



capabilities



Strategy Bringing the path forward into focus.

RESEARCH

- Primary
- Secondary
- Qualitative: IDIs, focus groups, strategy sessions
- Quantitative: multi-platform

STRATEGY BRIEFS

- Brand
- Project
- Product

BRAND POSITIONING

- Persona development
- Brand narrative writing
- Strategic point-of-view writing

MARKETING PLANNING

- Strategic plan development
- Concept/message testing
- Integrated marketing communications plan development
- SWOT analysis



Creative
Breaking
through with
the most
impactful
ideas.

ADVERTISING

- Campaign concept development
- Art direction
- Copywriting
- Traditional/digital advertising media
- Social media content creation

BRANDING

- Naming
- Logo design
- Tagline
- Brand storytelling/content
- Creative strategy
- Website design
- Packaging design
- Stationery package
- Brand guidelines

BRAND PROMOTION

- Retail marketing
- Event marketing
- Trade show design
- Sales collateral
- Annual reports
- Vehicle wraps

VISUAL COMMUNICATIONS

- Animation
- Illustration
- Motion graphics animation
- Photography production
- Video/broadcast production



Digital Marketing Elevating online from every angle.

DIGITAL CAMPAIGN DEVELOPMENT

- Campaign strategy
- User journey mapping

SEARCH ENGINE OPTIMIZATION

- Keyword and competitive research
- On-page and off-page strategy
- Website performance optimization
- Ongoing content development
- SERP ranking and reporting

INBOUND MARKETING

- Lead generation and nurture
- Landing page development
- Email development
- Marketing automation
- CRM integration

WEBSITE DESIGN AND DEVELOPMENT

- UX-focused, mobile-centric design
- Full-stack development
- CMS, CRM, and e-commerce integration
- Custom website feature development
- Speed and performance optimization

ANALYTICS AND OPTIMIZATION

- Custom tracking implementation
- Cross-channel measurement and attribution
- Dashboard development
- Monthly reporting and optimization strategies
- A/B testing

Our digital team has experience and certifications with a wide range of platforms that aid our digital marketing efforts.

Drupal™

facebook



Marketo™

mixpanel



pipedrive™



HubSpot





Analytics and Reporting Optimizing information to reach the best outcomes.

STRATEGY

- Custom tracking implementation
- Cross-channel measurement and attribution
- Key performance indicators
- Quality assurance and testing
- Audience segmentation

INTEGRATED REPORTS

- Dashboard development
- Monthly reporting and optimization strategies

CUSTOMIZED MEASUREMENT

- Awareness
- Consideration
- Engagement
- Conversion
- Sentiment
- Audience growth

ANALYSIS

- Key insights
- Data-driven optimizations
- A/B testing
- Platform performance evaluation
- Spend assessment



Paid Media Making certain every effort finds its audience.

MEDIA RESEARCH

- Demographics
- Lifestyles and attitudinal data
- Media usage/consumption habits
- Competitive spending analysis

STRATEGY/PLANNING

- Custom audience building and remarketing
- Full-funnel, integrated media plans
- Reach and frequency analysis
- User journey maps

DIGITAL ADVERTISING

- Programmatic display advertising
- Streaming audio
- Paid social media
- Native advertising
- Online video and over-the-top
- Hyperlocal geofencing

SEARCH ENGINE MARKETING

- Keyword research, volume forecasts, and list building
- Ad group segmentation
- Text ad creation
- Conversion/goal implementation and tracking
- Audience and competitive insights

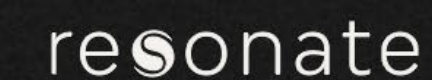
TRADITIONAL MEDIA

- Television
- Radio
- Print
- Out-of-home
- Direct mail

ANALYTICS AND OPTIMIZATION

- Post-buy audit
- Conversion tracking
- Attribution modeling
- Cross-channel measurement

We deploy a full range of contemporary research, planning, and buying tools to effectively and efficiently drive media results.





Social Media
and Content
Building trust,
loyalty, and
engagement
across
channels.

CONTENT STRATEGY

- Competitor research
- Content strategy and editorial plans
- Content calendars
- Platform management

CONTENT MARKETING

- Blogs
- White papers
- Op-eds
- Photography and videography
- Motion graphics
- Long form and episodic content

COMMUNITY MANAGEMENT

- Customer response playbook
- Live monitoring
- Reputation management

INFLUENCER MARKETING

- Program development
- Influencer research
- Partnership negotiation
- Influencer guidelines
- Content coordination and scheduling
- Impact measurement

SOCIAL LISTENING

- Brand, product, and service mentions
- Competitor monitoring
- Trending topics and keywords
- Sentiment analysis
- Crisis management

ANALYTICS AND OPTIMIZATION

- Content performance
- Audience growth and reach
- Engagement analysis
- Conversions and referrals



Public Relations Ensuring your message is heard and understood.

COMMUNITY RELATIONS

- Special event planning
- Corporate philanthropy
- Community sponsorships
- Annual reports

CRISIS COMMUNICATIONS

- Crisis planning
- Spokesperson training
- Corporate positioning
- Executive change
- Issues management

EVENT MANAGEMENT

- Location research
- Theme development
- Logistics planning
- Invitation database development
- Event supervision

INTERNAL COMMUNICATIONS

- Communications strategy
- Employee relations
- Labor issues counsel
- Quality management

MEDIA RELATIONS

- News conferences
- News releases
- Media kit production
- Publicity
- Press tours
- Media monitoring
- Editorial board briefings
- Media training

We deploy a full range of contemporary research, planning, and tracking tools to effectively and efficiently drive earned media results.





Public Affairs Influencing change across business and government.

ISSUE ADVOCACY CAMPAIGNS

- Message development and strategy
- Media relations
- Coalition building
- Government affairs support
- Campaign branding
- Social media
- Event management

COMMUNITY RELATIONS

- Stakeholder outreach
- Grassroots mobilization
- Energy siting communications
- Economic development communications
- Labor relations

ASSOCIATION SUPPORT

- Message development and strategy
- Media relations
- Member recruitment
- Advocacy and activation

BALLOT INITIATIVES

- Communications support
- Political strategy
- Campaign branding
- Social media content and management
- Direct mail and advertising support



Business
Consulting
Supporting
your vision
with strategic
insights.

RESEARCH

- Industry/market trends research and analysis
- Consumer behavior and customer psychology

FACILITATION

- Brainstorming and ideation session moderation
- Team strategy sessions

CONSULTATION

- Go-to-market strategy review and recommendations
- Executive consultation
- Fundraising communications advisement

STRATEGIC BUSINESS WRITING

- Business plan writing
- Capital campaign statement writing