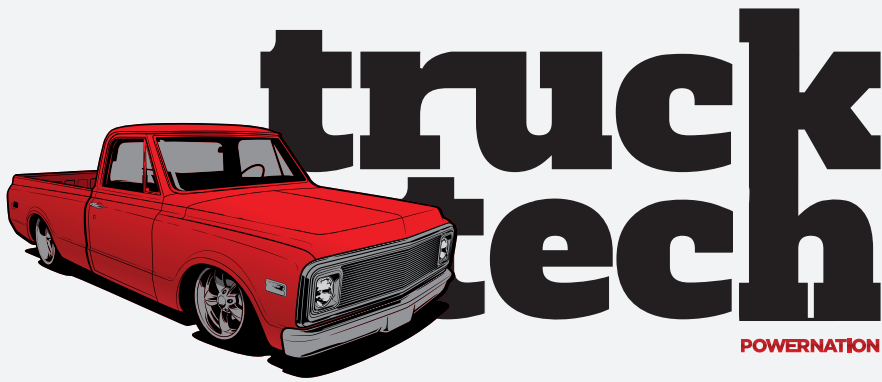
Event Illustration for Apparel

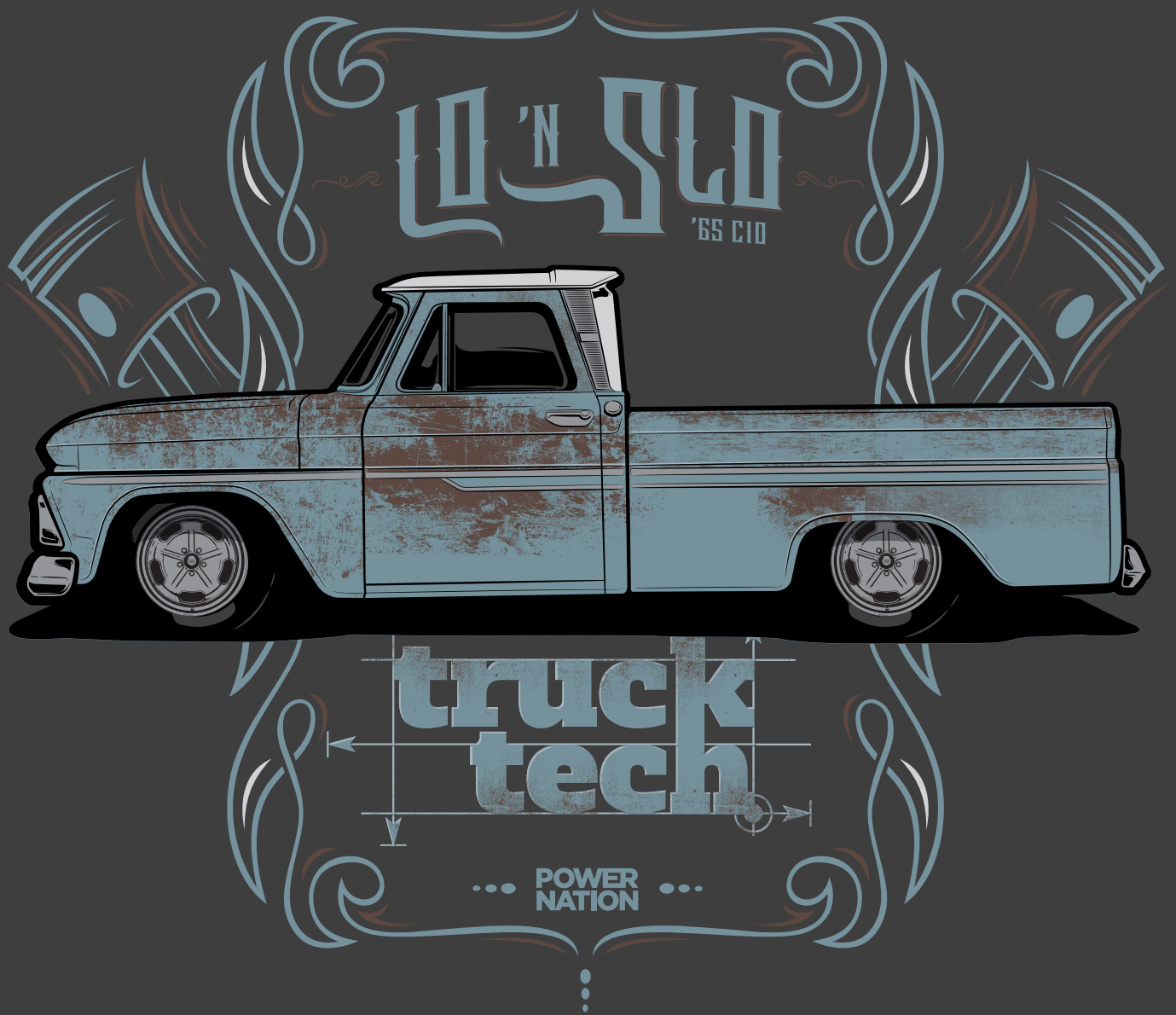


Event Illustration for Apparel





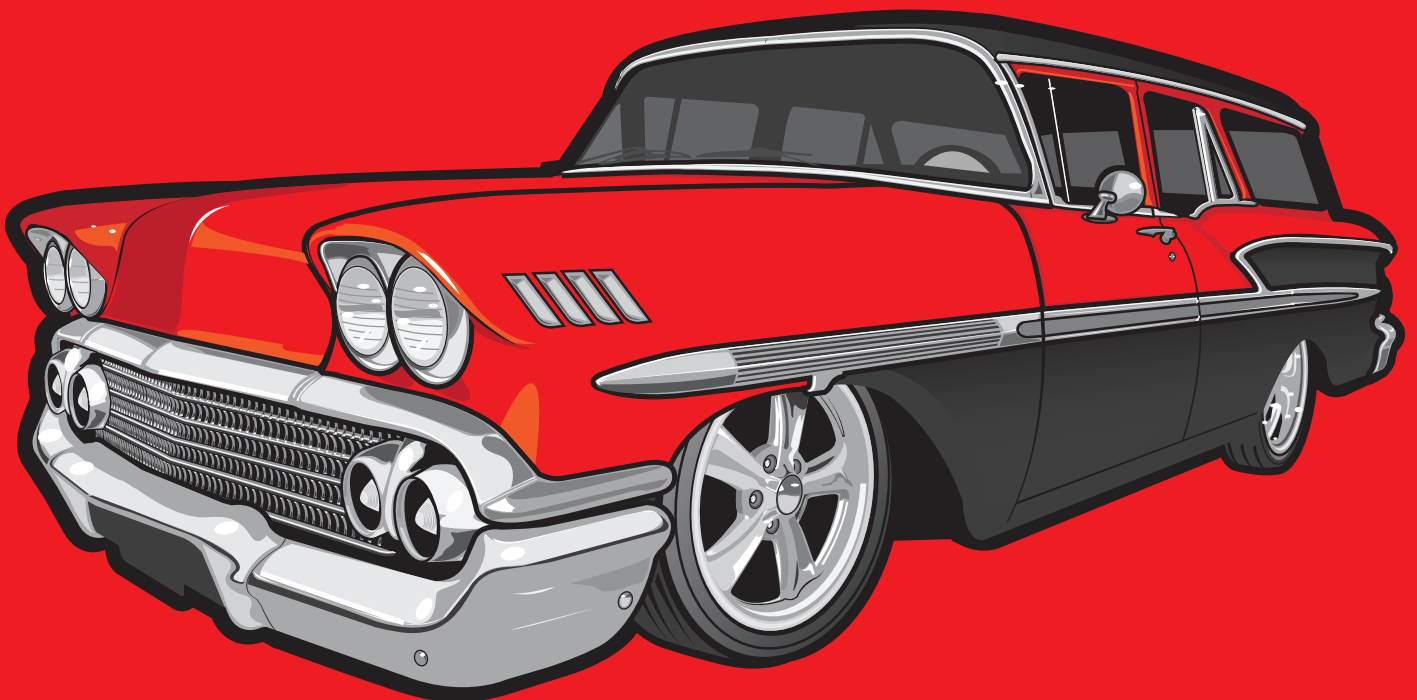


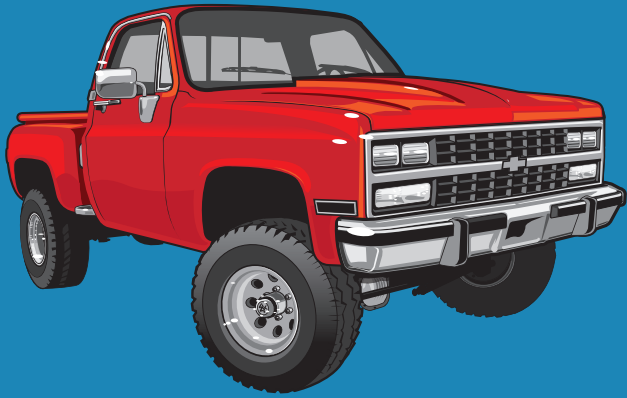


Event Illustration for Apparel

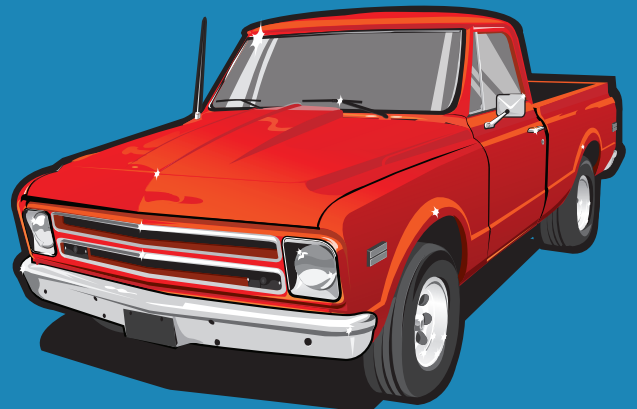


Automotive Illustration





Automotive Illustration



## CLIENT SYNOPSIS:

09

# MSD PERFORMANCE

MSD was the first company to develop and offer the multiple sparking, capacitive discharge ignition for engines. MSD develops and produces high tech electronics for hot rods, classic cars, and most importantly, RACE CARS!

*Services provided include  
but are not limited to:*

- Logos
- Brand Identity
- Promotional Graphics
- Print Media
- Apparel Graphics
- Product Photography
- Packaging





FOR THE YAMAHA YZ450F & YZ250F

# ignition

8-POSITION SWITCH ALLOWS YOU TO SELECT  
MILD TO WILD PERFORMANCE

**new!**

INCREASED SPARK ENERGY AND VOLTAGE  
SWITCH TIMING CURVES ON THE FLY  
PLUGS IN TO THE FACTORY CONNECTOR  
LAPTOP PROGRAMMABLE TIMING CURVES  
& REV LIMITS WITH OPTIONAL PROGRAMMING KIT

**OPTIONAL PROGRAMMING KIT PN 4206**  
CONNECT YOUR LAPTOP TO CREATE TIMING CURVES  
BASED ON RPM AND THROTTLE POSITION  
**\$54.99**  
DIRECT FROM MSD

log on to [www.msdpowersports.com](http://www.msdpowersports.com)  
to order or call  
**888-708-8474**

**MSD**  
POWERSPORTS

FOR YAMAHA YZ450F PN 4218  
FOR YAMAHA YZ250F PN 4219  
**\$279.99**  
DIRECT FROM MSD

MSD is a registered trademark of Yamaha

# RAGIN' RAPTOR AND YFZ450

MSD's Blaster FI Controller is the most advanced fuel and ignition controller available. The Blaster FI gives you total programming control over your quad's fuel delivery and ignition timing so you can get the most performance possible!

**MSD BLASTER FI**  
FUEL/IGNITION CONTROLLER PN 4248  
**MSD**  
POWERSPORTS

BLASTER FI  
FOR YAMAHA RAPTOR  
PN 4248  
FOR 2008-2011 YAMAHA  
YFZ450R / YFZ450X  
PN 4247

- PLUG AND PLAY SINGLE CONTROLLER
- CREATE A CUSTOM CAL THROUGH YOUR PC
- PROGRAM FUEL AND TIMING BASED ON TPS, MAP AND RPM
- SELECT BETWEEN 10 PRESET CALIBRATIONS
- ADJUST THE RPM AND SPEED LIMITER

THE MSD VIEW SOFTWARE ALLOWS YOU TO EASILY RAISE REV LIMITS, MAP & TIMING CURVE AND DIAL-IN THE FUEL CURVE FROM YOUR PC.

**MSD**  
POWERSPORTS

MSD TRAINED WITH YOURSISTEM TECH SUPPORT

For a Free Catalog, call: 888-472-8808  
MSD TECH LINE: 888-258-3835  
[www.msdpowersports.com](http://www.msdpowersports.com)

Yamaha is a registered trademark



Ads / Event Apparel







## Complex Packaging





## CLIENT SYNOPSIS:

10

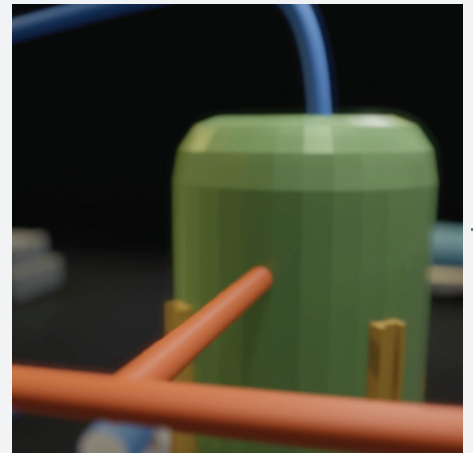
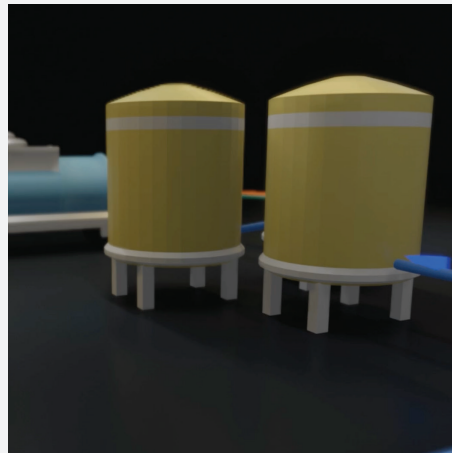
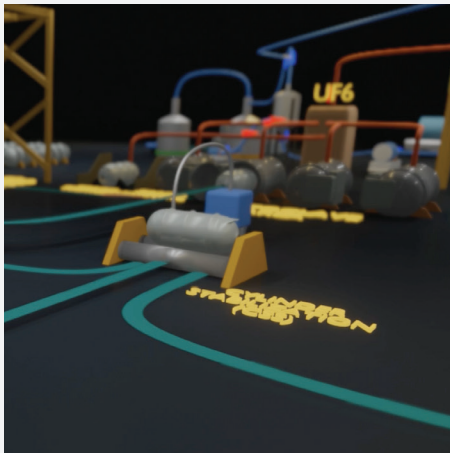
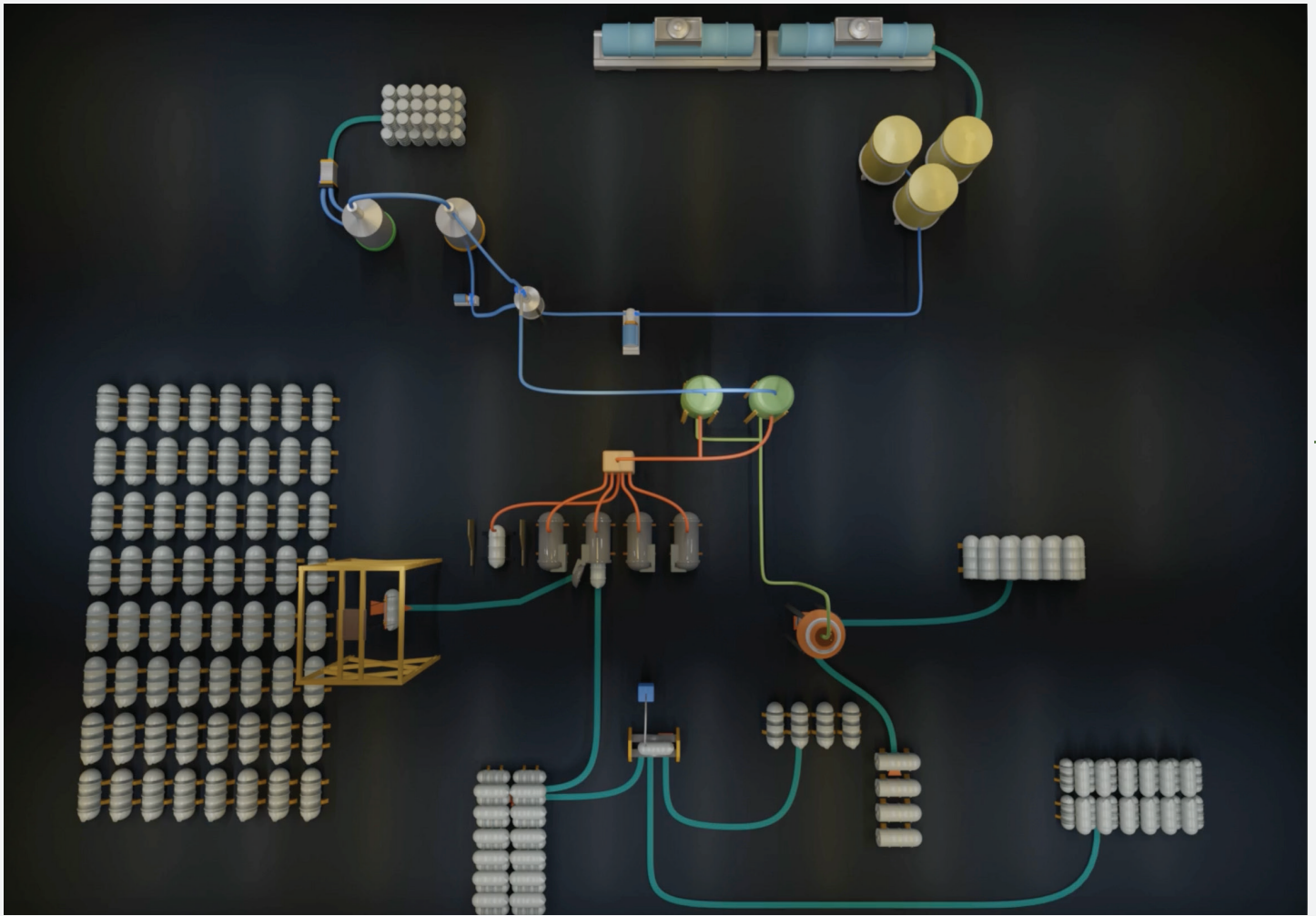
# DEPARTMENT OF ENERGY

### Video Production

The Department of Energy had a multitude of secret squirrel (confidential) projects for us to assist with.

*Services provided include  
but are not limited to:*

- Logos
- Website Development
- Website Hosting
- Drone Photography
- Video Production
- Video Animation Production
- Graphic Design
- Print Marketing
- Photography



U.S. DEPARTMENT OF  
**ENERGY**

*Secret Squirrel Processes*



**SECRET**

## CLIENT SYNOPSIS:

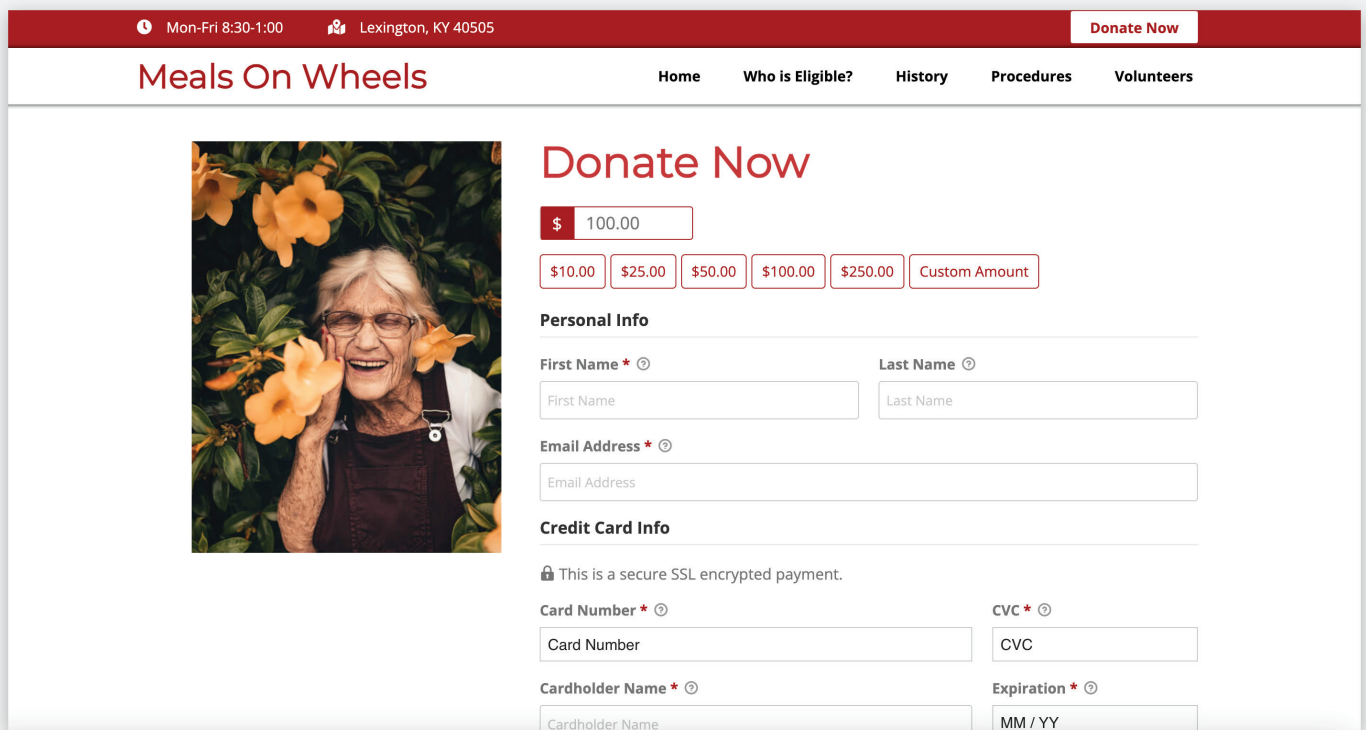
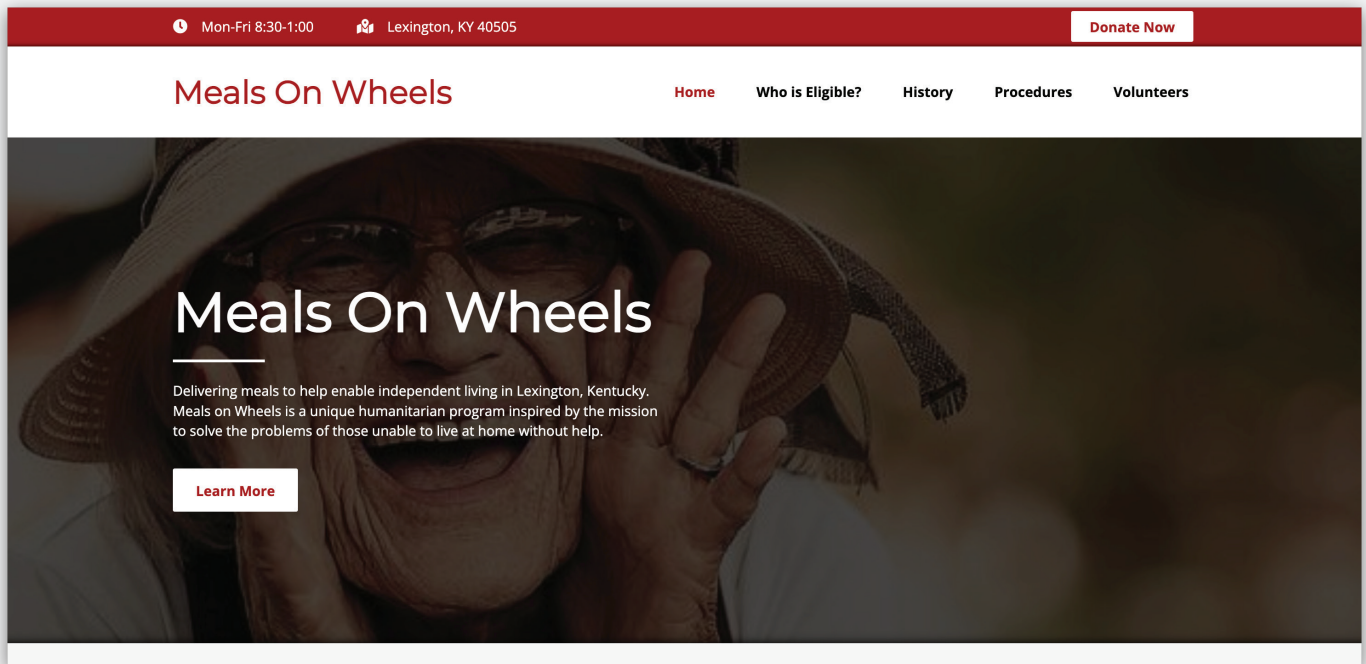
11

# MEALS ON WHEELS

Meals on Wheels is a nationally recognized nonprofit organization that helps feed the elderly population who is unable to adequately feed themselves.

*Services provided include  
but are not limited to:*

- Logos
- Website Development
- Website Hosting
- Digital Donations
- Digital Payment Gateway



Website

## CLIENT SYNOPSIS:

12

# BEST CHOICE SUPPLY

Best Choice Supply is a wholesale HVAC supply company that really likes to think outside the box with its marketing.

*Services provided include  
but are not limited to:*

- Logos
- Website Development
- Website Hosting
- Social Media
- Software Development - We built a custom Round Robin Lead Generation Campaign that rotates inbound leads to various VIP contractors.
- SEO (Search Engine Optimization)
- PPC (Pay Per Click Advertising)



## Kentucky's #1 HVAC Wholesale Distributor

We must provide the highest level of customer service by exceeding our customers expectations each and every time we come in contact with them. If we ever fail in doing this, please let us know.

### Looking for Something Specific?

Name \*

Email \*

Phone \*

What items are you looking for? \*

Submit



## Who We Are

In April 1988 Dan Kemper and Randy Mesalam started Best Choice Supply to provide exceptional service and remarkable products to you, our comfort solution providers. Throughout the years the business has grown and many things have changed. But what they set out to do from day one has not. To this day Best Choice Supply is committed to establishing, growing and preserving our partnerships with customers, employees and vendors.

See Our Vendors

32

Vendors

7

Dealers

100%

Satisfaction

## CLIENT SYNOPSIS:

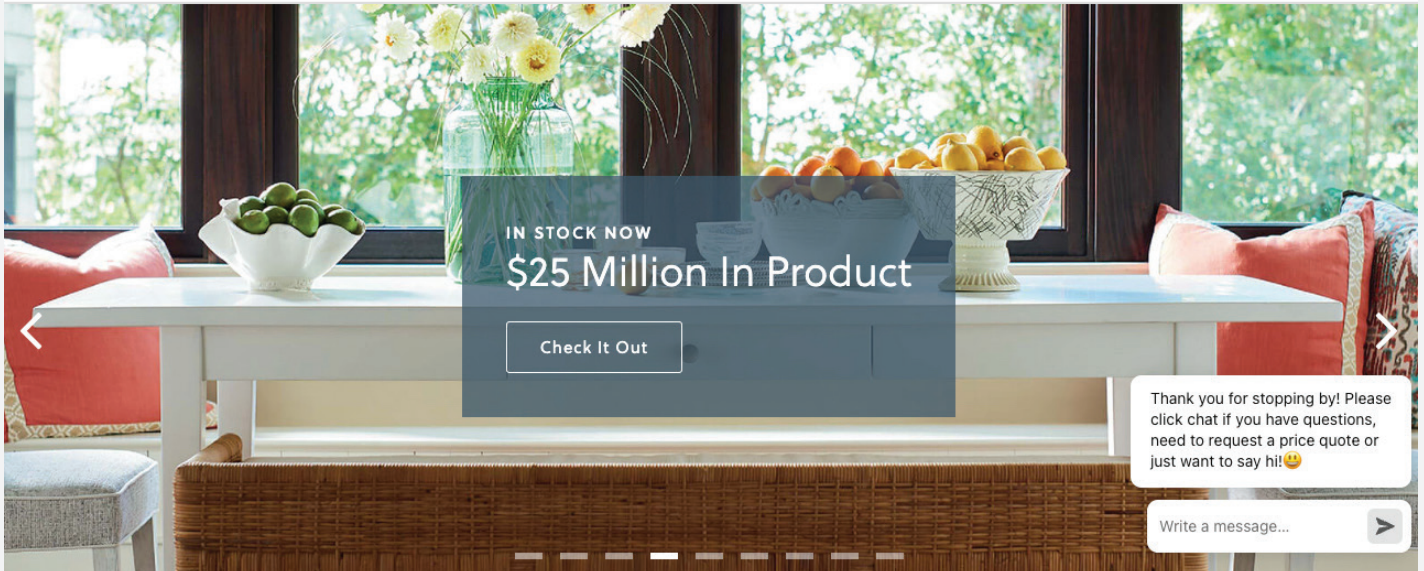
13

# FURNITURELAND SOUTH

Furnitureland South is the world's largest furniture store located in North Carolina. We created a massive online marketing campaign that awarded Brian Evans, Marketer of the Year in 2015.

*Services provided include  
but are not limited to:*

- Total leads generated: **11,417**
- Total online marketing dollars invested: **\$186,000**
- Average cost per lead: **\$15.70**
- Average revenue per lead: **\$235**
- Total new revenue generated: **\$3.2M**
- ROI: **1,720%** (Every \$1.00 invested returned \$17.20)
- Total website visits **up 35% over previous year.**
- **YTD sales up 11%** in 5 months
- The best revenue month to date was **\$14.2M**
- Highest growth percentage month was up **47%** over the previous year.
- Assisted in the hiring process of key personnel to establish a marketing department capable of handling a large influx of new business.
- We built a new follow-up and up-sell process for sales representatives to increase conversion rates with new leads.
- A customer loyalty process and a referral process to increase the lifetime value of each customer.



## Sizzle And Style: Elevating Your Summer Backyard BBQ

Discover the ingredients needed to host a successful summer BBQ with expert tips and advice from some of our top outdoor brands.

READ ON

## Designing Beautiful Spaces With Color Theory

Learn how to harness the power of color theory to turn your home into a stunning work of art.

GET STARTED



## CLIENT SYNOPSIS:

14

### KEMI

KEMI is a quasi-governmental company with over \$1B in assets and is Kentucky's leading provider of workers' compensation insurance and is rated A- (Excellent) by A.M. Best. KEMI has over 20,000 policyholders in all 120 counties in Kentucky.

- Brian Evans was appointed by Governor Matt Bevin to serve on the Board for KEMI from 2018 - 2022.
- During this time, Brian initiated a change to the by-laws to create a Marketing Committee for KEMI.
- In 2019, Evans was elected the Chairman of the Marketing Committee for the duration of his term.
- Services overseen by Evans and the Marketing Committee include but are not limited to:
  - Business strategy
  - Brand revitalization with a new logo, messaging, and public appearance
  - Website redesign
  - Software development
  - Customer acquisition
  - Customer retention
  - Public relations
  - Social media
  - Video production
  - Event production
  - Third-party procurement
  - Marketing automation

KENTUCKY'S LEADING PROVIDER OF WORKERS' COMP INSURANCE

[About KEMI](#)
[Safety & Training](#)
[En Español](#)
[Careers](#)
[Contact](#)

KEMI

[HOME](#)
[EMPLOYERS](#)
[AGENTS](#)
[CLAIMANTS](#)
[PROVIDERS](#)

[LOGIN / REGISTER](#)

WE MAKE WORKERS' COMP WORK FOR KENTUCKY EMPLOYERS.

[LEARN MORE](#)

KEMI is Kentucky's leading provider of workers' compensation insurance and is rated A- (Excellent) by A.M. Best.

HOW WORKERS' COMP WORKS

MANAGE MY POLICY

FORMS & RESOURCES

ACCESS SAFETY RESOURCES

Accidents happen. We're here to help you.

Did you get injured on the job? If so, KEMI is ready to work with you and provide the highest standard of care available throughout your claim. We believe that starts with offering claimants a clear picture of how our claims process works.

Report an incident or illness immediately.

Receive initial medical treatment.

Return to work and continue approved treatment if needed.

Close the claim.

FIND A PROVIDER >

The Claim Process

KEMI policyholders are responsible for reporting injuries or illnesses in a timely manner; however, the claimant may submit his or her own First Report of Incident using the [IA-1 First Report of Incident](#) form.

Once a work-related incident is reported to KEMI, our Claims Team will move into action by reviewing the information and ensuring the claimant receives the care they deserve.

Submitting a First Report of Incident

KEMI policyholders are responsible for reporting injuries or illnesses in a timely manner. However, a claimant may submit a First Report of Incident using the [IA-1 First Report of Incident or Illness](#) form. Find details below in [Frequently Asked Questions > How do I report an incident?](#)

Still have questions?

If you have a claims question, give us a call at 1-800-640-KEMI (5364) or 859-425-7800. You may also use the contact form [here](#).

Website

53



15

## MEDIA PRODUCTION

BT Web Group also has a full-service Media Production team with two in-house studios which also includes a Podcast Studio and a Green Screen Studio. Our talent and equipment is capable of handling all levels of video, audio, and feature film production. BT has produced hundreds of videos, recorded dozens of live business events, produced TV and Radio Commercials, as well as a feature-length Documentary that won the award for best editing by the Crown Point International Film Festival.





**MSD Performance - ESPN :30 sec**



**MSD Performance - NBC :15 sec**



**Brian Evans U.K. Business School Presentation**



**The Masonic Table Documentary**



**Ugly Sweater Day**



**Traci Stone's Dance Studio**



**Shalamar Parrish - Interview**



**Real Estate - 109 Loose Leaf**



**World's Quickest Radial Car**



**The Ol' Orange Bang**



Scan QR Code to Watch



# THE MASONIC TABLE

THE ART OF DINING IN FREEMASONRY

[THEMASONICTABLE.COM](http://THEMASONICTABLE.COM)

THE FULL LENGTH DOCUMENTARY WILL BE AVAILABLE FOR STREAMING IN SPRING 2022

DIRECTOR: BRIAN T. EVANS, JR., P.M.  
DOCUMENTARY BY BT MEDIA PRODUCTIONS  
IN ASSOCIATION WITH THE RUBICON MASONIC SOCIETY



PRODUCERS:  
BRIAN T. EVANS, JR. P.M. | JOHN W. BIZZACK, P.M.  
ANDREW HAMMER, P.M. | DAN M. KEMBLE, P.M.



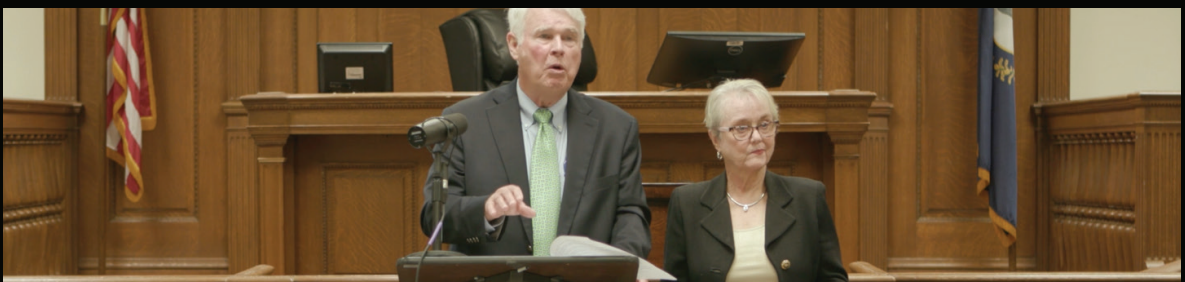
prime video



# LIVE EVENT PRODUCTION



## The *Real* Bluegrass Conspiracy



# LIVE EVENT PRODUCTION



2023  
**Masonic**  
Education  
Conference



## BTWG SOFTWARE:

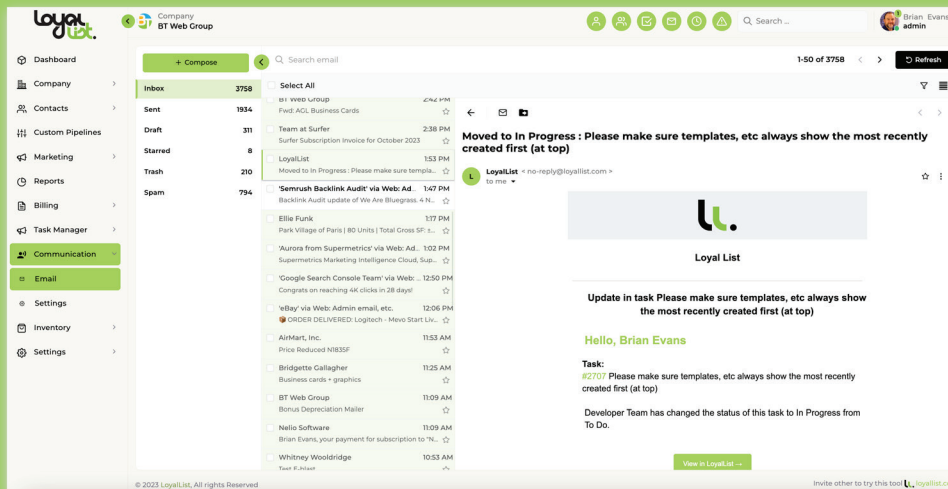
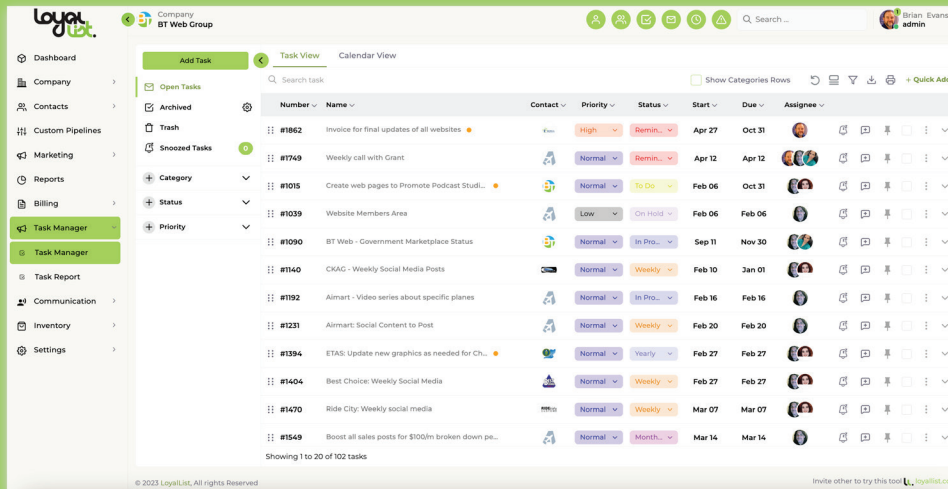
16

# SOFTWARE DEVELOPMENT

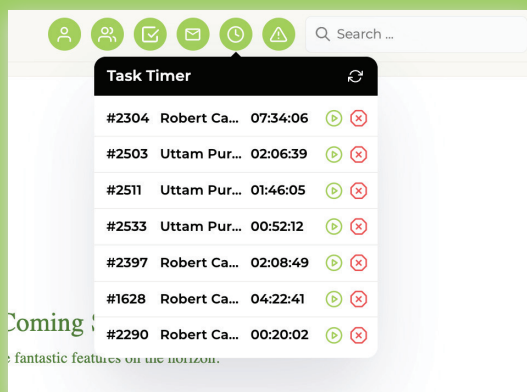
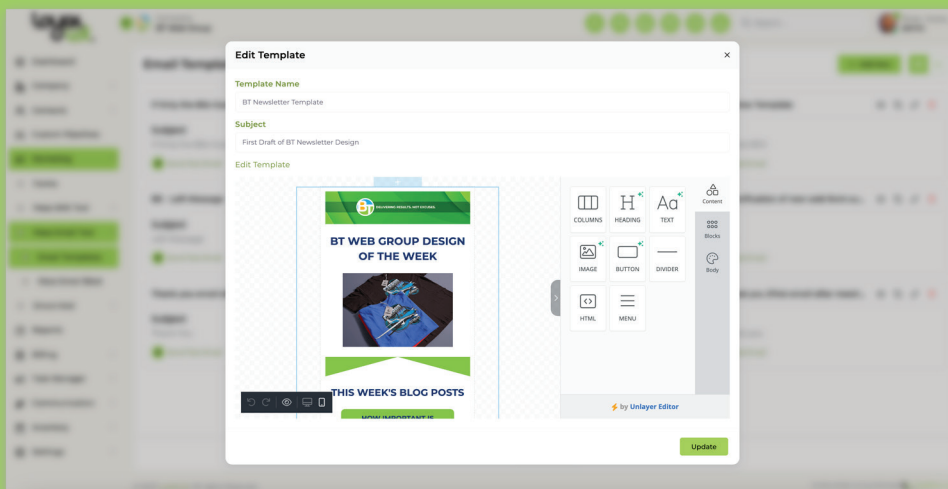
If your business has a need for custom software of any size or capability, we have you covered. The best example to illustrate our incredible software development capabilities is to look at the software, LoyalList.

LoyalList is a custom business management software that BT has been developing since 2021 and as of this publication, we have **over 7,000 development hours** invested, comprised of 5 committed developers.

This software is built from the ground up. It is CRM (Customer Relationship Management) software that will rival the most well-known CRM companies in the United States. This software is already in full beta use by BT and select companies and when fully developed, will provide businesses of all shapes and sizes a centralized online location to manage, market, and oversee nearly every aspect of their business, and as a result, establish higher loyalty with customers.



Custom CRM Development



# Loyalist.

## QUICK HITS:

17

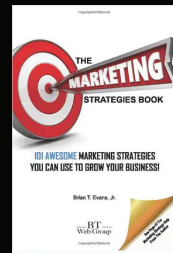
# BTWG RESOURCES



Scan Here

### Marketing Strategies Book

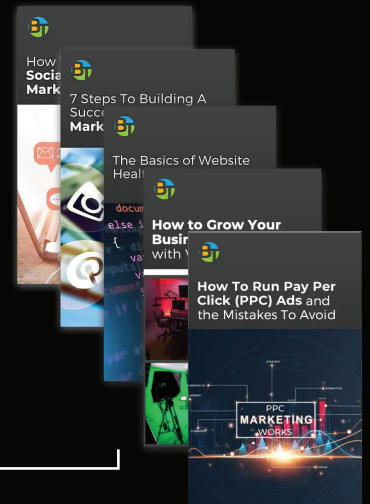
Marketing is one of the hardest things for businesses to do correctly, and it's also the most important. Inside this "The Marketing Strategies Book," written by Brian Evans and published by BT Web Group, you'll discover 101 Awesome Marketing Strategies you can use to grow your business. This book is available on Amazon. [Snap the QR code to learn more.](#)



Scan Here

### BTWG Website Resources

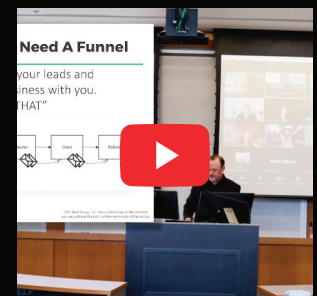
These resources can assist in beginning the process of building that presence by explaining the importance of Video Marketing and Video Production, SEO, PPC, Social Media Marketing, and Content Marketing. They are step-by-step e-books to walk you through each topic. [Snap the QR code to learn more.](#)



Scan Here

### Brian Evans UK Business School Presentation

This video presentation offers a glimpse of how Brian and BT Web Group combines common sense and critical thinking with marketing, sales, and business development. In 2023 Brian delivered a presentation to a Business class at The University of Kentucky, entitled: "Deliver Results. Not Excuses." [Snap the QR code to watch this presentation.](#)



## QUICK HITS:

18

# BTWG SERVICES

- Strategy
- Marketing Consulting
- Brand Identity
- Creative
- Graphic Design
- Web Design
- Business Photography
- Growth
- SEO
- PPC
- Social Media
- Direct Mail
- Software Development
- App Development
- Web Maintenance
- Website Hosting
- Website Updates
- Digital I.T.
- Google Monitoring
- Book Publishing
- **Going South Studios (Audio/Video recording)**
- Video Production
- TV & Radio Production
- Podcast Recording and Production



## PORTFOLIO

2023

We would love to  
hear from you



Scan this QR code  
to schedule a  
consultation!