

Brand Identity

Establishing the right personality for your company or product.

The purpose of a brand is to bring a positioning to life. The brand represents the most visible, memorable aspects of a company, product or service. Our work with clients ranges from developing an initial logo and identity package to extending a logo into a complete visual brand.

Effective branding reduces marketing costs and confers competitive advantage.

Our branding and identity consulting services:

- Logos and identity packages
- Naming and tagline development
- Positioning and messaging strategy
- Implement a brand identity across all sales & marketing communications

Interim Marketing

Outsource your marketing department.

Entrepreneurial firms have to move quickly to seize opportunities. Taking the time to recruit, integrate and manage a complete marketing department isn't always practical. By outsourcing all or some of their marketing department to us, clients can move as quickly as possible while having direct access to the talent and experience they need to get results.

Our Interim Marketing clients receive:

- A true strategic partner
- The dedicated time and expertise of one of our principals
- Access to a team that delivers world-class marketing programs
- A solution that's right for their size, budget and goals
- Better results faster

We have functioned in this role for many growing companies, and in the process helped them to become market leaders.

Web & Interactive

Turn connectivity and interaction into stronger customer relationships.

An effective website is an important aspect of any company's marketing efforts. It establishes brand and position, communicates important information to key audiences, and can play an integral role in the sales process.

Developing an effective website requires more than design talent. It requires a strong understanding of the underlying marketing strategy, insight into the key audiences and how they will use the site, as well as experience with the practical requirements of design. In no other medium does the receiver exercise such control over the content. Imagine a customer re-sizing a print brochure, or changing its font size.

Finally, interactive projects require an expertise in engineering that keeps the underlying technology invisible to the user.

Our capabilities include

- Website design and development consulting
- Online advertising and direct marketing strategies
- Social network community building and public relations
- Multimedia presentations
- Search engine optimization (SEO)

Online & Broadcast Video

Visuals are all the rage, and if you don't consider this effective communication tool, you may still be riding a horse to work. Reach customers with compelling, relevant messages that visually tell a story. It's what we're used to seeing these days online.

Video, with its seamless integration of motion and sound, can be more engaging than any other medium of communication. But until recently the cost of producing and distributing video content put this power out of the reach of many budgets.

Now fast Internet connections, combined with advances in video editing and effects technology has made compelling, relevant video the ideal solution for many marketing challenges.

- Establish a more personal, relevant relationship with prospects and customers
- Introduce complex ideas quickly with visual tools
- Establish credibility beyond what a website can provide

What's The Buzz?

Plenty of CEO's and Presidents of publicly traded and private companies are willing to talk about why they're riding the Elevator with us. Press the up button and let's talk.