



ADDITIONAL MARKETING

01 INTRODUCTION

We have several tools in our marketing arsenal to take your business to the next level. We use these individual tools in single overarching marketing strategy for your business. Each of these elements complements the next. The result is an entire system of marketing strategies at work to increase brand awareness, online presence, customer satisfaction and business income.

THE GORILLA AGENCY

02 FULL CIRCLE MARKETING

Our system of marketing is meant to flow from one phase into another. Many clients start with a website redesign, which often leads to updated branding and business card redesigns. From there we use Thank You/Review cards to increase reviews and drive traffic back to your site. Other tools like newsletters keep your customers continually engaged and provide a reason to return to your website - where the marketing cycle begins again.

PRINT WORK

IT'S FUN TO STAY AT THE "CMYK"



03 BUSINESS CARDS

Most modern marketing tools have gone digital – websites, email marketing, social media, AdWords, etc. Business cards are one thing that digital marketing won't (and likely can't) surpass. That's because they're based on the ultimate trump card: personal interaction! No marketing tool will ever be as effective as an in-person encounter sealed with a business card exchange.

Business cards do a lot more than pass along your email or phone number. They also create the first impression of your brand! These cards should be able to tell someone something about who you are at a glance – without any additional information. This message is conveyed through a memorable design consistent with your branding on all other marketing platforms. The Gorilla Agency often includes business card designs in our website packages to ensure cohesive branding after a website upgrade. We'll design custom business cards for you and your staff and make sure you're prepared for any encounter with a potential client, customer or connection.

04 THANK YOU/REVIEW CARDS

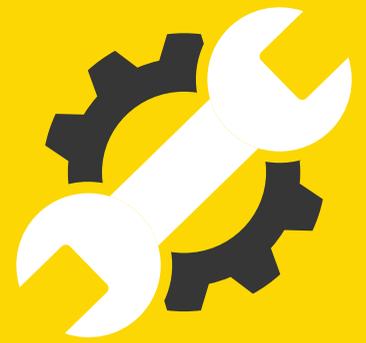
These days, online reviews can make or break your business. For better or worse reviews often outweigh other types of carefully constructed marketing campaigns. In fact, reviews can be a major source of traffic to other marketing platforms like your website or social media pages. So it's extremely important to encourage your happy customers to write in about their experiences with you.

If you provide a great product or service, most customers are willing to leave you a great review – so long as there are not too many obstacles. Obstacles can be as simple as "I forgot" or "I can't find the link to your page" or "I don't have a Google+ account."

The Gorilla Agency has created Thank You/Review Cards to reduce the preventable confusion or obstacles that keep happy customers from translating into online reviews. As their name suggests, the purpose of the cards is to thank your customer for choosing to work with your business and to provide step by step instructions for leaving an online review. These custom cards are branded specifically for your business and meant to be passed out to clients immediately after a service is completed – while the great experiences you created are fresh in their minds!

MORE MARKETING

BRINGING IT FULL CIRCLE



05 NEWSLETTERS

Newsletters are an effective way to reach each of your clients directly in their inboxes with personalized, targeted communication. The newsletter model itself provides a valuable opportunity to both promote and educate. Newsletters are a great way to highlight your products and services and increase overall brand awareness. However, including other unique information (like tips, tricks or links to relevant articles) in your newsletter gives customers a reason to continue receiving your emails each month. This type of non-promotional content not only gives valuable information to your client – it also establishes you as an expert in your industry!

Making contact with your customers every month helps keep your business fresh in their minds between services. Newsletters can also serve as a friendly reminder that it's time to schedule with you – particularly for recurring or seasonal services.

The Gorilla Agency will create a newsletter template branded specifically for your business. The template serves as an overall structure to be filled with new content for each newsletter. We'll help organize your content into concise, effective messaging to reach as many of your customers as possible.

06 ACCESS BUNDLE - BONUS!

Our “Access Bundle” is a comprehensive list of login information and passwords to any accounts we've created for your business. We usually create the bulk of accounts throughout our website building process – such as GoDaddy, WordPress and Gmail accounts. However, we may need to create accounts for other marketing services like monthly newsletters or AdWords.

We keep this login information private and secure in our client files. Many of our clients have no interest or reason to log in to these accounts – especially if we continue to maintain them on your behalf. Even if you never plan to log in, we make sure you have access to all of your accounts no matter what. Even better, we'll deliver all this information in one document so it's easy to find and remember!