Custom Focus Marketing
Full Service Creative | Web - Broadcast - Print

Web Development, Design
- Development & design for all devices
- Content & media development
- Webmastering, ongoing technology and content updates
- Informative site, webstore, gallery, catalog, and other
- WordPress plus other platforms
- Sales funneling strategies implementation
- Site user-friendly optimization

Search Engine Optimization (SEO)
- Analysis & reporting
- Onsite rendering
- Off-site rendering
- Ongoing servicing

Branding
- Logo design
- Brand identity, ethos
- Brand manual
- Elements analysis, report, explanation
- Custom font
- Stationery designs

Video
- Broadcast and digital platforms formats
- Corporate, HR video
- Animated
- Custom clips, gifs
- Product/service video
- Drone, Aerial
- Vlog
- Graphics, motion media
- Editing, packaging
- Distribution
- Script/project development
- Preproduction, principal photography, post-production

Photo
- Corporate profiles
- Landscape
- Scenes & models
- Figures/products
- Editing, packaging
- Distribution
- Project development
- Preproduction, principal photography, post-production

Social Media - all platforms
- Social Media Marketing and Advertising (SMM, SMA)
- Social Media Optimization (SMO)
- Platform setup, branding implementation
- Social assets
- Ongoing, consistent social posts
- Community engagement, direct leads
- Monitor and resolve public issues, positive reinforcement
- Seek new followers, expand follower count
- Paid social media ads

Graphic Design (designs only - printing via 3rd parties)
- All 2D mediums, formats
- Sales materials & digital prints
- Banners, posters, poster boards
- Signs, billboards
- Presentations
- Infographics
- Booklets, ebooks
- Promotional item designs
- Cards & envelopes, mailers/postcards
- Stationery designs (letters, folders, etc.)
- Vinyl graphics
- Digital prints
- Outdoor designs, vehicle ads, etc.
- HR Materials

Web Marketing
- Web page ads, banners
- Search engine marketing (SEM)
- Job openings

Audio
- Broadcast and digital platforms formats
- Radio commercials
- Music & Jingles
- Podcasts
- Media & web ads

Copywriting
- Branding copy
- Website or sales materials copy
- Narrative media
- Blogs
- HR materials

Campaigns & Lead Generation
- Outbound & inbound campaigns
- Direct engagement
- Automated
- Sales funnel strategies
- Digital campaigns (email, social media, SEM, etc.)
- Product trials
- Referral marketing
- Reaching new segments & retargeting/reconnecting
- Research & reporting, decision making
- Planning & execution, A/B testing
- Identifying opportunities

Events
- Attending events, materials preparation
- Hosting events, items and materials preparation
- Event production, management, coordination
- Web events & live broadcast
- Promotional items

Guerrilla Marketing
- Attention grabbers
- Productions & performances
- Storefront displays
- Ground promoters
- Exhibits & constructions
- Other

Strategic Relations
- Sponsorships
- Partnerships
- Product or brand placement
- Influencers
- Liaison, negotiations & contracts
- Public Relations
- Press releases, submissions
- Interviews & questionnaires, preparation
- P.R. scripts and notes
- Identifying opportunities
- Planning, coordination, and execution

Other Services, Benefits
- Media Buying
- Purchasing & orders (print items, digital items, accounts, etc)
- Analytics reporting
- Obtaining customer feedback, testimonials
- Case studies
- Market and industry marketing research (competition customers, market segments, etc.)
- Identifying opportunities
- New strategies
- Pop culture relevance
- Marketing department digital assets organization and management
- Provide client portal for showcasing servicing task management and timelines on the account

App development and design on a case-by-case basis