

RETAINER OFFERINGS

Marketing & Brand

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)

EXPECTATIONS:

- Logo redesign/modernization
- Define Color Palette
- Choose modernized brand fonts
- Create a brand cheat sheet to keep all parties consistent with the new brand identity
- Update GCP Social Media Branding
- Update Email Marketing Branding
- Create Branded PPT Template
- Design Standardized Email Signature
- Update Marketing Slicks or other collateral
- Redesign Business Cards
- Create Branded Virtual Backgrounds for Web Calls
- Establish Updated Letterhead
- Templated Marketing Slicks



Brand Messaging

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

EXPECTATIONS:

- Company Intro Statement
- Mission Statement
- Vision Statement
- Values
- Value Propositions



Web Design & Development

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

EXPECTATIONS:

- Audit existing site (if any)
- Discuss client desires & needs
- Determine stylistic direction
- Information Architecture
- Full Design & Build



Marketing Collateral & Content Creation

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

EXPECTATIONS:

- Marketing Slicks
- Powerpoint Slide Decks
- Graphics (Social + Infographics)



Travel & Tradeshow Design

Professional & custom displays that attract prospects to your business

EXPECTATIONS

- Booth Backdrop
- Retractable Banners
- Tablecloth
- Podium
- Promotional Product Alignment



Company Videos*

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

EXPECTATIONS:

- 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

* SGA will provide up to 1 video per retainer term. Additional videos will be charged on an as needed basis.

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.