



DIGITAL

**MARKETING &
ADVERTISING
AGENCY**

Launch a powerful
brand that makes an
impact online.

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INTRO

What’s marketing mean anyway?

We help our clients with logos, brand identity, graphic design, print collateral, advertising, videography, photography, search engine optimization, content creation and website design. We brand things, market things, code things, film things, and optimize things. We particularly enjoy the opportunity to perform these tasks simultaneously. We understand this business is as much about people and relationships as it is about logos and websites. We are ready and waiting to **#Amplify** your vision.

A STORY ABOUT US



We created FourteenG to support big ideas and remove barriers to success. Since our humble living room launch **ten** years ago from Apartment **#14G**, we've grown into an agency that remains a home for amplifying creativity.

MEET OUR LEADERSHIP

Your New Marketing Team

Navigating the world of marketing on your own can be a challenge. Even the mention of the word "marketing" leaves some people feeling overwhelmed. Whether you're launching a business or leading a project, we're here to help. If there's interest in working together, we'd love the opportunity to discuss how a working relationship could be mutually beneficial.



GARY SHICK
TECHNICAL DIRECTOR



MICHAEL SHICK
CREATIVE DIRECTOR



DANIEL DIAZ
DIRECTOR OF STRATEGY



DESIREE JACOBS
PROJECT MANAGER



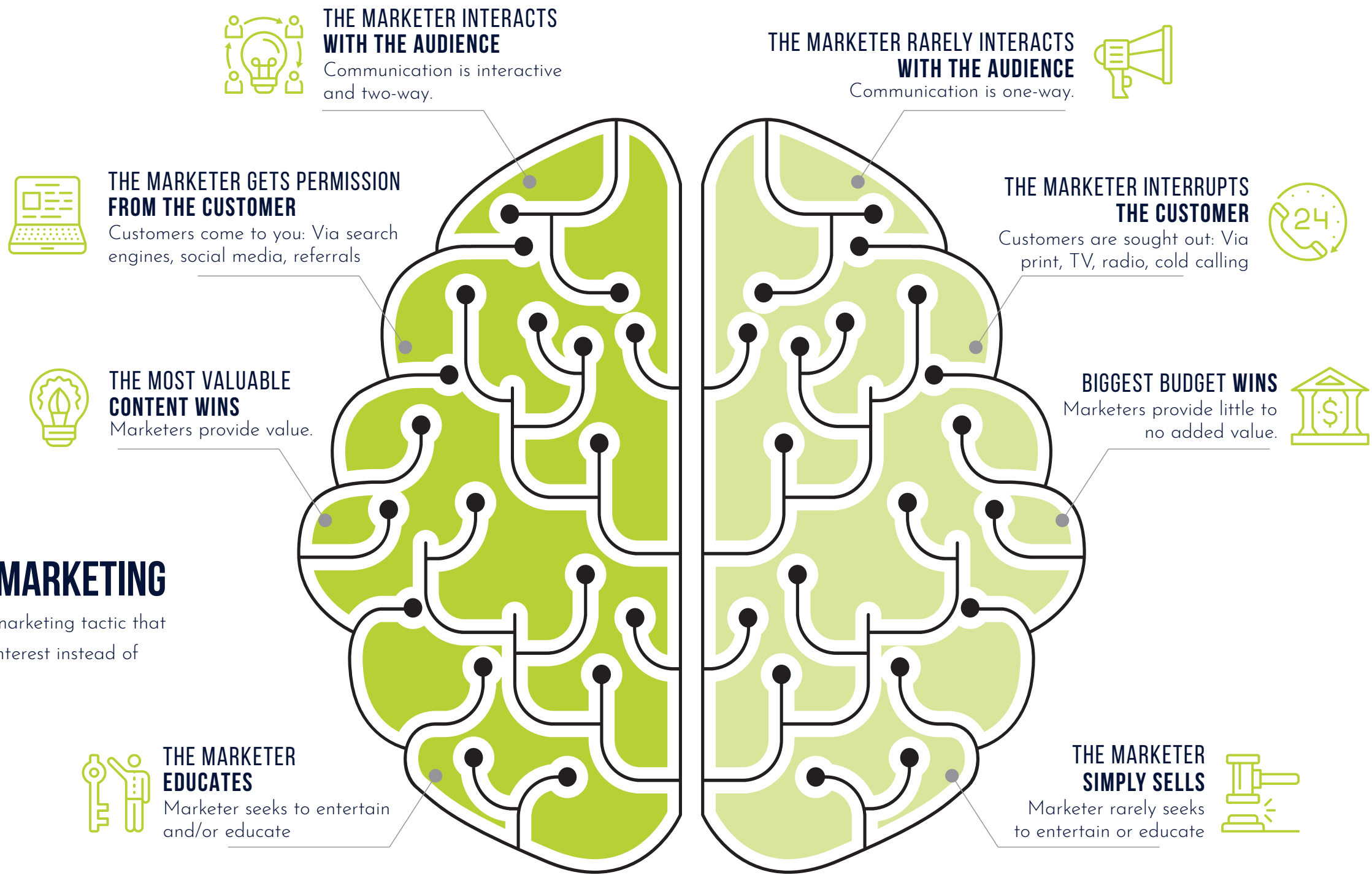
MARIA SANCHEZ
MARKETING STRATEGIST

MARKETING OVERVIEW

We've seen many marketing trends come and go, especially those online. In order for marketing efforts to be truly effective, they must be intentional and calculated. But more than that they must be **customized for your company, and designed with your industry, competitors and customers in mind**. We do our best work when we can partner with clients for the long haul planting seeds along the way, and measuring growth as we go.

TRADITIONAL MARKETING

"Old Marketing" is "any marketing that pushes products or services on customers."



FOURTEENG MARKETING

"New Marketing" is "any marketing tactic that relies on earning peoples' interest instead of buying it."

3 STEP MARKETING

In today's crowded marketplace, the emotional response your brand evokes is key, and standing out in the crowd is the only way in.



01. FINDING YOUR IDENTITY

As your friends in marketing, our goal is to set you up for success. We'll help you tap into your values to create a rock-solid foundation.



02. CREATING YOUR BRANDING

Powerful branding should be centered around consistency, capturing your values, and individuality. Let's create a powerful brand together.



03. MASTER YOUR MARKETING

We craft campaigns that connect beyond the clicks. Earn the loyalty of your target customer by sharing the story of your brand.

STEP 1: IDENTITY

FINDING YOUR IDENTITY

Launching (or re-branding) a powerful brand always begins with your Identity. We must leverage your companies understanding of its uniqueness to build a memorable Brand. Customers don't buy **WHAT** you're selling, they buy **WHY** you're selling it.

IDENTITY WORKSHOP

This hands-on workshop is geared towards new and established businesses who want to take a cohesive approach to their brand and messaging.

BENEFITS OF IDENTITY WORKSHOP

- Gets all team members as well as FourteenG on the same page.
- Business & all other decisions become easier.
- Establishes a strong foundation for the next steps.



STEP 2: BRANDING

CREATE YOUR **BRANDING**

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. We put together a blueprint for your brand that will clearly identify who you are, who your customers are, and how your product or service is unique.

BRANDING WORKSHOP

This workshop is designed to help your business clarify and simplify its messaging. In particular we learn & tell your **story** in a way that resonates with your customer.

BENEFITS OF BRANDING WORKSHOP

- Creates compelling content with clear messaging.
- Connects with people & gets customers to listen.
- Creates overall consistency throughout **ALL** marketing efforts & platforms.



STEP 3: IMPACT

MASTER YOUR **MARKETING**

Your time and money are too valuable to waste on ineffective marketing. Measurable improvement doesn't happen overnight, we prefer to partner with you long-term, implementing strategies that produce tangible results over time.

MARKETING WORKSHOP

The Marketing workshop is designed to help choose, prioritize, plan, and execute campaigns & marketing ideas to build a rock solid Marketing Strategy.

BENEFITS OF THE MARKETING WORKSHOP

- Help to increase your brands visibility.
- Get a return on your investments (ROI) with tracking & data reporting.
- Establish "Always-On" marketing channels.
- Increase company buy-in/participation from your entire team.



3 STEP MARKETING OUR SERVICES



IDENTITY

- Brand Identity
- Corporate Identity
- Rebranding
- Company Naming
- Tagline / Content
- Team Building
- Consulting



BRANDING

- Website Design
- Logo Design
- Business Signage
- Marketing Materials
- Content Creation
- Graphic Design
- Photography
- Videography



MARKETING

- Digital Ads
- Media Buying
- Email Marketing
- Marketing Automation
- Search Engine Optimization
- Social Media Marketing
- Marketing Strategy
- Analytics / Data Reporting



OUR EXPERIENCE

We've worked with some of the best. We've also worked with beginners, the dreamers and the visionaries. As long as you're passionate, it's all the same to us.

UConn
HEALTH

MORNEAULT'S
STACKPOLE MOORE TRYON
APPAREL FOR WOMEN & MEN | TRAVEL | BUSINESS | FORMAL

ART, MUSIC - CULTURE IN THE CAPITAL CITY
SUMMER
IN THE CITY

Capital Preparatory
Magnet School

SMASH
AVENUE

GREATER HARTFORD
ARTS COUNCIL

ORACLE®

Connecticut
still revolutionary

The **RUSSELL**
Eclectic Tastes & Soulful Sounds

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KOKONDO MARTIAL ARTS
ASSOCIATION

YUP
NTWK

access
health CT

YUK Youth's
Undeniable
Knowledge
Different Directions. Different Destinies.

ReFrame
SOLUTIONS

DUNNS
River
RESTAURANT™

Don't take it from us, review some of our case studies and see a few of our clients **#Amplified** visions for yourself.

www.FourteenG.com/CaseStudies

YOUR VISION NOTES

Let's begin the process to **#Amplify** your vision!

Notes

Immediate Action Items:

Follow-up & Research:

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

More:



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