



**Marketing a business  
is simple yet essential !**

LOGO & STATIONERY

BROCHURE & CATALOGUE

PACKAGING DESIGN

BRANDING

WEBSITE

ADVERTISING

DISPLAY GRAPHICS

SOCIAL MEDIA

MULTI-MEDIA

**...are few essentials to flip through!**



**Consistent execution  
is now a way of life!**

**Marketing a business is simple yet essential !**

Nine out of ten times the problem is not bad marketing but the complete lack of it. Few of them don't plan for it or is neglected and/ or forgotten. Hence no planning, no marketing. But those who realise and finally wanting to streamline their Marketing process must consider six essentials:

**LOGO AND STATIONERY**

**WEBSITE**

**BROCHURE & PRODUCT CATALOGUE**

**CUSTOMER PROFILE**

**BUSINESS PLAN**

**BUDGET**

**Consistent execution is now a way of life !**

Basic marketing is simple, but it takes a plan to hold it together, a plan which is implemented in given time frame. To keep your marketing going no matter how good or how bad business is for you - and if you market continually, it generally won't be bad any way.

**The problem usually isn't bad marketing, it's no marketing...**

As we said at the start, nine out of ten times, when we're engaged a new client - the problem isn't their marketing is wrong - it's usually it just doesn't exist or it's just plain and ugly.

But if you create the basics, build your customer profile, write down a plan, and create a budget - marketing starts to handle itself. You have a system and by following that system you keep ahead of the market...and probably ahead of your competition too. Thomas Edison said, "Genius is 1% inspiration and 99% perspiration". Well marketing is the same. If you have the inspiration the rest comes down to executing. And executing is made simple when you have a plan to execute.

So now grab a calendar off the wall or open one on your computer and start to pick the holidays or events that are relevant to your business. Then add the marketing materials you want to have ready for those dates and get to work. Or does it sound too complex to do? Don't wait until it's too late....Just flip through more information or contact us to look into it!



## **Design is the silent ambassador of your brand!**

**You never get a second chance to make a first Impression!**

### **Logo and Stationery**

Your logo and stationery are your company's first impression. They set the tone for expectations and establish a customer's initial perception. Even if you believe your company won't need business cards or stationery - have them at the ready - and insure they look good. Exchanging business cards is still a standard practice and you'll eventually need to send a letter. And as the saying goes, you only get one first impression.

### **Website**

A company website is most essential today. Since it can be accessed 24/7/365 from around the world - it's your pre-sale spin, maybe your method of sale (e-commerce), and after-sale support. It's a full online support for your marketing references. Don't forgo a website due to cost or the ill-conceived notion your business won't benefit. There are lots of inexpensive solutions available, from templates, to build-it-yourself online solutions. Every business can benefit, even with the simplest of websites - if only to provide your products info along with your phone number and address online.

### **Brochure & Product Catalogue**

A brochure or product catalogue are still relied on by many - even if it's a PDF downloaded from your own website. A brochure or product catalogue reinforces your sales message before or after you've left them with customers. And more importantly, they can be shared, and continue to spread the word about you without your interaction.

### **Customer Profile**

Figuring out who your customer is, where they are, and how best to reach them is critical though most essential. This keeps you focused and helps you avoid bad decisions and wrong communication. For instance, if your flower shop is approached to sponsor a punk rock festival, you'll most likely realise the attendees won't fit your profile and hence rather to concentrate on communicating with target customers by the most effective manner via direct mail, or a billboards outside the mall.

Once you build your customer profile which we call "PERSONA" of the customer, you can start to figure out how and when to contact them. In marketing jargon it's called targeting your demographic. Every customer is segmented as per its profile and kept in touch essentially through vast range of marketing media.



## **Clarify your vision... plan with precision!**

### **Business Plan**

Small business owners are busy. Time is short. Attention is focused on the immediate needs. Then the economy slows, sales soften, and suddenly marketing is catapulted into the limelight - or more accurately, the lack of it. It was always the next thing on your list - until it's the only thing left on your list till it's too late. Business Planning forces you to do it and gnaws at you when you don't.

When a client engages us to help with or handle their marketing - the first two things we do, build a "PERSONA" of their customer (customer profile) and figure out how and when we can reach them. Second, we pull out a calendar and create a 12 month plan. By determining how and when we can best reach them, by scheduling activities and creating a simple marketing plan to reach them.

Well, we also write down any special relevant holidays that influence your business. For instance, if we're working with a florist, we'll circle February 14 and a few other key dates. But for a toy manufacturer we'll focus on November and December. By looking at the whole year during our planning time - we can identify key periods and create a plan of activities. So we'll be proactive, not reactive.

Then we'll look at our customer persona and our notes on how best to connect with them. For the florist, maybe it's a series of email blasts two weeks before Valentine's Day, and a postcard sent a few week before too, synchronized with an update to our website with special Valentine's Day offers. Maybe our flower shop is in a mall, so perhaps we'll lease in-mall signage too. Again, it all depends on how we've determined we can best reach our customer.

### **Budget**

Once our essential marketing plan is in place. We know "how we want" to reach our customer and when, (plus we've backed-out design and production time to allow for creative and printing) we have to figure out how much we can spend.

Usually we're doing this in conjunction with the plan since it's silly to write on our calendar we're going to create a Super Bowl commercial for our little flower shop - we won't have the budget. But when we're thinking of how to best reach our customers - we often skip worrying about the budget - so we're not constrained in our ideas. We can always remove or add things now, at budgeting. And who knows, maybe a crazy idea will seem brilliant and you can shift money around to pay for it. And remember, periodically, we'll be reviewing our plan to adjust what we're doing - we're not carving things into stone. But we are committing ourselves to accomplish specific things on specific dates. We may suggest you few tips to carry your financial budgeting for advertising and marketing while planning your overall business budget.





## **The things that we love, tell us what we are.**

We're a dedicated, passionate group that works with a small collection of businesses very closely. In fact, we don't have clients, we have friends and business "partners" with whom we share a dreams. We do our best work and have the most impact when we work with people we believe in and who believe in us.

### **We're not a good fit for everyone!**

We work with big and small businesses, but sometimes budgets, schedules, or differences get in the way. And that's OK. Really. There's always the next one.

### **We're not "tools".**

If you're looking for design robots to simply do your bidding... yeah, that's not us. We've been doing this, and doing it well for quite a while now. So when we work together, we'll fight for what we believe is in your best interest. Sometimes we might lose the fight - but don't expect us to stop recommending what we think is best. In the end though, we'll always find a way to "make it work."

### **Can you afford us?**

Probably. We're not the cheapest and we're not the most expensive. But we are reasonable and (in our humble opinion) a fantastic value. We work hard and passionately for our clients - and we only have one speed; full.

### **Our typical engagement....**

We'll work with businesses of all sizes; we're not snooty. But we do tend to work better with those that understand and appreciate the value we add. Some of our clients have worked with "us" for years following "us" from one agency to another. That makes us smile.

Typically we work with clients over the long term to achieve their goals. But that doesn't mean we won't do some smaller project work. We know, sometimes budgets are an issue, and we'll be happy to conceive ways to achieve results even when funds are tight.

So If you think we might be a good fit...or you have questions - give us a call or just an email, , we're friendly folks, we don't bite, and we'll be happy to provide you a proposal.



**It's amazing  
what we can accomplish  
when we are in it together!**

We begin each new relationship by getting to know you and your business. We learn about your strengths, your weakness, your competition, and your marketplace. Most importantly, we learn about your customers and prospects. We discover who they are and what motivates them.

During the entire process we're working with you. Our process is simple. Figure out what works. Avoid what doesn't. And keep adapting to keep prospects and customers engaged - and buying!

### **Do we get results?**

The simple answer, yes. How quickly and how much, well that depends. We'd love to tell you we have some magic formula that works overnight, but then again if we did, we'd be retired and doing fishing in the pond.

### **Results take hard work !**

Sometimes we can make simple changes and improve results quickly. Other times it takes a little while for the improvements we make to take effect. But we keep working, improving, tweaking, and measuring to make sure results are increasing.

### **The proof is in the pudding !**

As the old saying goes, our best proof of results, is our past successes. We've helped lots of companies, big and small, solve tough marketing problems. More importantly, we've helped them grow sales and gain customers.

We've helped small start-ups or mid-size firms, we've increased engagement and grown revenue. But we're not braggarts, but get us alone over coffee...and we'll be happy to share.



## **Creativity can solve almost any problem!**

### **We're problem solvers...**

We always start by listening intensely. We want to understand your troubles and the challenges your business is facing. Only after we've learned about your business, your industry, and your competitors, we start working together to develop and implement essential solutions like Marketing, branding, website, packaging, advertising, displays, social media and multimedia.

### **Marketing:**

It's the magic we exert to motivate people to buy the things our friends are selling. By mixing together our experience, some science, and a few sprinkles of magic, we create the right solution for each product or service to get sold. We're practical - we determine who your customer is, what motivates them, and how to reach them. From the smallest to the largest projects, we're asking ourselves: Why are we doing this? and How will this help sell? We'd like to help you sell and share our magic with you- call or mail us today.

### **Branding:**

Branding is a blanket term that covers a lot of topics, but if we had to sum it up - branding is the promise between company and consumer. It can be visual; you recognize a brand by a glimpse of a logo or color scheme, so you read more. Or it can be visceral; a jingle that sticks with you, or packaging that forces you to reach over other products for your brand.

Good branding is like the teddy bear you had as a child. It starts out as a recognizable item, and with every interaction, it imparts comfort; eventually becoming essential. It's the reason you would dig through the hamper to find your teddy bear. In business, it may start with a logo, but branding is so much more. So if you're looking for a web partner to rebuild or fiddle with your site so it works better - call or mail us today.

### **Web Design:**

Your website is a digital billboard - you have a few seconds to pique the interest of visitors, connect with them, and entice them to click deeper or to act. It requires a mix of good visuals and calls to action, and lots of fiddling.

The websites we create are customized to your business, and come standard with the tools you need to keep them buzzing. Regardless of the engine that powers your site, our focus is on making it work for you. But most importantly, we know a website isn't like a "field of dreams," so from the start we work together to attract customers too. So if you're looking for a web partner to rebuild or fiddle with your site so it works better - call or mail us today.



**People will stare.  
Make it  
worth their while!**

### **Packaging Design:**

Packaging design can make or break a product or brand. People are busy and if your item doesn't jump off the shelf, it'll be pulled off and dumped in the trash. In fact, retailers won't even stock your item if they don't believe it will sell. So your packaging has to look good. It needs to stand out from the crowd, or you won't even make it to the shelf.

First impressions matter. It's a harsh truth for some of the new people we work with - it's not the better mousetrap that wins - it's the one in better packaging that's selling. Fortunately, we know how to package mousetraps and other stuff too, so it flies off the shelf or website; interested? - call or mail us today.

### **Advertising:**

Advertising can be clever. Ads can be visually stunning with witty copy. We do that. But what we focus on is creating ads that sell the crap out of stuff. And as much as it might offend our aesthetic sensibilities, sometimes a giant burst is necessary.

Yes, we'll keep true to your brand and we'll research customer motivations and desires, and we routinely create amazingly beautiful ads...but in the end it is advertising...and we know, if it's not selling it is failing. So if you need ads that not only look great but, more importantly, sell stuff, and you're occasionally compelled to request giant snipes or bursts - we might wince, but we can deal - call or mail us today.

### **Display Graphics:**

Trade-show and display graphics are one of our true loves. Who wouldn't love to create stunning visuals that both command attention and compel action? We do it for the folks we work with all the time, and to us it's like playtime.

Don't get us wrong, we take our jobs seriously, but when we get to design huge booths of ten-foot-tall graphics that incorporate lights, lasers, and flat panel screens...come on...it's super fun - but with purpose. If you need a trade-show or signage, and you're alright with us getting all graphic with you, call or mail us today.

### **Social Media:**

Social Media is the new technology-driven word-of-mouth - but it is millions, if not billions, strong. Key influences can have friend and follower networks that number tens of thousands - which is way more than the group around the water cooler. Today it's important to reach out to and engage with these influencers, and your own customers too.





**If your business  
is not on the internet.  
then your business  
will be out of business!**

We can help to extend your conversation to key people, your consumers, and to their friends and their friend's friends and so on. Through passive push or active engagement we keep people talking - and, of course, sometimes we simply listen too. So if you're looking to make friends and influence people, call or mail us today..

### **Multimedia:**

The multimedia services area is a fast-moving business and technology environment that builds on many different architectures. End-user experience (the components that are actually of interest and visible to end-users), technology (the hardware, software and middleware used to create solutions) and integration (integrating products, technologies and services to achieve the end-user experience) are main components involved to build a multimedia experience.

Multimedia can be recorded and played, displayed, interacted with or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance. Multimedia may be broadly divided into linear and non-linear categories. Linear active content progresses often without any navigational control for the viewer such as a cinema presentation. Non-linear uses interactivity to control progress as with a video game or self-paced computer based training or corporate presentation.

The various formats of technological or digital multimedia may be intended to enhance the users' experience, for example to make it easier and faster to convey information. Or in entertainment or art, to transcend everyday experience. Enhanced levels of interactivity are made possible by combining multiple forms of media content. If you're looking for enhanced content interaction with the end user -- call or mail us today.



**Serving Essential & Commercial Needs**