



PARTNER WITH THE BEST IN DIGITAL MARKETING

CAPABILITIES DECK 2026

EDITION

2026

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"It's Just Handled." →

ABOUT US

BEST PRACTICE MEDIA.

A digital marketing agency for brands that demand more than vanity metrics.

WHO WE ARE

Best Practice Media is a full-service digital marketing agency founded in Austin, Texas in 2015. We manage paid media, organic growth, creative, and PR for brands across e-commerce, B2B, healthcare, law, SaaS, and CPG.

Our stewardship philosophy is simple: we treat every client's budget as if it were our own. That means no wasted spend, no autopilot, and no surprises. Every recommendation ties to revenue, pipeline, and profit — not reach or follower counts.

Brands partner with us because we show up the same way every month — proactive, accountable, and genuinely invested in outcomes rather than outputs. With an average client retention of 3 years, our relationships speak for themselves.

OUR MISSION: PROFIT-DRIVEN STRATEGIES MANAGED BY A TEAM THAT TREATS EVERY CLIENT'S BUSINESS AS THEIR OWN.

OUR APPROACH

STRATEGY-FIRST.
ALWAYS.

At BPM, there's no such thing as "set it and forget it." Every client engagement begins with strategy, proceeds through structured execution, and never stops optimizing.

 RESEARCH	 STRATEGY
 EXECUTION	 ANALYSIS
 OPTIMIZATION	

OUR VALUES

WHAT WE
STAND FOR.

STEWARDSHIP	Your budget is managed like it's our own — every dollar accountable.
RESULTS OVER VANITY	Impressions don't pay rent. We optimize for profit, pipeline, and revenue.
TRANSPARENCY	Honest reporting. Clear direction. No surprises.
GENUINE PARTNERSHIP	We show up proactively — not just at quarterly reviews.
CONTINUOUS IMPROVEMENT	Every campaign is tested, measured, and refined. Always.

OUR LEADERSHIP

THE TEAM BEHIND YOUR RESULTS.



CLAIRE WINSLOW BROWN

FOUNDER & CEO

Founded BPM in 2015 at the forefront of the social media advertising revolution. Claire has grown the agency into a full-service performance marketing powerhouse serving clients across e-commerce, CPG, healthcare, coaching, and more. MBA, University of Texas. Based in Colorado.



MIKE BROWN

CFO

Entrepreneur, investor, and former F/A-18 Super Hornet pilot for the US Navy. Prior to BPM, Mike founded and exited an 8-figure oil and gas company, then acquired and exited an e-commerce fitness brand. Brings financial discipline and operational rigor to every engagement.



TAYLOR FRAME

CO-OWNER & CRO

Co-owner and Chief Revenue Officer with a passion for helping entrepreneurs hit their goals. Has consulted with 400+ e-commerce companies and led the launch and scaling of 100+ brands to consistent 6-figure months. Based in California.



ANDREW KLOBUCAR

VP OF SERVICES

Agile marketing leader with 10+ years of team and P&L management experience. Specializes in demand generation and product commercialization strategies that fuel corporate growth. Leverages data-driven marketing to drive demand and enhance brand awareness across global markets.

35+
team members

Our full team includes account managers, media buyers, creative directors, copywriters, SEO specialists, and community managers — all onshore, all US-based. No offshore handoffs. Ever.

WHAT WE DO

OUR CORE SERVICES.

A full suite of performance marketing services — managed as a unified strategy, not a collection of siloed channels.

01 PAID SOCIAL Meta, TikTok, LinkedIn — audience-first campaigns built around your unit economics and ROAS targets.	02 PAID SEARCH Google and Bing campaigns that capture high-intent buyers at the exact moment of decision.	03 TIKTOK SHOP End-to-end TikTok Shop management — creative, targeting, creator coordination, and fulfillment.	04 CREATIVE Performance creative produced and tested at scale — built to stop the scroll and convert.
05 ORGANIC SEARCH SEO strategy built for both Google rankings and AI-powered answer engines like ChatGPT and Perplexity.	06 ORGANIC SOCIAL Strategy-led content, community management, and brand storytelling across all major platforms.	07 DIGITAL PR Earned media coverage, high-authority backlinks, and reputation-building that compounds over time.	08 PROGRAMMATIC Data-driven display and video advertising across 2,000+ premium publishers at scale.

THE NUMBERS

RESULTS THAT DON'T LIE

Across 100+ active client relationships, these are the outcomes that define how BPM operates.

4.8x

Average blended ROAS across
paid social and paid search

100+

Active clients across e-commerce,
B2B, healthcare, law, SaaS & CPG

3yr

Average client retention — some
relationships nearly a decade

11+

Years building performance-
driven campaigns since 2015

CLIENT RESULTS

THE WORK. IN NUMBERS.

A sample of recent client outcomes across paid media, creative, and full-funnel strategy engagements.

B2B · COACHING 50% FREEDOM PRACTICE COACHING Reduction in cost-per-lead, +14% more leads year-over-year through full funnel rebuild and CBO strategy.	E-COMMERCE · CPG +34% CACAO & CARDAMOM ROAS improvement while doubling managed ad spend — efficiency and scale at the same time.	E-COMMERCE 430% DRIP EZ Increase in managed spend — ROAS improved 25% and CTR improved 43% simultaneously.
E-COMMERCE 14X PIP POP POST Increase in managed ad spend in just over a year, with 3.36 ROAS maintained throughout.	E-COMMERCE · BOUTIQUE +50% POPPY & PINE CTR improvement through creative-led strategy, 12X spend scaling at near 5X ROAS.	E-COMMERCE · INDUSTRIAL +61% INTEGRAL TRUCK ROAS improvement in a specialized niche market — strongest percentage lift in our case study portfolio.

CLIENT PERSPECTIVE

"The results are undeniable: sales are up nearly 6x, and our ROAS is on pace to double. We've gone from chasing \$100k months with thin margins to pursuing \$1M months with a strong and healthy bottom line. Their team is responsive, proactive, and genuinely invested in our growth — and have taken a huge amount of stress off my plate."



JAKE LOVASZ

CEO — Integral Truck

VERTICAL EXPERTISE

INDUSTRIES WE KNOW COLD.

We don't adapt generic strategies to your industry — we bring playbooks built specifically for yours.

 E-COMMERCE DTC brands, marketplace sellers, and omnichannel retailers. ROAS-first strategies calibrated to your margins and seasonality.	 B2B Lead generation, pipeline acceleration, and account-based marketing for B2B brands with complex sales cycles.	 HEALTHCARE Patient acquisition, practice growth, and health brand marketing — compliant, targeted, and effective.
 LAW Specializing in estate planning and elder law. High-intent lead generation with strong cost-per-case economics.	 SAAS Trial starts, demo bookings, and MRR growth. Performance marketing built for subscription unit economics.	 CPG Consumer packaged goods brands scaling retail, DTC, and TikTok Shop simultaneously — creative and performance in one.

COMMON QUESTIONS

BEFORE WE GET STARTED.

DO YOU REQUIRE LONG-TERM CONTRACTS? We recommend a rolling 3-month engagement and are confident you'll be satisfied. No long-term commitment required. 30-day written cancellation notice is all we ask.	WHO OWNS THE WORK YOU PRODUCE? You do. All work is "work made for hire" under the Copyright Act. You retain all business assets, data, and creative — always.
WHO WILL I WORK WITH DAY TO DAY? BPM is a hands-on agency. Senior strategists are always engaged — you'll have direct access to experienced team members, not a revolving door of junior staff.	HOW DO YOU HANDLE COMMUNICATION? We use whatever platform works for you — email, Slack, Zoom, phone. Most work happens during CST business hours, but urgent issues are always addressed promptly.
WHAT ARE YOUR PAYMENT TERMS? First invoice issued on day one. All invoices are NET30. We accept check, ACH, major credit cards, PayPal, Venmo, and Apple Pay.	HOW MUCH SHOULD I SPEND ON ADS? We use your goals and potential reach to develop a recommended budget, always starting with a test campaign to establish baseline performance before scaling.
WHAT HAPPENS IF MY NEEDS CHANGE? BPM is built to evolve with you. Services are updated monthly in line with your priorities — no internal red tape, no months-long change processes.	WHAT SHOULD I EXPECT NEXT? A formal proposal for your preferred services, followed by a contract and SOW. Then a kick-off call, strategy buildout review, and execution — typically within 2–3 weeks of signing.

LET'S GET STARTED

READY TO MAKE DIGITAL WORK?

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AUSTIN



DENVER



LOS ANGELES



NEW YORK



NASHVILLE

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