

# MARKETING & ADVERTISING SERVICES

## BRAND STRATEGY & DEVELOPMENT

Client Research  
Center of Influence Research  
Competitive Research  
Value Proposition Distillation  
Brand Manifesto  
Creative Expressions  
Positioning  
Identity  
Brand Standards

## VIDEO TYPES

Client Testimonials  
Exit Interviews  
Conferences  
Product Demo  
Educational  
Promotional  
HR Recruiting  
C-Suite

## VIDEO SERVICES

Script Writing  
Motion Graphics  
3D Animation  
Special Effects  
Post Production

## WEB DEVELOPMENT

Strategy  
Messaging Hierarchy  
Front End Web Design  
Conceptual UI/UX Design  
Application Development  
HTML & CSS  
Responsive Design  
User Testing  
Deployment  
Content Management System  
Hosting  
Support  
Continuous Improvement  
Social Media Integration

## INBOUND MARKETING

Content Development  
Email Campaigns  
Nurture Campaigns  
Blogging  
Landing Pages  
Social Media  
Analytics  
Hubspot Agency Partner

## CREATIVE SERVICES

Digital & Print  
Graphic Design  
Copywriting  
Infographics  
Concepts  
Interactive Games  
Digital Banners  
Ad Campaigns  
Collateral  
Signage  
Large Format  
Production  
Photography

## SUBJECT MATTER EXPERTISE

Insurance  
Human Resources  
Financial Services  
Manufacturing  
Software