



# STRATEGY

MARKETING AGENCY

# ABOUT STRATEGY

WE PARTNER WITH BUSINESSES, CORPORATIONS, AND GOVERNMENT AGENCIES THROUGHOUT THE US AND THE WORLD TO CREATE AMAZING RESULTS.



## 1 AGENCY

Living the dream in Olathe, KS



## 2 DIVISIONS

Marketing & Technology Services



## 8+ YEARS

Empowering businesses, organizations, and more



## 100+ YEARS

Combined experience of team leadership



## 260+ CLIENTS

Proudly served by our amazing team



## A WHOLE LOT

of Strategy, even more coffee

# WEB

## CUSTOM PROGRAMMING & PORTAL DEVELOPMENT

Turn your website into a dynamic web portal and deliver a personalized user experience to your customers. Offer memberships with exclusive content, enable user purchase history, integrate internal CRM systems, and more.

## ECOMMERCE

We create fully functional e-commerce websites that engage customers and promote your products and services.

## SEO

To increase your website's visibility, website traffic, and ranking on Google, we offer ongoing Search Engine Optimization (SEO) tactics to create compelling content and drive people to your website.

## WEB DESIGN

Attract your ideal customers in Kansas City and beyond with a website designed with visual interest. Tell your brand's story with engaging content, colors, images, and typography.

## WEB DEVELOPMENT

Whether you're looking for a new site, a redesign, or ways to beat the competition, we're here to help you reach success. Your final site will be designed to attract new customers, drive engagement, and transform your digital presence, giving your business a competitive edge.

## WEB HOSTING

We provide website hosting services including WordPress core updates, plugin updates, firewall and security services, daily file and database backups, and server upkeep to reduce the risk of downtime.

# MARKETING

## EMAIL MARKETING

E-mail marketing is a highly effective way to stay connected and nurture your pipeline of potential customers. We'll design and write custom emails to highlight your promotional offers and key messages.

## MARKETING AUDIT

Increase impact with a thorough review of your marketing plan, objectives, strategies, and activities being executed. We'll analyze what's working and what isn't so you can evaluate opportunities for growth.

## MARKETING STRATEGY

Align your marketing plans with your business objectives. We'll map out a framework to guide customer communications, messaging, and strategies to meet your goals.

## PAY-PER-CLICK (PPC) ADS

Strengthen online visibility and increase website traffic through platforms like Google AdWords and Facebook. PPC Provides options for targeting potential customers and increasing conversion.

## REVIEW MANAGEMENT

Many companies live and die by online reviews, so don't leave this to chance. Review management is the process of tracking incoming customer reviews and responding to them when necessary. These days your online reputation matters most.

## SOCIAL MEDIA

Launch, maintain, and grow your online social presence. From content development to daily posting, we'll keep customers entertained and engaged.

**“STRATEGY WENT ABOVE AND BEYOND IN EVERY ASPECT TO HELP OUR ORGANIZATION GET A NEW WEBSITE. THEY WERE THERE WHENEVER I NEEDED THEM. I WOULD, WITHOUT HESITATION, WORK WITH THEM AGAIN.” -CHAD, LAKEMARY CENTER**

# DESIGN

## BRAND IDENTITY

Your brand is more than a name and logo. It's your business's DNA. It's your employees, customers, culture, and identity. We use a combination of research, creativity, and collaboration to uncover your story.

## COLLATERAL & PROMOTIONAL DESIGN

We design and print a wide range of materials to help you connect with customers including business cards, brochures, labels, promotional items, and more.

## CONTENT DEVELOPMENT

Engage customers and improve search results with branded content including website copy, social media, blog posts, photography, videos, white papers, and more.

## LOGO DESIGN

Whether you need a new logo or want to update an existing mark, we help communicate what's most important about your brand.

CREATIVELY LED . . . STRATEGY FUELED



# STRATEGY

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