

## RETAINER OFFERINGS

# Marketing & Brand

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Boost your business with our tailored marketing & brand solutions! Drive growth, amplify brand presence, and engage customers through innovative strategies, compelling content, and data-driven insights. Elevate your brand today and achieve unprecedented success.



## Brand Identity

*Create or redesign your brand assets (logo, color scheme, fonts, etc)*

### DETAILS:

- Assess Brand Identity State
- Discuss findings & client desires
- (If re-brand needed) Complete Brand Questionnaire (i.e. Ideation through logo, color palette, story, preferences & suggestions)
- Logo Redesign & Revision Rounds (To include color palette suggestions)
- Compile new assets into Brand Style Guide (Outlines proper brand identity asset usage)



## Brand Messaging

*Crafting your company's communication strategy to convey its unique values, personality and value proposition to your target audience.*

### DETAILS:

- Discuss the story behind the company
- Establish value propositions, core values, mission & vision based on the desires of the company.
- Establish and document company pitch statement and language commonly used for company intro statements (i.e. Social media profiles, conference company descriptions, etc).



## Web Design & Development

*Designing or redesigning your web presence to be informative & effective to your business*

### DETAILS:

- Audit existing site (if any)
- Discuss client desires & needs
- Create moodboards
- Digital collage of ideas used to generate stylistic direction (2 options)
- Gain access to hosting & domain (if existing)



## Marketing Collateral & Content Creation

*Guidance & collaboration to establish the correct marketing asset for any situation*

### DETAILS:

- Determine which documents or templates are necessary for success (i.e. Marketing slicks, PowerPoint presentations, cover templates, etc)
- Create document & conduct revision rounds
- Discuss expectations for future requests submissions



## Travel & Tradeshow Design

*Professional & custom displays that attract prospects to your business*

### DETAILS:

- Understand context of event
- Establish marketing material needed
- Determine booth specifications
- Design booth layout and displays
- Identify and order promotional giveaways



## Company Videos

*Visual storytelling through stunning video and motion graphics services that captivate audiences, boost engagement, and leave a lasting impression*

### DETAILS:

- Understand goals and offerings of company
- Work with client to outline storyboard
- Source video assets
- Provide motion graphics where relevant
- Produce logo animation
- Provide final video to client for download & distribution

Note: SGA will provide 2 videos per year covered by retainer for client. Additional videos will be charged on an as needed basis.

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Retainer offerings are committed to by client on a **6 month term** basis.

All offerings available on an a la carte basis with individual pricing.