

# Marketing & Brand

Arming firms with a professional marketing team, equipped to deliver creative services focused on providing a professional visual presence & message

## How we work

### 1. ASSESS

Assess the current state of the client brand foundation & what is/is not in practice from a marketing perspective. Determine success of current practices.

### 2. STRATEGIZE

Based on assessment results, define the strategy needed to strengthen the marketing & brand professionalism & image.

### 3. EXECUTE

Outline a clear plan & meeting schedule to execute the tactical creative deliverables that will set the client apart.

## Brand Identity

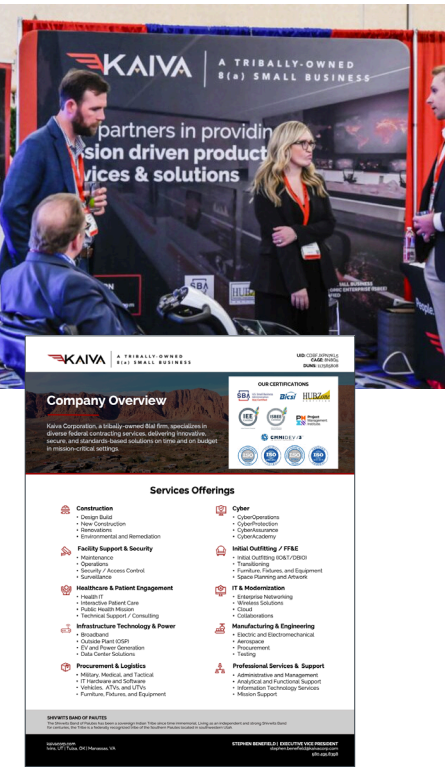
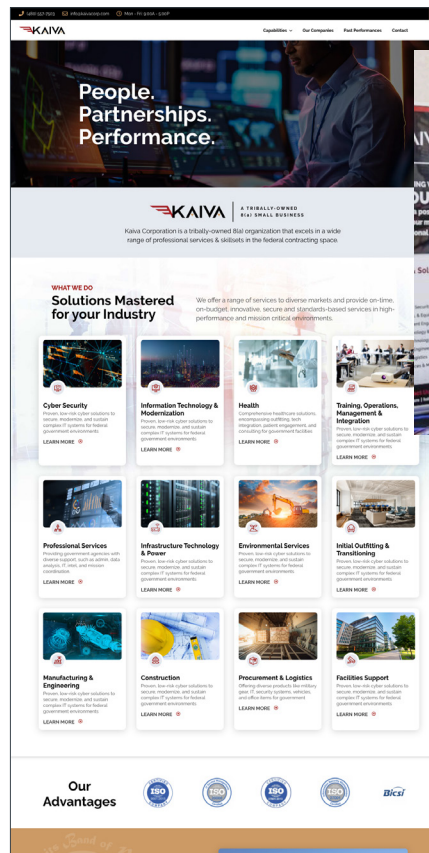
Create or redesign your brand assets (logo, color scheme, fonts, etc)

### LIFE CYCLE:

- 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.



## About Strategic Growth Advisors

SGA is one of four sister companies that all provide enterprise business support in the areas of Business Operations, Business Development, Small Business Advisory and M&A Advisory. SGA offers on-demand business development enablement and helps Tribal 8(a) organizations & small businesses scale through strategic partnerships & portfolio offerings at a fraction of the cost.



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## Web Design & Development

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

### LIFE CYCLE:

- 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)

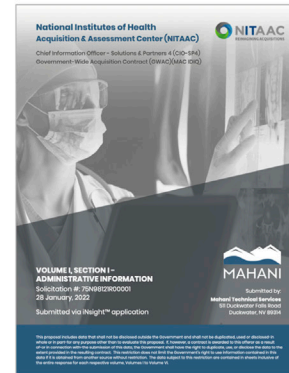


## Marketing Collateral & Content Creation

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

### LIFE CYCLE:

- 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

### LIFE CYCLE:

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



### Additional Offerings

Company Videos