

MARKETING

Marketing & Advertising Services

Connecting with and engaging your audience is the key to success in a competitive marketplace. We work diligently to understand your business, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies to reach your targets, motivate action, and build customer loyalty.

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Market Research & Analysis

Before recommending marketing tactics for growth we begin with market research. We dive into your history and understand the "why" of what you do. This may include, but is not limited to, interviews, focus groups, surveys, competitor analysis, and more. The information gathered from market research then serves as the foundation for your messaging platform and strategic marketing recommendations. This process is essential for creating buy-in and generating a successful execution strategy.

Communication & Marketing Strategy

A solid communication and marketing strategy will serve as a roadmap for all marketing and communication initiatives. We create a consistent tone, messaging, aesthetics, and persona in order to promote your unique qualities and strengths. Our expert team will partner with you to align your brand, create interest, motivate action, and build customer loyalty. UNANIMOUS will help define your objectives, conduct market research, analyze the competition, and create a multi-faceted approach to

will help define your objectives, conduct market research, analyze the competition, and create a multi-faceted approach to engage your target audience.

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Copywriting & Content Development

Professional copywriting is a necessary element of effective marketing. Conjuring your brand voice, maintaining a consistent tone, and having a succinct message that resonates with your audience is no simple task. UNANIMOUS is ready to help you with all of your content development, copy polishing, and content editing needs. We will provide copywriting services for web, print, radio, TV, social media, and many other marketing applications.

Digital Marketing & Paid Search

Social networks and search engines such as Google Ads provide a unique advertising opportunity with the ability to target specific consumer demographics, behaviors, and preferences. UNANIMOUS will help you identify your target audience and the behaviors and preferences that most define your desired audience segments. We also assist with the creation of ads, budgets, tracking, and ROI on your social media advertising or Google Ads campaign. UNANIMOUS is a certified Google Partner - certification is awarded to companies with Google Ads skills and expertise.

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Video Production, Motion Graphics, & Animation

Videos, animation, and motion graphics are an engaging way to tell your story and grab your audience's attention. Let UNANIMOUS bring your story to life with a unique and creative video whether it's for television, social media, web, internal communications, or anything else. We execute the entire process from storyboarding, animating, shooting, editing, and distributing. Our experts combine strong imagery with compelling stories to connect and encourage your target audience to take action.

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Drone Video & Photography

Have a project that's better captured from a bird's eye view? Time to consider drone footage. Drone video, still photography, and aerial panoramas are an engaging way to share captivating stories about your business. At UNANIMOUS, we're FAA Part 107 Drone Certified so we can (legally) achieve stunning aerial photos and videos for your brand. Let us blend powerful images and videos into a unique story and show your customers how you stand out.

Media & Advertising

Utilizing an inventory of current and potential tactics, as well as an assessment of your target audience, UNANIMOUS will help you plan an effective media mix for the advertisement and communication of your brand to the masses. This includes the proper selection, budgeting and media buying within local and national markets. UNANIMOUS will define the strategy, provide stewardship, and oversee the execution of your entire media and advertising campaign.

Public Relations

Public relations requires the art of engaging content paired with effective business development efforts. By partnering with UNANIMOUS, we will handle your PR efforts including press releases, pitch stories, news coverage, and crisis communications. Regularly promoting your notable achievements is one of the best ways to ensure top-of-mind brand awareness. Knowing your audience and how to reach them most effectively is just another way UNANIMOUS will help you impact your bottom line.

Social Media

Effective social media marketing requires more than setting up a Facebook account. To generate a return on your investment in social media, we identify who you want to talk to, what you want to talk about, and the best place for those two things to connect. UNANIMOUS will guide you through the setup of your network, along with the strategy for content, contests, connecting with fans, posting recommendations, and guidelines for integrating social media into your marketing.

Promotional Materials

Brand materials such as pens, t-shirts, and other items provide the opportunity to leave a positive and lasting brand impression with customers, business partners, and employees. UNANIMOUS will make recommendations for branded giveaways, as well as ordering and coordination with the vendor. Visual consistency and quality control across apparel applications and other promotional items are necessary to truly leverage your brand.

Branding

IDENTITY & CULTURE

A strong brand with powerful messaging, logo, and memorable visuals is the ideal foundation for profitable customer engagement. The UNANIMOUS team combines thoughtful research, creative design, and modern technology to create a lasting impact on your target audience.

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Marketing

RESEARCH & STRATEGY

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business, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies, motivate action, and build customer loyalty.

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Website

DESIGN & DEVELOPMENT

Comprehensive web design, planning, and development is the true passion of the UNANIMOUS web team. We design professional websites of all size, scope, and complexity. The result is an intuitive user experience, compelling messaging, and effortless visitor conversions.

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