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# Business Profile





# The BIRNEY

## Directive

The Birney Directive specializes in marketing strategies, social media, PR and overall communication for businesses, private practices, organizations and events. We bring the knowledge and experience of a major agency to a more manageable and realistic level that supports the business model of our clients.

We were established (2013) to help businesses keep up with the ever-changing promotional environment. Doing good and getting credit for it is key to any organization wanting to grow. The Birney Directive will develop, implement and manage a successful plan that will get and keep you in the conversation.

The Birney Directive is proud to be Veteran owned and members of the Orion Area Chamber of Commerce and the Oxford Chamber of Commerce.

## Your Small Business Marketing Experts

- ✓ **MARKETING:** Multi-Platform strategies that produce leads, attract new customers and grow your organization's exposure.
- ✉ **SOCIAL MEDIA:** Effective strategies that highlight your brand, grow your communities and drive engagement.
- 🌐 **PUBLIC RELATIONS:** Doing good and getting credit for it is our mantra and something we push our clients to embrace.
- ✉ **EMAIL MARKETING:** Send the right message to the right audience with a consistent and proficient strategy.
- 📡 **WEBSITE DEVELOPMENT:** Create, host and manage a responsive, compelling website that attracts customers and builds your SEO.
- 📝 **GRAPHIC DESIGN:** Highlighting your organization through identity development, proper positioning and creative thinking.



# Meet the Team

## Brian Birney

### CURRENT:

President and CMO – *The Birney Directive*, 2013 – Present  
President – *Lake Orion's American Summer*, 2005 – Present  
Trustee – *Orion Township*, 2016 – Present



### SPECIALTIES:

Strategic Marketing Plans  
Website Development  
Email Marketing  
Consulting  
Media Buy Negotiations  
Press Releases and Media Interviews  
Direct Mail

### PAST:

Sergeant – *United States Marine Corps*  
Director, Marketing and Communication – *Crittenton Hospital Medical Center*  
Director, Consumer Marketing and Audience Development – *Detroit Media Partnership*  
Race Director – *Detroit Free Press/Talmer Bank Marathon*  
B.S. Public Relations – *Ferris State University*  
Brother Rice High School – *Birmingham, Michigan*

### AWARDS:

2016 – Economic Impact Award – *Orion Area Chamber of Commerce*  
2016 – Oakland County 40 Under 40  
2018 – Business Person of the Year – *Orion Area Chamber of Commerce*  
2019 – Patriot of the Year – *Patriot Week*

## Cydne Robinson

### CURRENT:

Marketing Director & Graphic Designer – *The Birney Directive*, 2018 – Present



### SPECIALTIES:

Social Media Management and Content Creation  
Design Layouts for Digital and Print  
Billboards and Large Scale Design  
Logo Creation and Redesign  
Video Editing/GIF Creation  
Email Marketing

### PAST:

Graphic Design Assistant – *Ann Arbor Film Festival*  
B.A. Graphic Design – *University of Michigan*  
Okemos High School – *Okemos, Michigan*

# Meet the Team

## Carol Evola

### CURRENT

Operations and Data Analyst – *The Birney Directive*, 2021 – Present

### SPECIALTIES:

Marketing Strategic Planning

Data Analysis and Reporting

Customer Service

Google Business

### PAST:

Account Manager – *Chevron Products Company*

Senior Business Analyst – *Marshall Field's*

MBA – *Bellarmino University*

BBA – *University of Michigan*



## Carolina Landeros

### CURRENT:

Marketing Manager & Graphic Designer – *The Birney Directive*, 2022 – Present

### SPECIALTIES:

Layout Design

Social Media Management

Fluent in Spanish

Advertising and Marketing Design

Typographic/Editorial Design

### PAST:

Graphic Designer – *The Oakland Post (Oakland University)*

B.A. Graphic Design – *Oakland University*

Stoney Creek High School – *Rochester, MI*



The Birney Directive is proud of our performance for all clients. Each one we've partnered with has grown on all levels and experienced an increase in online presence. Our strategies are tried and true. With well over 30+ years of collective marketing experience, we come to the table ready to produce results.

We have managed major events (Detroit Free Press Marathon), represented hospitals (Crittenton Hospital), won campaigns (four of them), dealt with mergers, acquisitions, public relations, start-ups, established businesses and have launched three successful businesses – all by providing superior social media and marketing strategies. We will be a tremendous asset to your business!

## What people are saying

**Salvatore Mutone**  
 4 reviews · 2 photos

a year ago

**Positive:** Professionalism, Quality, Responsiveness, Value

Our organization was extremely pleased with the services provided by Brian and his organization. In addition to using his services to construct a new website, we are continuing our partnership with The Birney Directive on an ongoing basis for updates and continuing monthly activity, such as website updates, marketing, and future visibility through social media. Brian has "been there and done that", and his experience really has become an extension of our organization where we had very little experience. In addition to incorporating our preferences and priorities, he was also able to add great suggestions and ideas that really helped make our website even better than what we had initially envisioned. It was really helpful to have a partner and not just a one-time transactional relationship. Brian is customer-focused, available, down-to-earth, and extremely knowledgeable and capable regarding the services he provides.

**Tony Milen**  
 37 reviews

2 years ago

I have used several marketing companies over the years for my business and The Birney Directive team is the best. Our company which is a Car Wash and Detail Center is very aggressive in our marketing strategies which requires a company like Birney to be very experienced, organized and available at a moments notice to put our ads together in an effective manner especially during these changing times.

**Jax Kar Wash**  
 14 reviews

2 years ago

**Positive:** Professionalism, Quality, Responsiveness, Value

We've been working with The Birney Directive (Brian and his team) for about a year, and are thrilled with the service and professionalism provided. They are our "Marketing Department!"



# Our work

# Jax Kar Wash



## Jax Michigan + Indiana

Social media graphics, billboard & brochure

**Jax Unlimited Club is your Car Wash Insurance!**

**5 Minute guarantee**

**jax unlimited**

**JaxKarWash.com/Club**

**We are here for you.**

With a combined total of over 100 years of car washing experience, we are excited to have the Super family merge with the Jax family. Being long time, friendly competitors, we look forward to combining our knowledge and expertise together and to be Michigan's largest car washing company!

To make any changes to your plan, please visit: [JaxCarWash.com/clubjoin](http://JaxCarWash.com/clubjoin)

Having trouble? Find this button on the bottom right of the link above to chat with one of our in-house managers.

**jax unlimited Club Welcomes to the Jax Family!**

**SUPER CAR WASH**

**Benefits of being a Jax Unlimited Club Member.**

Coming soon you'll notice:

- Auto-Attendants with smiling Service Advisors there to help you
- License plate recognition for faster processing
- Automated towel-drying to give you a dryer, shiner car faster
- Air drying free vacuums and towel-dry touch up
- Updated washing equipment
- New and improved cleaning solutions
- Upgrade to Full Service (interior cleaning) available at select locations

**You may be Wondering...**

**Q: What happens to my Unlimited Club membership?**  
We have sent an email at a last message to re-activating your new year to switch it over. If you haven't done so already, please follow the prompts sent to you which will take you to our membership page, so you can start your new year of Jax Unlimited Club membership.

**Q: Do I have to get a new vehicle?**  
One of the many upgrades we'll be making is our new Ceramic Plate Rebranding program. This makes it so much easier for you to come through the line and get the new look. We'll have the old sticker on and once away Super Car Wash is committed to you, you'll be able to take it off!

**Q: Will my membership price change?**  
Yes, and you will be notified via email or text before our price change takes effect.

**Q: What makes Jax so special?**  
You will soon have 25 locations within Jax Unlimited to wash at, plus more coming soon! So whether you're a Jax Unlimited member or not, you'll be able to wash happy and with a clean car!

**Disclaimer Statement**  
To provide our customers with a clean, dry and shiny car quickly in a friendly, efficient environment for a great value.

**Unlimited Washing, Unlimited Happiness!**

Plans start at just \$24.99/mo

## Jax Florida

Social media graphics, holiday billboard & car wash menu

**The gift that keeps on giving.**

**JaxKarWashFL.com**

**Give the gift of a clean car.**

**Spring Special!**

**20% off all Detail Services**

Schedule your Detail Service today at [JaxKarWashFL.com](http://JaxKarWashFL.com)

Use Promo Code **ONLINE20**

**BEST+CERAMIC**

Soft Cloth Exterior Wash with a Free Towel Dry, Tire Shine, Complete Bug Removal & more.

**HOT WAX & RAIN REPELLENT**

**BETTER WASH**

Soft Cloth Exterior Wash with Free Towel Dry, Tire Shine, Complete Bug Removal & more.

**RAIN REPELLENT**

**GOOD WASH**

Soft Cloth Exterior Wash with Free Towel Dry, Wheel Cleaner, Complete Bug Removal & more.

**CLASSIC WASH**

Soft Cloth Exterior Wash with Free Towel Dry, Spot Free Rinse & Blow Dry.

Manage Your Wash Club at [ManageMyCarWash.com](http://ManageMyCarWash.com)

**DETAIL SERVICES**

Unlimited Members Save 20% and 10% on Ceramic Coating. Call 941-746-9274 to schedule today

**EXTERIOR SERVICES:**

Handwax.....	\$85
Clay+Wax.....	\$175
Complete Exterior.....	\$275
Complete Plus Interior.....	\$375
Diamond Plate Ceramic Coating.....	\$700

**INTERIOR SERVICES:**

Interior Super Clean.....	\$85
Seat Cleaning.....	\$85
Complete Interior.....	\$195
Complete Interior w/ Wax.....	\$245

**ADD ONS:**

Vision Blade Rain Repellent.....	\$35
Headlight Restoration...	\$50
Sanity Disinfect.....	\$50

**HOURS OF OPERATION**

Monday-Friday  
Exterior Only 7:30AM-5:30PM Full Service 8AM-6PM  
Saturday 8AM-6PM & Sunday 8AM-5PM

**JaxKarWashFL.com**

# Our work

## Jilly's Car Wash

### Jilly's Car Wash - Wisconsin XPT Screen Design

**Jilly's CAR WASH**

Gas Pump Wash Code

**Touch Your Choice** Best Value!

The Everything	\$40	-Or-	Unlimited Wash Club	\$59.99 <small>Per month</small>
Almost Everything	\$37	-Or-	Unlimited Wash Club	\$52.99 <small>Per month</small>
Basic Plus	\$34	-Or-	Unlimited Wash Club	\$47.99 <small>Per month</small>
Basic	\$10			

**SALT**

**Jilly's Salt Buster!** \$3

START OVER

NO THANKS YES

### Partnering with Jax Michigan + Indiana



### Social media

**Jilly's Car Wash**  
February 7 at 4:00 PM · 🌐

25% off ALL detailing services for Unlimited Members and 10% off for non-members, now until March 10th! 🎉

Auto Detailing is only available at our Brookfield location at 14100 W Capitol Dr, Brookfield, WI 53005. Visit [www.jilyscarwash.com/detail-center/](https://www.jilyscarwash.com/detail-center/) to schedule your service.

Not a member? Join today at <https://websiteconnect.drb.com/jilyscarwash/Unlimited-Plans>.

\*Offer ends 3.10.2023.

**Jilly's CAR WASH**

**CAR LOVERS LOVE US, & WE LOVE YOU TOO!**

25% OFF DETAILING FOR UNLIMITED MEMBERS.  
10% OFF FOR NON-MEMBERS.

VALID UNTIL 3.10.2023. DETAIL MUST BE COMPLETED BY THEN.

**Jilly's Car Wash**  
January 27 at 12:00 PM · 🌐

Big things are happening here at Jilly's! 🎉

We've partnered with [JaxKarWash](https://www.JaxKarWash.com) in Michigan, to keep our practices updated to provide you with a quality, professional clean, and to guarantee all of our customers are happy with the services and value that we provide.

You can still find our website at [www.JilysCarWash.com](https://www.JilysCarWash.com) or visit our combined one at [www.JaxKarWash.com](https://www.JaxKarWash.com).

**Jilly's Car Wash**  
January 17 at 4:00 PM · 🌐

We couldn't have said it any better ourselves! 🙌 Thanks for the review, Patrena.

**//**

**This is the best car wash and customer service. My cars are always sparkling clean. It's just one of my favorite places to get my car taken care of. Please visit one of the Jilly's locations. I promise you will love it.**

**-Patrena W.**

**Jilly's CAR WASH**



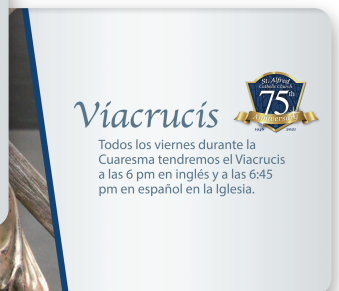
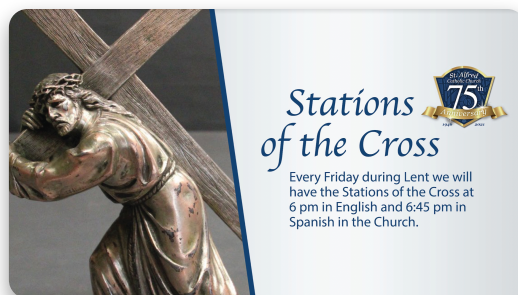
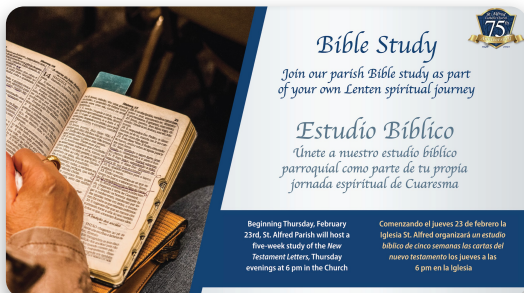
# Our work

## Quo Vadis Family

### Logo Design



### Graphics



### English and Spanish Flyer



### Banner



# Our work

## Kerner's Auto Service

### Billboards and Banners

**Celebrating  
50 years!**

**KernersAuto.com | 586.731.8809**

**WE SELL TIRES**

**Kerner's**

**AUTO SERVICE**

**EST. 1973**

Proud to be an  
OLSM parent!

**WE SELL TIRES**

**EST. Kerner's 1973**

**AUTO SERVICE**

**Full Service Auto Repair.**

**KernersAuto.com | 586.731.8809**  
2230 W. Utica Rd, Shelby Township, MI, 48317

**Kerner's**

**AUTO SERVICE**

**Since 1973**

**All makes, Hybrid & EV**

**Free Hybrid Battery Health Check.**

**KernersAuto.com 586.731.8809 Exit 48**

### Social Media Graphics

**Kerner's**  
**AUTO SERVICE**

**Full Synthetic  
Oil Change**  
*for \$36.95*

**Kerner's**  
**AUTO SERVICE**

**QUALIFIED  
HYBRID SERVICE CENTER**

**We Service  
Hybrid and  
Electric Vehicles**

**EST. 1973**

**Kerner's**  
**AUTO SERVICE**

**Schedule an  
appointment  
anytime,  
anywhere!**

## References

### **TODD GARRIS**

Owner, Motor City Granite & Cabinets  
Founder, The Dragon Foundation  
(248) 789-3454, toddgarris4956@gmail.com

### **ROBERT GRAVES**

Director of Operations, Mammoth Holdings – West Florida Region  
(941) 724-7338, rob.g@mammothholdings.com

### **MIKE MARTIN**

Owner, Kerner's Auto Service  
(586) 731-8809, mike@kernersauto.com

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*Thank you for the opportunity to present this information.  
All notices and inquiries can be directed to the following:*

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thebirneydirective.com

The Birney Directive  
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Lake Orion, MI 48362  
248-953-3236



**2022**

Top Logo Designer in Metro Detroit  
from UpCity.



**2022**

Best Social Media Marketing Agency  
from Expertise.com.



**2018**

All Star Award from Constant  
Contact Email Marketing.