

About Weston

Weston Fordham is a content creator, digital marketing strategist, and social media growth expert with a proven track record of driving engagement, brand awareness, and revenue through innovative marketing strategies. With expertise in social media virality, content production, lead generation, and brand development, he has successfully helped businesses, public figures, and startups achieve millions of views, thousands of followers, and measurable business growth.

His experience spans Fortune 500 companies, high-profile entrepreneurs, financial advisors, professional athletes, and small businesses, where he has developed customized organic and paid marketing campaigns that maximize engagement and drive conversions. His work has contributed to Amazon bestsellers, six-figure revenue growth through social media funnels, and viral content that has amassed over 7 million views in just two months.

Weston's approach is rooted in constant innovation and adaptation—he doesn't just follow trends; he creates them. Whether leveraging emerging technologies such as Unreal Engine, MetaHuman, and motion capture, directing high-impact advertising campaigns, or building engaged online communities, his focus remains on crafting authentic, high-impact content that delivers tangible results.

This collection of case studies highlights some of his most successful campaigns, showcasing how strategic content, audience psychology, and creative execution can transform brands into industry leaders.



Case Study A

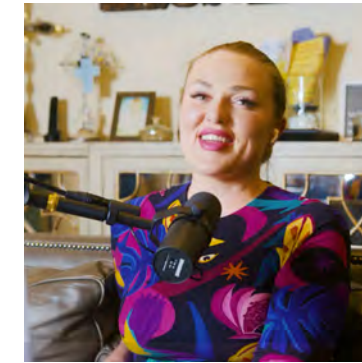
Kendal Cann Summary Financial Advisor

Weston started working with Kendal when she only had 150 Instagram followers and less than 600 Facebook page likes.

First through organic videos Weston grew her page by over 3,000% which as of 3/11/2025 has over 6,200 active followers.

Weston then started to produce her podcast, create all her content including webinars, manage all social media pages, and run AD Campaigns while creating lead funnels.

The results from her last campaign are below which from October to April netted her roughly 1-3 qualified leads a week and 124 new Facebook page followers



Instagram Organic Growth
NO PAID ADS

Insights Overview

You reached +260% more accounts compared to Mar 27 - Apr 25

Accounts reached	443K	+260%
Accounts engaged	9,841	+138%
Total followers	5,371	+2.5%

Facebook AD Campaign \$1,500 Monthly Budget



Because you deserve the best

WESTON CREATES POWERFUL DESIGN SOLUTIONS THAT PUSH THE LIMITS.



About Campaigns

OrthoNovis – B2B Lead Generation & Sales Funnel Optimization

OrthoNovis, a medical device manufacturer and design company, needed a streamlined approach to connect with medical device distributors and generate qualified leads. By collaborating with their team, Weston identified their ideal customer profile and implemented a highly targeted LinkedIn B2B strategy using LinkedIn Sales Navigator and market research.

Through a 30-day outreach campaign that combined LinkedIn prospecting with an automated email follow-up system, OrthoNovis received over 80+ qualified leads. The system was so effective that the company's CEO requested the campaign be paused after just three weeks due to the overwhelming influx of leads. The attached case study includes direct messages from OrthoNovis leadership confirming the campaign's success.

Nat Glover – Digital Engagement & Book Launch Strategy

Nat Glover, a renowned civil rights activist and the first elected Black sheriff in the South, needed a comprehensive digital strategy to promote his autobiography and speaking engagements. Leveraging the same LinkedIn-based outreach system, Weston helped build an email list of over 1,000 engaged contacts, while simultaneously utilizing LinkedIn networking to drive attendance at book readings, speaking events, and signings.

The Results:

- Sold-out theaters, requiring additional events to be scheduled.
- High-traffic conversions that landed his book on the Hot New Releases list for autobiographies.
- Social media growth, with brand-new accounts reaching over 2,000 Instagram followers and nearly 4,000 LinkedIn connections through a mix of content marketing, viral strategies, and audience engagement.
- These case studies highlight the power of targeted outreach, data-driven marketing, and digital engagement strategies in both B2B and personal brand growth.

Case Study B

Kenneth West

Yeah, for right now I don't wanna do anything else that's poking at these people. I've got so much to follow up that I have not even done yet. It's ridiculous.

We're trying to figure out what the next communication will be at this point. As soon as we make a decision on, that will definitely get you involved deeply

Again, this has worked out wonderful and the company has tons and tons and tons. More awareness within the community now. I'll look up the analytical data at some point to see how many followers both eyes and the company had prior to this and it's drastically more. You did a very good service, sir, and looking forward to continuing this relationship.

K

Kenneth West

K

Strictly content sir only Content.

Mar 6, 2023 at 1:34 PM

Kenneth West

Hello Weston, let's turn off the auto responder for a little bit. We made such good contacts these last 30 days that there's no need to pound people more. I do want to change up the messaging next time to be a little more less generic. This was an amazing experiment and I'm looking forward to the next round of this.

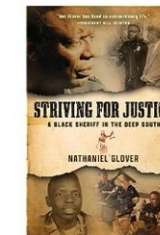
K

Amazon Hot New Releases

Our best-selling new and future releases. Updated frequently.

New Releases in Southern U.S. Biographies

#1



Striving for Justice: A Black Sheriff in the Deep South
> Nat Glover
Hardcover
\$26.00

#2



Storm Stories - Hurricane Ian: Stories of...
Gulf Coast Writers Association Inc
★★★★★ 2
Paperback
\$14.99



Case Study C

FR8 Solutions Summary Trucking & Logistics Company

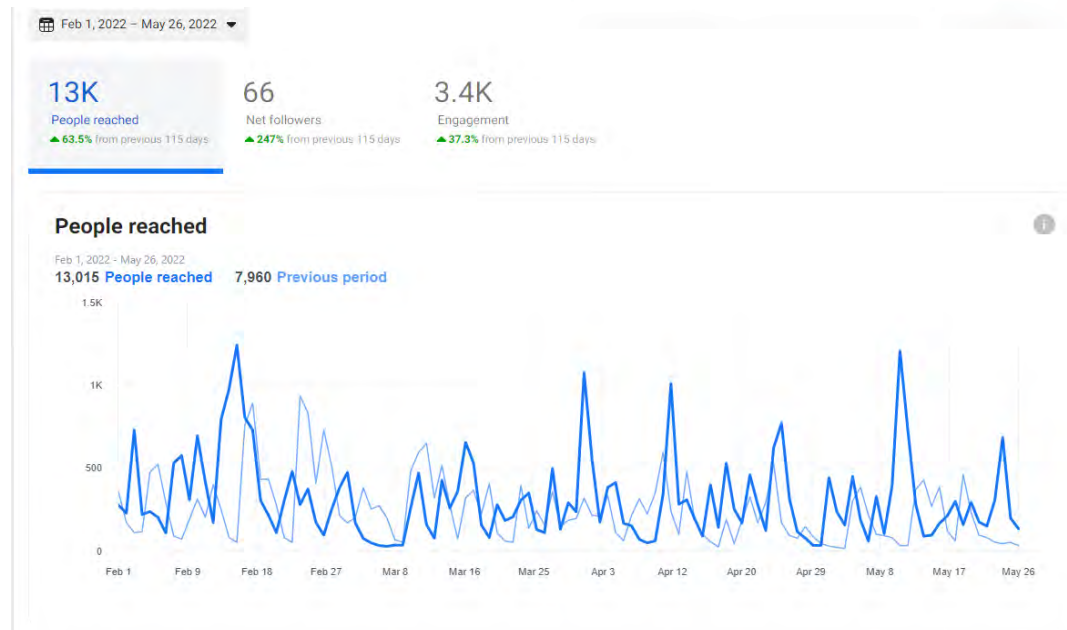
FR8 Solutions started with 98 Instagram followers and less than 350 Facebook page likes. They came to us asking for help growing their online presence, build company culture, and spread their message.

They now have 1,167 active followers on Instagram and 520 on Facebook WITHOUT spending any money on paid ads. Weston built them a company Facebook Group that allows driver's to submit pictures and communicate. Every other week we work with their team to spotlight employees who go above and beyond.

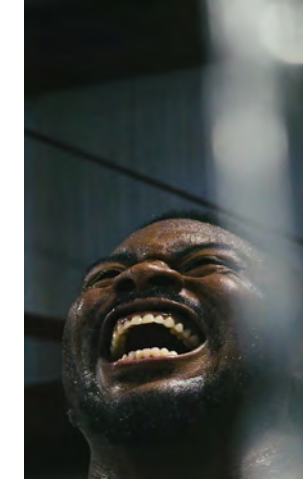
FR8 Solutions is making a push to hire more truck drivers in a market with a shortage of drivers. We've been able to spread their message on Facebook, Instagram, and Reddit along with designing billboards for their other campaigns. In the time they have worked with us they have signed over 5 drivers.



All Organic Growth NO PAID ADS



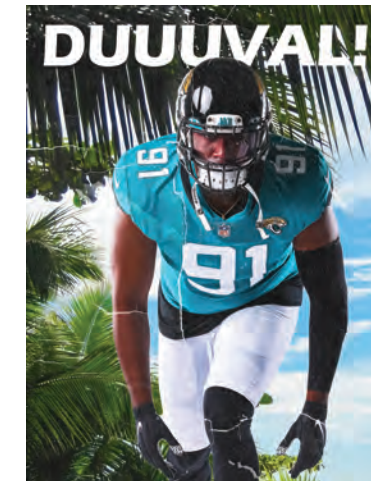
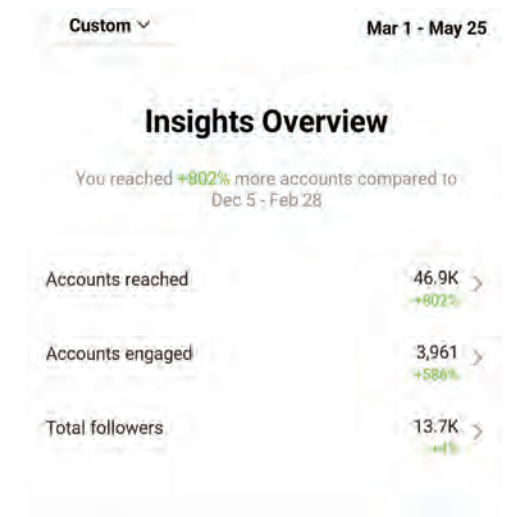
Case Study D & E



AJ Cann & Dawuane Smoot NFL Players

Weston worked with both the Houston Texans and Jacksonville Jaguars Public Relation Teams to produce content for these accounts. Both players came to him with the goal for growth and producing content for their fans.

Each client has experienced this growth through organic content marketing strategies and NO PAID ADS.



Content marketing costs 62% less than traditional marketing... And generates 3x as many leads. - DemandMetric

Weston's Content

How often do you meet with clients?

How available are you to me?

Does your fee include an annual financial plan?

Will you be using mutual funds with expense ratios?



Providing the solutions. FR8
We Help You Reach Your Goals

Our Services

- Automotive**
FR8 is highly experienced in delivering solutions to automotive customers.
- Government & Defense**
Comprehensive services to deliver extremely sensitive logistics solutions.
- Retail**
We understand the needs and expectations of the retail sector and work to fulfill them.
- Technology**
If you require special care to handle electronic components, talk to us.
- Mining Equipment**
We provide special industry services to the mining and resources sector.
- Material**
We are deliver required services and flexible solutions with safety in mind.



Mobile Alerts

Our monitoring system provides alerts for device health and exceeded thresholds for environmental parameters.

SMS text alerts available for customized exceedance limits of each environmental parameter.

ONBOARDING PROCESS
... TOAMS FINANCIAL ...

SIGN CONTRACTS
WHAT AM I SIGNING?
Letter of Agreement Detailing Services
Fee Agreement Detailing Costs

TRANSFER FUNDS TO FIDELITY
HOW IS THIS DONE?
Fidelity uses a secure eSignature system to open accounts and transfer funds. Your funds will be transferred in kind, and not changed until we discuss what you want and need.

BEGIN DISCOVERY FOR FINANCIAL PLAN
HOW WILL THIS WORK?
You will work with our Financial Advisor and the online MoneyGuide Elite platform to determine your goals and resources, as well as your comfort level of risk.

HOW I WORK WITH CLIENTS

IMPLEMENT SOLUTIONS OR PROVIDE GUIDANCE
REVIEW YOUR PROGRESS
ESTABLISH YOUR FINANCIAL GOALS
BENEFIT YOUR SITUATION
ANALYSIS FROM KNOWLEDGEABLE
REVIEW & DISCUSS STRATEGIES

IT'S NEVER TOO EARLY - OR TOO LATE - TO START!

To accomplish your goals, you need not only a clear vision of what you want to achieve but also the proper tools and an expected guide. You may also need some help with the feeling that financial decisions can sometimes be overwhelming. That's why working with an experienced professional can be valuable - after helping you to develop a clear picture of your goals, he or she can help you map out the best approach to achieving them, identify the best steps to take and point out any risks. Then he or she will guide you along your way.

6 TRAITS THAT MAKE A GREAT FINANCIAL ADVISOR

- 1 A VISION**
Financial advisors that are successful will need to have a vision for what's to come and what's being worked on, as well as:
- Their finances of their clients
- The future of their clients with finances
- The future of their clients when they retire
- 2 TIME MANAGEMENT**
When you're managing a book of clients that need your help, you need to set out the amount of time to best do your job, along with:
- Scheduling meetings to go over the guidance you've connected
- Researching, reaching out to resources and gaining more knowledge on finance
- Creating a succession plan that will provide success for your clients
- 3 PROFESSIONALISM**
When working with business, professionalism is a must. Aside from the way that they dress, speak and interact with others, financial advisors will also show professionalism in the way that they:
- Start building a succession plan early on that their clients believe themselves
- Consider what is best for the financial advisory business

FR8 SOLUTIONS INC

Happy Friday!

FLOOD-CON

REAL SOLUTIONS FOR RESPONSIBLE URBAN DEVELOPMENT

32% of consumers check out a brand's social media presence before checking out their website. - Animoto

**Content is King!
And We're Masters
At Creating it.**

