



marketing



print & sign



Our Mission

Ellerman Marketing knows how hard you work to run your business, and we are here to make it easier. Helping you to focus all of your marketing efforts under one clear strategy across branding, web presence, signage, print, and merchandise. With a team consisted of men and women with over 28 years of experience in physical advertising, 15 years in digital markets, and 10 years in manufacturing and production, we want to help you consolidate and manage your web, print and merchandising into one package allowing you to focus on what matters most to you.

Our Style

We see ourselves as an organic extension to your company and prefer to develop friendships over clients. You need a banner printed on short notice? We will get it done. Have a new product you need to launch on your website before the week's out? We've got you covered. Let's keep it simple. You'll meet us in person, know us on a first name basis, and we will take care of you as if you were part of our own family.

For When it Matters

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marketing



“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”

– Joe Chernov

Hubspot Marketing



graphic design

technologies & summary



Using The Very Best Of The Newest & Latest Design Tools

Graphic design is used everywhere and our clients have discovered it spans all the services that we provide and beyond. With professional, thoughtful design, everything else falls into place. Banners, vehicle lettering, website elements, mobile app UI, POS system branding . . . the list goes on. If you think the cost of good design is expensive, look at the cost of bad design.

what you get



More Than One Designer

With a team of designers, you don't just get one option, you'll get multiple ideas to choose from. This allows us to capture the true intent of the design.



Branding Guidelines

A branding guideline will be created for your company to maintain a consistent image across all platforms. Consistency is key.



Best Software

We use the latest software to design vector elements. This makes it easier and faster to supply quality, scalable graphics in a timely manner.



Collaborative Revisions

We work with you to bring your vision to reality by providing insights and opinions, but also following your direction with initial design and revisions.



Artwork Ownership

Whether you have a package or just pay hourly, all designs are yours to keep. Use them with us, or take them wherever you see fit.



Approval Process

With a step-by-step process, you can be assured that your branding won't be published without your final approval.



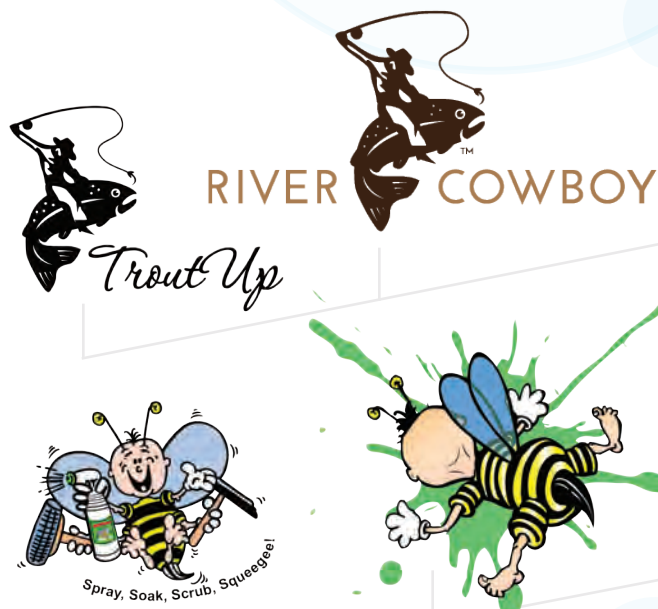
Versatile Design

Logos are rarely one and done. We design multiple layouts, different aspect ratios, and silhouette colors to ensure your brand looks proper in all scenarios. See the following page for an example of a branding guideline.



Rebranding

Rebranding is important to stay current with the latest trends and design styles. All the largest companies in the world regularly refresh their look because it works.



For Startups Or Well-Established

Many startup owners are on a budget and consider brand, signage, and image of their company less important than operations. Take it from us, over 30 years of experience has proven that strong brands can survive even the worst business plans or ideas.

Like what you have? Or need more options? Rapid prototyping and variations of existing assets are a great way to keep your brand recognition without losing your prior efforts.



Protect Your Image

We make a branding guideline for every client and then keep it updated and refresh it with the latest logo concept. This keeps your brand displayed properly across all use cases.

Use Cases

Logos are used all over the place: cars, windows, websites, business cards, tradeshow, etc. With your branding guidelines, you will have a proper version of your logo so you know it always looks consistent.

Consistency

We call out colors, fonts, icons, and layout cases so everyone can help keep company assets consistent throughout. This is important if you are building a powerful brand.

• BRAND MANUAL

Logos are used to define and provide the company with an identity. The logo is the visual representation of the company.

Colors and font are the elements that make up a logo. The color and font(s) should remain consistent throughout.

What is this?

Branding guidelines are provided by the Mondo Solutions studio. Guidelines can be provided in digital or hardcopy form.

All artwork and design elements are owned by Tom Redditt Foodservice Solutions. Misrepresentation of this brand will be determined by Tom Redditt Foodservice Solutions.

FINAL LOGO

The final logo has 2 different approved aspect ratios. 1:1, and 2:1. With these two different layouts, most use cases should be covered with the exception of very small icons where the tagline is illegible.



2:1 Logo

Tom Redditt
Foodservice Solutions

1:1 Logo



LOGO USE DO NOTS

Use the logo on a glass window or surface that is dark without a contrasting outline around it.

Warp, distort, tilt or stretch the logo. Be sure to maintain proper aspect ratios and sizing when displaying the logo, no matter the use.

Alter the logo by adding elements like gradients, perspective or texture. Do not remove elements either.

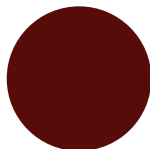
1

2

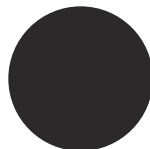
3

COLORS

1st Color Used



2nd Color Used



Color Percentage

CMYK
C=37 M=0 Y=0 K=0

RGB
R=87 G=16 B=11

CMYK
C=0 M=0 Y=0 K=0

RGB
R=0 G=0 B=0

Typography.

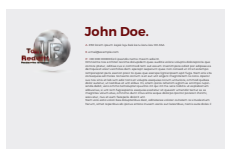
Aa

Swis721 Blk BT Black

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890

EXAMPLE OF USED



Letterhead



Back of Business Card

ICONS





Wireframing

This is where we build a strategy with you on how the website is going to be built. We do this as graphic design so when it comes time to custom create your site, we can just drop the assets we need in place. Voila! During that process, we can strategize how to build your site responsively so it looks great on all screen types and sizes.

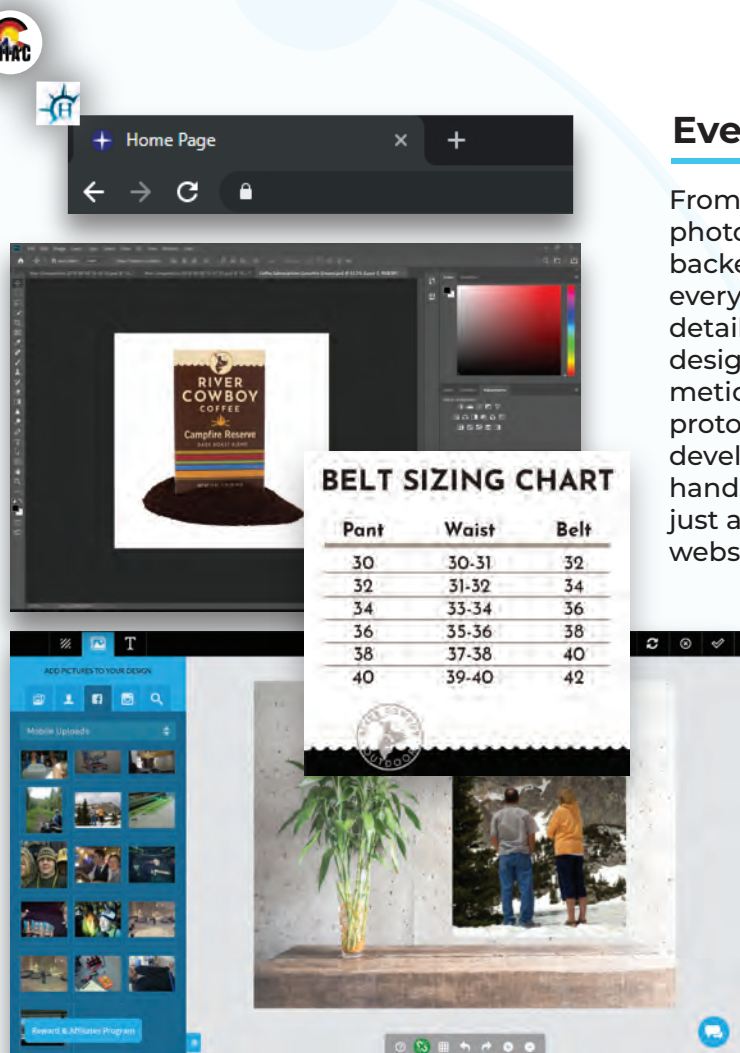
Icons & Assets

All professional websites have great icon design. They portray the content of the section or element without the user having to read the accompanying text. This is important in building a great UX (user experience.) Great UX means more users and exposure which leads to more revenue.



Every Detail Matters

From your favicon, your product photography, or the custom backend editor for your website, every little detail matters. These details are hammered out in a design process that is meticulously thought out and prototyped long before a developer is allowed to put their hands on it. This is why hiring just a developer to build a website will not yield the best results. Utilizing a team of great graphic designers and developers keeps your brand consistent and maintains your identity.





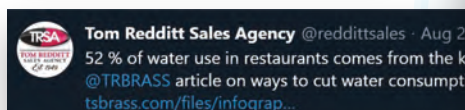
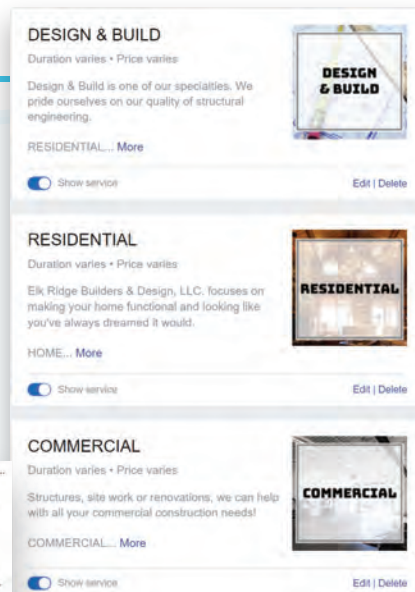
Cover Images

Many social page images are set up incorrectly or not at all. We make sure that every page is up to date, consistent with your business message and has all the information needed to get started with your cause or your product/service. Throughout the seasons, these images are constantly updated to continually grab viewers' attention. This ultimately leads to more likes, shares, page visits, purchases, etc.



Custom Posts

Posts should be vibrant, colorful, and maintain a branded voice through viewers' feeds. This ultimately is what creates a successful social campaign for businesses. It ensures you don't just blend in with the rest.



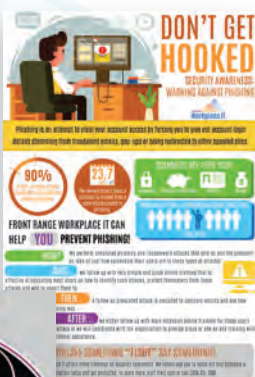


Sign Design

One of the most unrealized avenues of graphic design is in print goods and signage. These are debatably the most important marketing you and your business can do. The options are endless in this realm and you should meticulously plan in order to protect your sign investment and become a staple in your area.



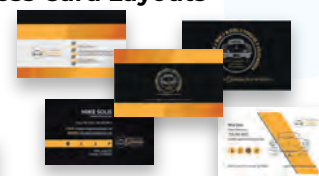
Signage/Lettering



Print Design

Most printed goods seem a moot point in today's era, however they surprisingly remain one of the most effective at creating lasting impressions in B2B and retail. All our designs are created from scratch in vector and high resolution imagery to create the most powerful and scalable graphics as possible.

Business Card Layouts



Flyers / Posters

LAKESIDE INSURANCE
Welcomes You



Tri-Folds

Promotional



website design & hosting

technologies & summary



Websites Built On World-class Secure & High Speed Platforms

The web is plastered with designers, hosting platforms, CDNs, CRMs, CMSs, and a bunch of other uninteresting acronyms. We spend every waking hour researching the latest and greatest in security and content delivery methods to ensure every site has the power to be as big as it needs. Hosted primarily on Google Cloud with auto-healing and hardware-level caching technologies, your site is sure to perform at its best. The sites themselves are built on the latest deployments of each platform of choice, yes including WordPress, so you know it's secure, responsive, and has virtually no down-time.

what you get



Diverse Platforms

Web design is not one-size fits all. Different platforms are used depending on the purpose and goal of your site.



eCommerce Setup

Setting up an online store isn't just adding some products and publishing. There are a lot of moving targets to successfully launching a store. We can help.



Web Hosting

Fast and secure website hosting allows your web pages to load quickly and reliably, keeping visitors from leaving the site.



Responsive Sites

Most websites are viewed on mobile devices like phones and tablets, so we build you a responsive site that looks good on all screens.



Listings Management

To really get in front of visitors on the web, we keep your business listings updated and accurate, keeping them ready for reviews and heavy traffic.



Online Advertising

Just having a website won't increase your sales or online presence, so we assist with ads to really drive traffic and sales at crucial moments.



Their Goals:

- ▶ Allow clients to find them easier and gain exposure
- ▶ Capture more of the German vehicle maintenance market
- ▶ Sell their t-shirts and promotional items to their followers

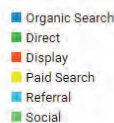
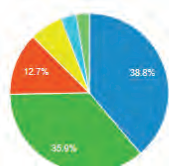
Platform:

- ▶ Built on a responsive theme utilizing hover effects to display cars while keeping it simple and to-the-point for people stressing about their broken vehicles.
- ▶ Built on WYSIWYG editor allowing for the client to take over when and if our assistance no longer fits their budget.
- ▶ Delivered through Fastly® on Flywheel's® Google Cloud® platform with 24-hour backup and auto-healing technology.



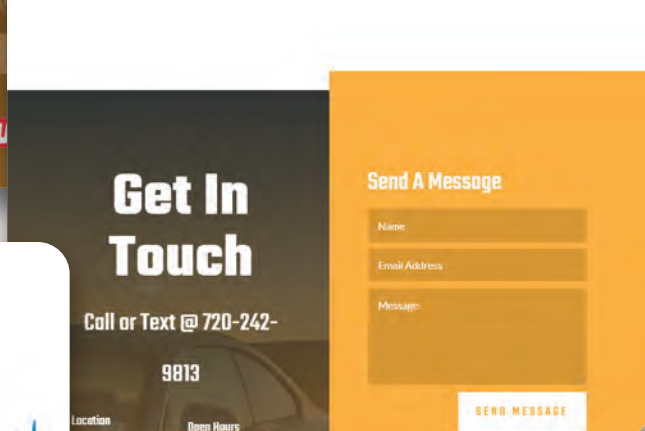
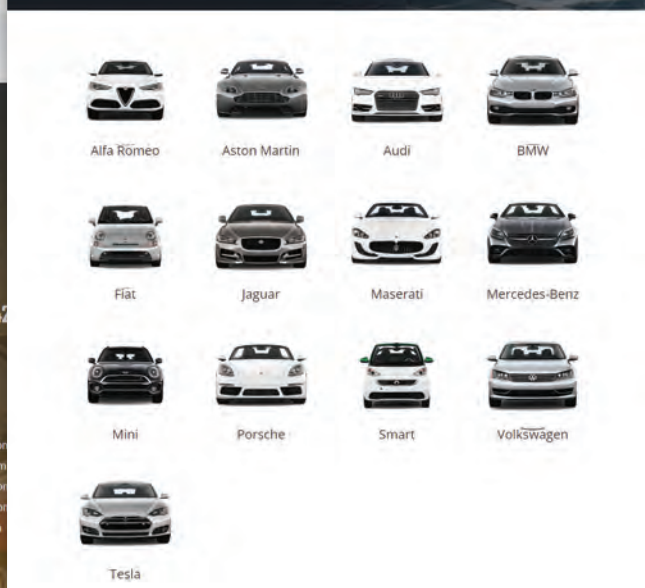
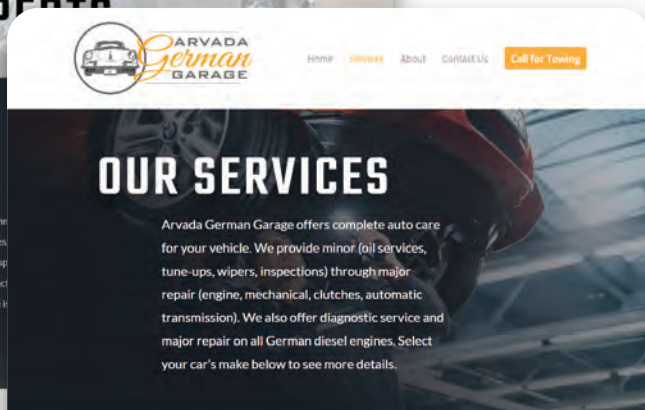
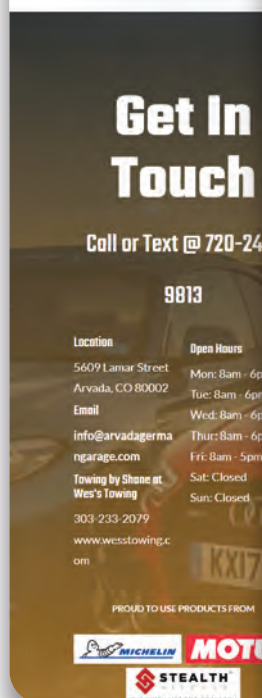
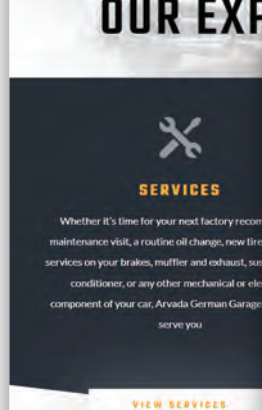
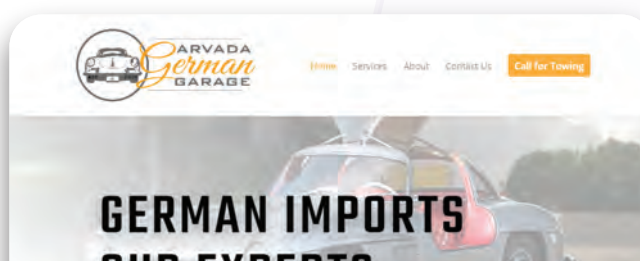
Proof Is In The Pudding!

Top Channels



Users

Users





AIMEE SKUL AGENCY

- INSURANCE TO PROTECT IT ALL -

Their Goals:

- To inform all users about the products and services they offer
- Protect and educate
- Reach new potential markets
- A quality web presence on a limited budget

Platform:

- Built on a responsive and updated theme with the purpose of making a small but experienced business look big, stable, and reliable, something you would expect from your insurance agent.
- Built on WYSIWYG editor allowing for the client to take over when and if our assistance no longer fits their budget.
- Delivered through Fastly® on Flywheel's® Google Cloud® platform with 24-hour backup and auto-healing technology.

fastly

FLYWHEEL

Google Cloud





Their Goals:

- Connect with the outdoors audience and provide the highest quality of materials in craft apparel, leather goods, and accessories
- Donate to the United States streams and rivers
- Generate profit
- Investor relations

Platform:

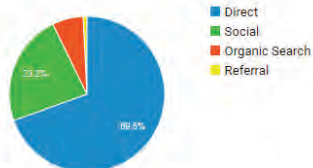
- A highly custom, fashionable and quality branded website that makes the company attractive to potential buyers.
- Large volume of global visitors.
- Built on Webflow® editor allowing for ultimate flexibility in hard code that transfers to newer technologies as time goes by.
- Delivered through global CDN on Shopify's® world-class hosting & shop management system.

webflow

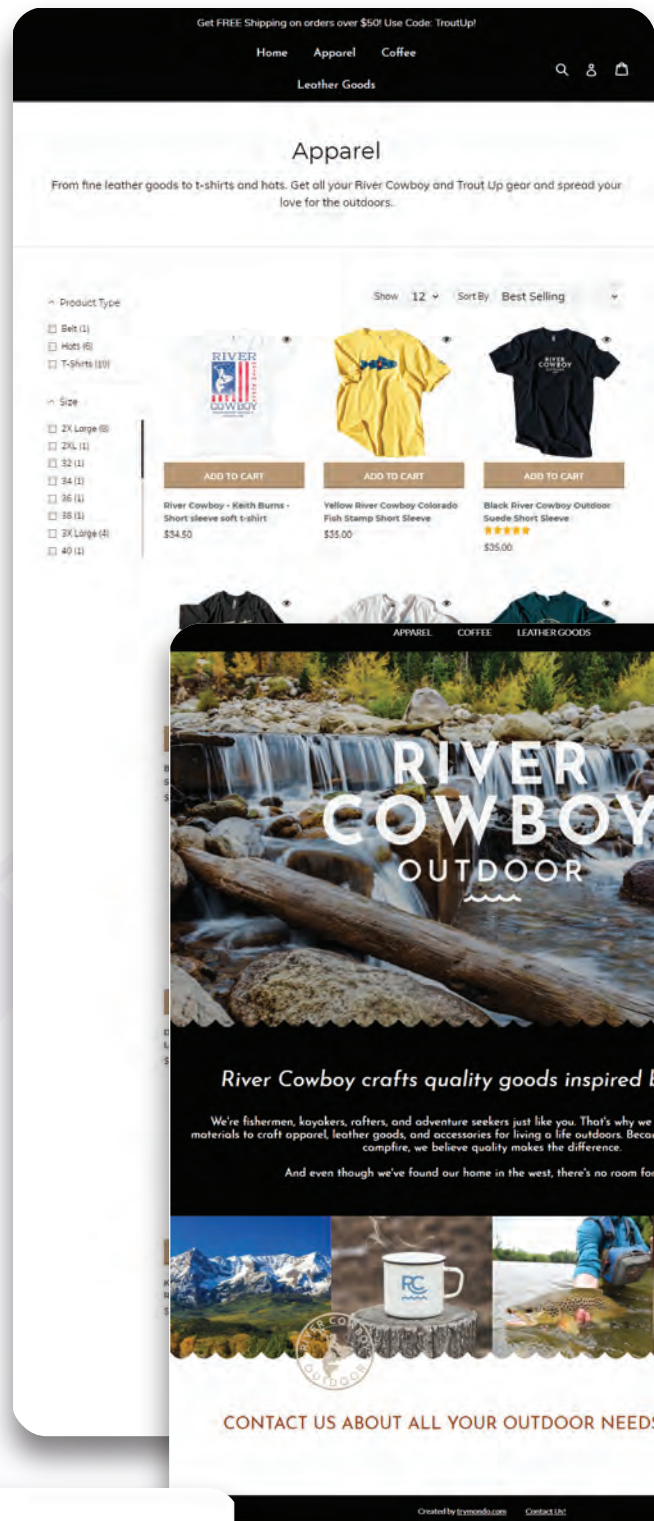
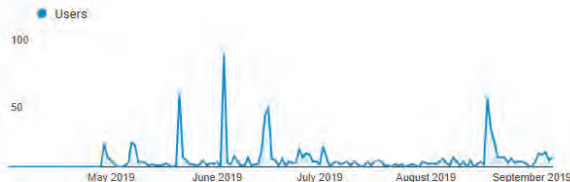


Proof Is In The Pudding!

Top Channels



Users





Their Goals:

- ▶ Newer, more professional website
- ▶ New quick quote modal for insurances
- ▶ Push client portal
- ▶ Push private client
- ▶ Business insurances top priority
- ▶ Continually utilize SafeCo branded blogs

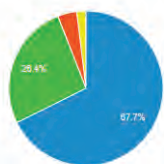
Platform:

- ▶ Completely custom built, responsive site built around extreme portability and speed for ease of access to client claims and signups.
- ▶ Built on Webflow® editor allowing for ultimate flexibility in hard code that transfers to newer technologies as time goes by.
- ▶ Delivered through global Webflow® CDN and utilizes Webflow® CMS for dynamic content creation on the client-side portal.

webflow

Proof Is In The Pudding!

Top Channels



Direct
Organic Search
Social
Referral

Users

Users

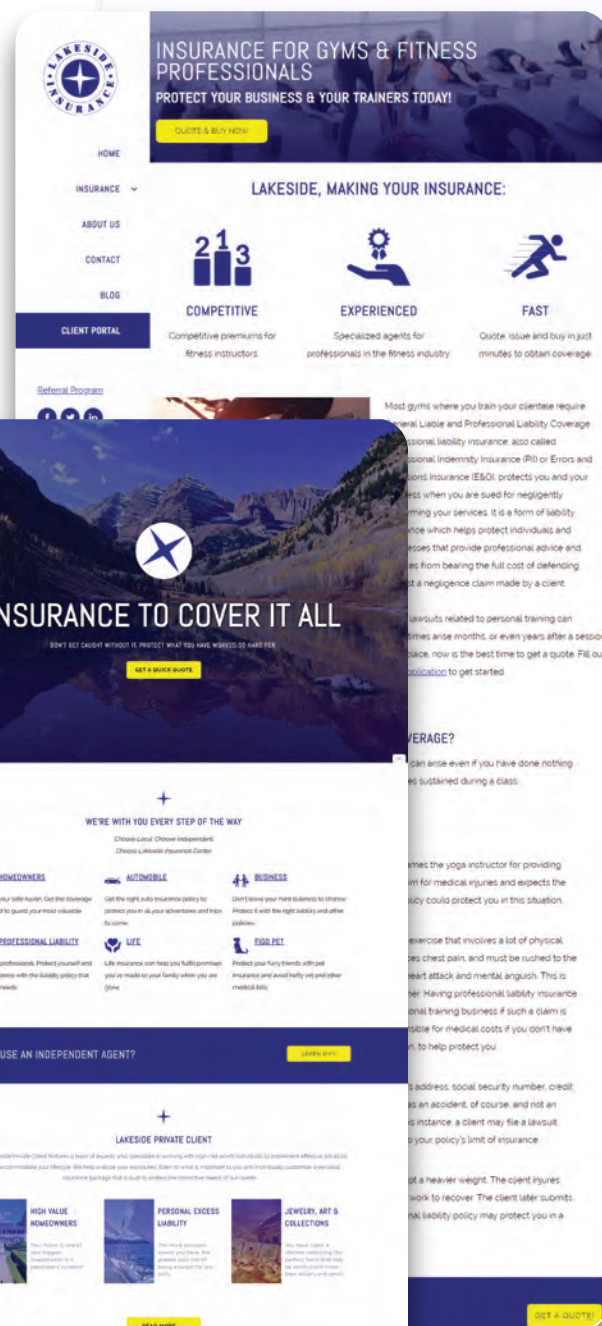
100
50

March 2019

May 2019

July 2019

September...





Professional Independent
Insurance Agents of Colorado

Their Goals:

- ▶ Increase membership enrollments
- ▶ Build full-featured LMS
- ▶ Build backend intranet for members and staff
- ▶ Create resources page for members
- ▶ Display retail insurance options

Platform:

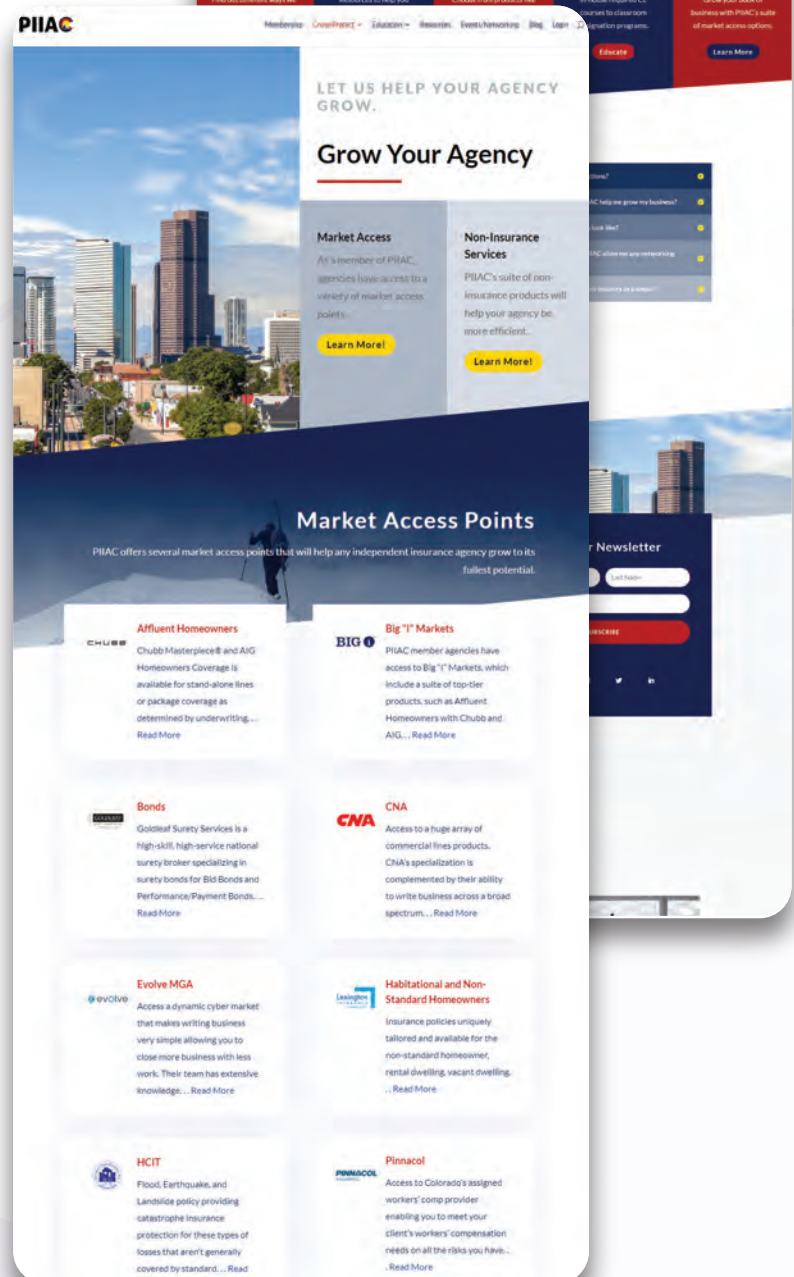
- ▶ Multi-site for membership and intranet access while digitizing their magazine COIN to be used with an AdSense® campaign to generate revenue.
- ▶ Built on WYSIWYG editor allowing for client to take over when and if our assistance no longer fits their budget.
- ▶ Delivered through Fastly® on Flywheel's® Google® cloud platform. 24-hour backup and auto-healing technology.



FLYWHEEL



Google Cloud



content creation

technologies & summary



State-of-the-Art Camera and Lenses Mixed with Professional Creators



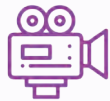
Content creation is at the heart of your online presence. Without it, all your efforts grind to a halt. We work differently than most agencies in the sense that we believe content drives online business in almost every way. Content really is king. High-resolution photography, thoughtful and moving video, mixed with insightful and intelligent writing creates a loyal audience for a lifetime, not just a few moments to get your page view count up. Let's create something together and blow the competition out of the water.

what you get



Photography

Photography is 90% of the work in content creation so having high-resolution professional post processed imagery makes all the difference when you are trying to stand out from the rest.



Videography

We storyboard, pick a location, choose equipment and script so it all goes to plan. Then edit with professional software and publish to the proper channels with copyrighted content.



Blog

Highly concise written topics, news and ideas that are posted on your website to inform and educate visitors, but ultimately to drive traffic to internal and external links on both your site and others.



Professional Photography

High-resolution professional post processed imagery makes all the difference when you are trying to stand out from the rest. It's key to have the proper lighting, the consistent overall feel and to maintain the purpose of the images as they are taken. Having great photos is 90% of the work in content creation, so this is where it all starts.



**“I don’t trust words.
I trust pictures.”**

– Gilles Peress

Events and Action

If you do cool things, photograph it! Everyone loves to see what you are up to, even if they say they don't. Having an event? Company Christmas party? Bought a new piece of equipment? Have a new product? Having a high energy photographer with the proper equipment for the scenario makes all the difference.



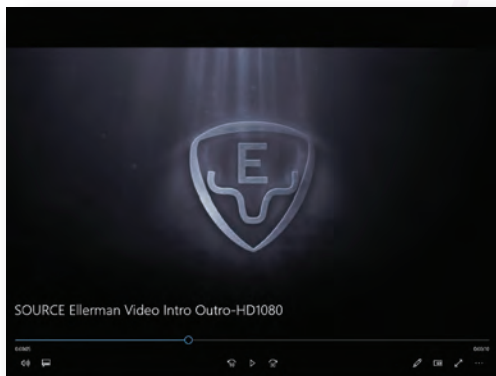
YouTube Channels

Everyone has heard of YouTube and it remains the world's largest collection of helpful, not-so-helpful, and revenue-driving content. Not using it to your advantage would be a mistake. Short, long or any type of video is great exposure and can be used to really bring out the professionalism of your business. Not only that, it can even be used as a tool for internal purposes. Salesman, tutorials, safety videos, etc. Talk to us about how to properly leverage YouTube for your business.



Storyboarding and Editing

From the very beginning, video is a huge chore. Expensive equipment, lots of help, lighting, storyboarding, editing, and publishing. So it's important to have a solid plan to ensure we get the proper vision of the video and not waste resources. We storyboard, pick a location, choose equipment, and script so it all goes to plan. Afterwards editing is what makes the dreams work, and publishing to the proper channels is all done with copyrighted content with professional software to the most channels.

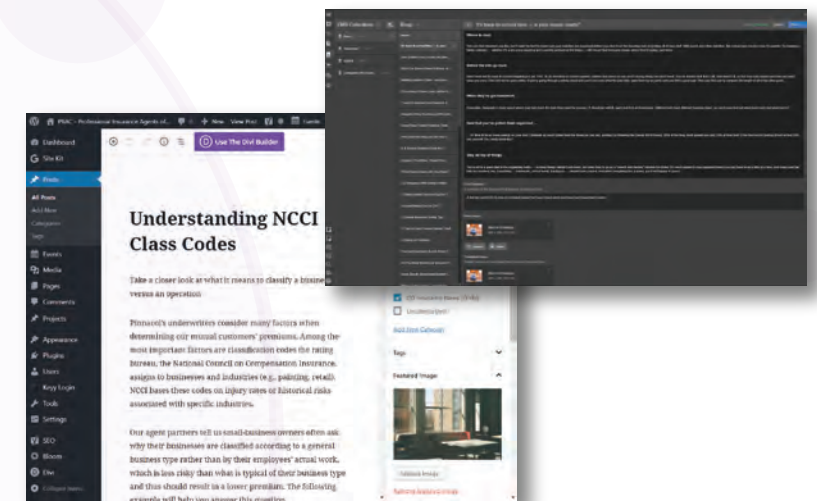


Concise and Professional Writing Service

We have noticed that businesses in the same industry and geographical location find groundbreaking new ways of operating their business that are drastically different from each other. These tactics, procedures, and ideas can be portrayed through writing to help educate people, in turn, bringing you large amounts of exposure, trust, and even making you a leader in your industry. Utilizing these topics, will drive people to trust you in business. People really do pay attention to good writing, use that to your advantage!

What is a blog anyway?

Blogs are highly concise written topics, news and ideas that are posted on websites with the main purpose of informing, educating and ultimately driving traffic to internal and external links.



Why You Need A Blog On Your Site

- SEO (Search Engine Optimization)
- Provide a catalyst for email marketing and social media content
- Drive traffic to your site
- Generate leads
- Connect people with your brand
- Educate others on topics you are experts on

Websites with a blog tend to have 434% more indexed pages!

social media

technologies & summary



Utilizing Social Media for a Purpose, Not Because “You Have To”

Like it or hate it, social media works in the world of marketing and advertising. Massive, targeted exposure costs very little. With this ease, comes the even larger task of organizing, creating, and consistently posting across all channels and analyzing the results. This task isn't for the faint of heart and quite frankly, you have better things to do in your business which is why this is one of our most popular services.



what you get



Content Creation

Engaging content is created to maintain your followers, increase activity on your social media pages and create brand recognition.



Scheduled Postings

Using software that tracks popular times on social media platforms, we schedule posts on your pages during those times to increase views.



Campaign Management

Campaigns are created and managed using trending topics while maintaining the same consistent image and brand of your company.



Page Monitoring

A successful social media campaign requires engagement from not just the end user, but the page manager too. So we assist with page monitoring and answering comments.



Client Portal

While we create and schedule the content, we always want client involvement, so we build a portal for clients to view and approve content.



Monthly Reports

To truly know the effect of social media for your business, we build and send you monthly reports that show improvements and engagement.



social media

facebook & instagram

Facebook Posts

Increase Brand Awareness and Drive Traffic With Social Media

We use state-of-the-art artificial intelligence content creation and algorithmic posting, along with organic content in an attempt to achieve a viral result. Let us run it, or we can show you the ropes, but we do not suggest skipping out on the ever-changing effectiveness of social media. A huge advantage of social media is the ability to reveal target audiences you wouldn't normally realize. This can even be done for little to no money at all which is why this is our first step in starting any sized marketing campaign, enabling you the ability to steer traffic wherever you want with powerful and useful content.

Facebook

- Why be on Facebook? Nearly 70% of Americans use Facebook and utilize it regularly on their cell phones
- Communicate directly with target markets
- Reach the top of Google searches with your Facebook page
- Own a business? Facebook is a platform you should be on

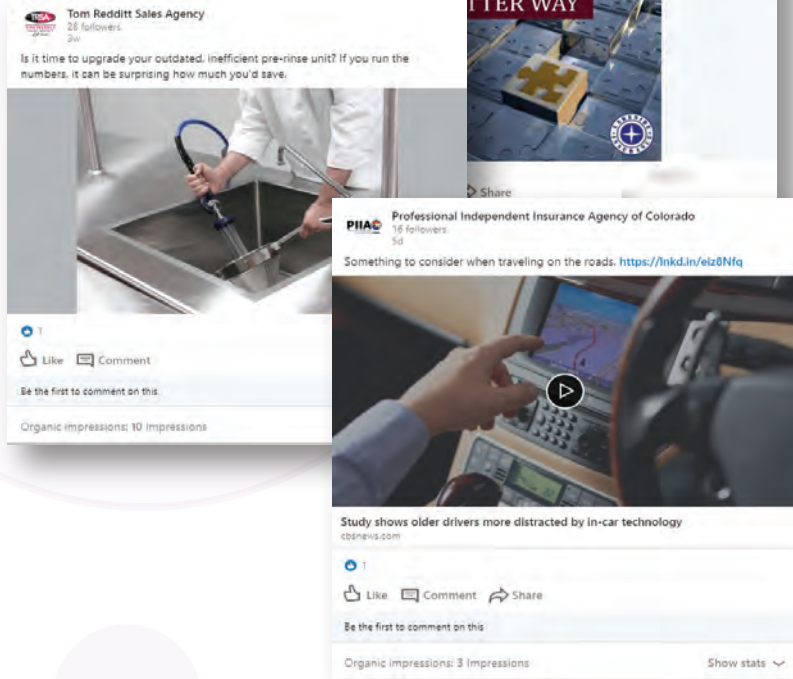
Instagram

- 71% of businesses use Instagram
- Has the highest engagement rates
- Share stories through images, catch the eyes of your target market and engage with them on a more personal level
- Why not be on Instagram, it's free!

Instagram Posts



LinkedIn Posts



Not All Social Channels Are Created Equal, Some Are For The Pros

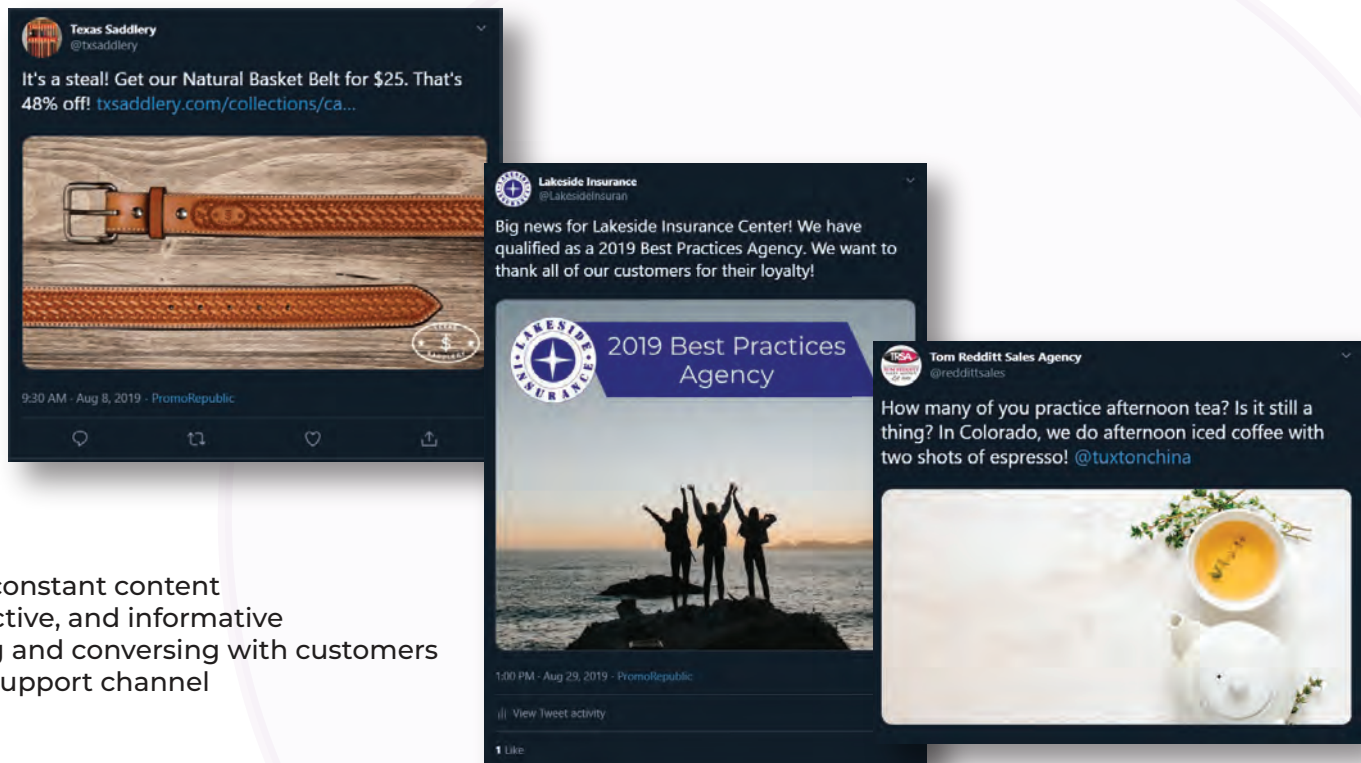
Social media isn't always about Jane's latest chicken broth recipe or images of her new dog. Some are geared heavily for high-rank business professionals. With these avenues, you can get great leads and business partnerships with very little effort. Twitter, for example, has many business owners due to their limited post length and the immediate reach of their followers. This is a great avenue to show off your latest products, services, company events, news, and other vital information.

LinkedIn

- Are you a business professional? LinkedIn is a must; both a personal and a business page
- 303 million active users per month
- 80% of B2B social media leads are generated on LinkedIn

Twitter

- News and constant content
- Quick, effective, and informative
- Connecting and conversing with customers
- Customer support channel



Twitter Posts



Pinterest Posts



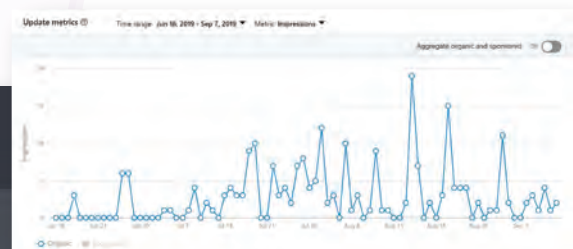
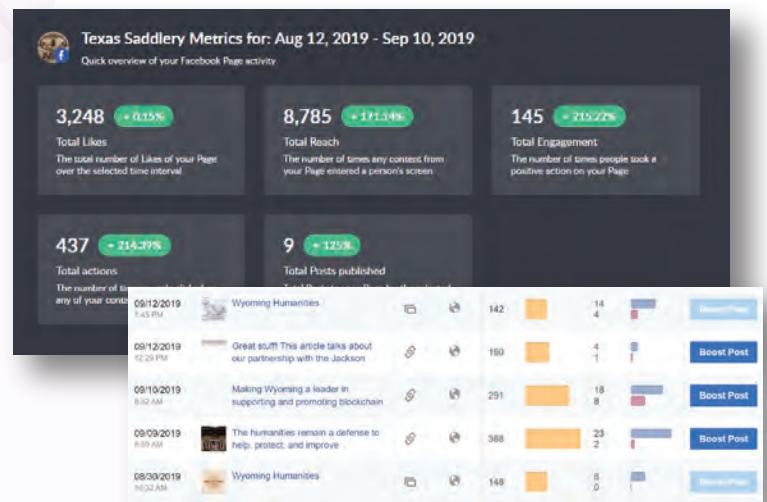
Purpose and Use of Pinterest

Having to repaint the master bedroom or make your own drapes? Thank Pinterest. There are even some social channels that don't appear to act like social channels. Pinterest is a great example as it is mostly for the consumption of ideas, fashion, DIY, etc. Over the years it has become a very effective eCommerce referral marketplace to an online store. If you run an eCommerce site, Pinterest is a great way to grab an extra market you didn't know existed.

- eCommerce referral marketplace
- Idea and content driving
- Reach the female or targeted topic audience
- International use on the rise

Continually Analyzing Social Media Content To Produce Accurate Results

Through all the complexities of social media, their advertising avenues, and the types of content they accept results in a multi-faceted data set to be analyzed. Sometimes tactics that would seem non-effective can indeed prove effective through the use of intelligent analytics. Some strategies will work on one platform and not on another which is why social media management is one of the most laborious jobs in online presence. If you spend a lot on ad dollars, analytics can save you thousands, and for some, millions of dollars.

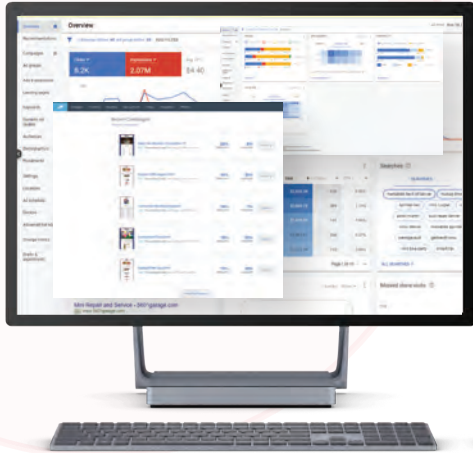


advertising

technologies & summary



See Results Utilizing the Best Advertising Platforms in the Industry



The biggest companies on the planet are in advertising. It's because they do work. With data that we gather through social media, your clientele, and existing data sets online we can target very specific markets which increases our chances of success. Although the initial investment in advertising can be nerve-racking, it tends to pay off quickly when your goal is to drive sales. However, ads can be used in many ways. Have an event you want to promote? Have a liquidation sale? Offering a new service? If you are just starting, we can help you dip your toes and if you already are, let's optimize it!

what you get



Search Engine Optimization

Search engines are constantly crawling the internet's pages and organizing them to service the best possible result to the end-user. Utilize this to your advantage.



Show Up On Search

Google is where people search for what to do, where to go, and what to buy. Your digital ads can appear on Google at the very moment someone is looking for products or services like yours, directing them to your website.



Get Results

Increase customer calls with ads that feature your phone number and a click-to-call button, increase store visits with ads that help people find your company and grow online sales with ads that direct people to your website.



Personalized Budget

Google Ads can work for almost any advertising budget, whether it's big or small. Set a monthly budget cap, and never go over it. Plus, you can pause or adjust your spending anytime to the needs of your business.



Leverage Social Media

What's the point of social media for business anyhow? In almost every case, it's to drive traffic to your website, phone, or email. We leverage all types of advertising in any ad campaign.



Email Newsletters

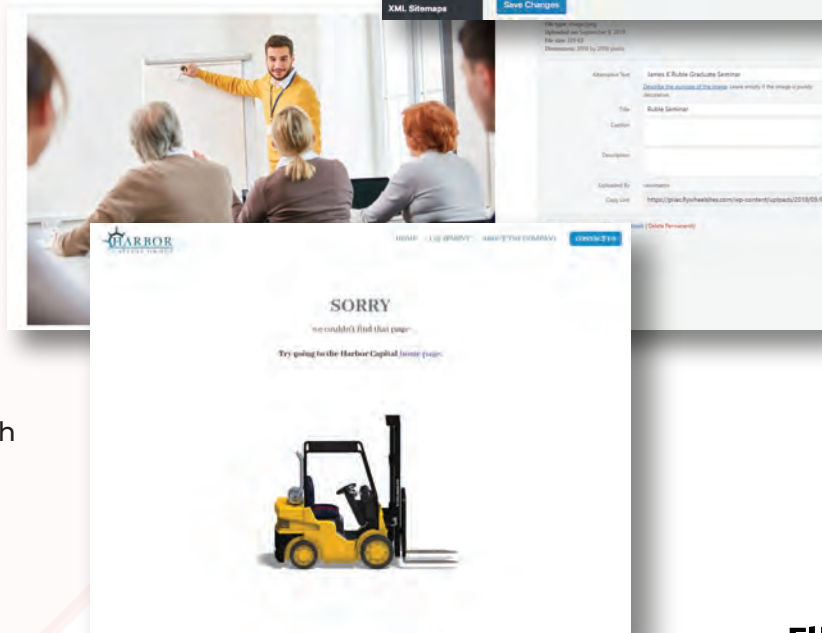
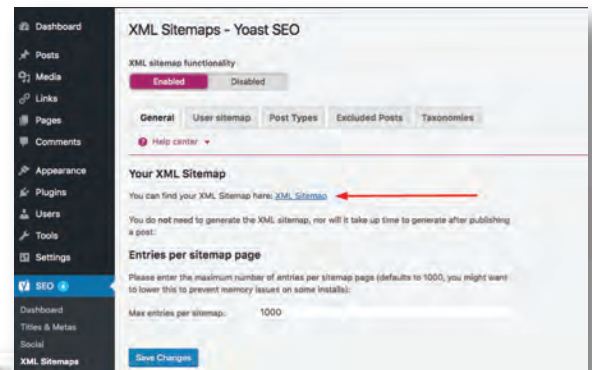
Newsletters are the third most influential source of information, to this day. You can use newsletters to inform your customers of sales, remind them that they are awesome and drive sales with abandoned cart messages.

Search Engine Optimization

You have your website, you have your social media bangin', now it's time to get organic results from all your hard work. Search engines are constantly crawling the internet's pages and organizing them to serve the best possible result to the end-user. The top results are the most strategically keyworded and relevant to the search terms. Without proper SEO setup, it will prove difficult to ever show up on the front page. This isn't a one-and-done operation, it needs constant and meticulous attention to create and maintain your search ranking. There are literally thousands of tools and even urban myths on what works and what doesn't. We have spent a good part of a decade figuring out all of these caveats. Many search providers are changing the way they crawl pages and how they manage businesses online and we vouch to be on the cutting edge of what's to come in the industry.

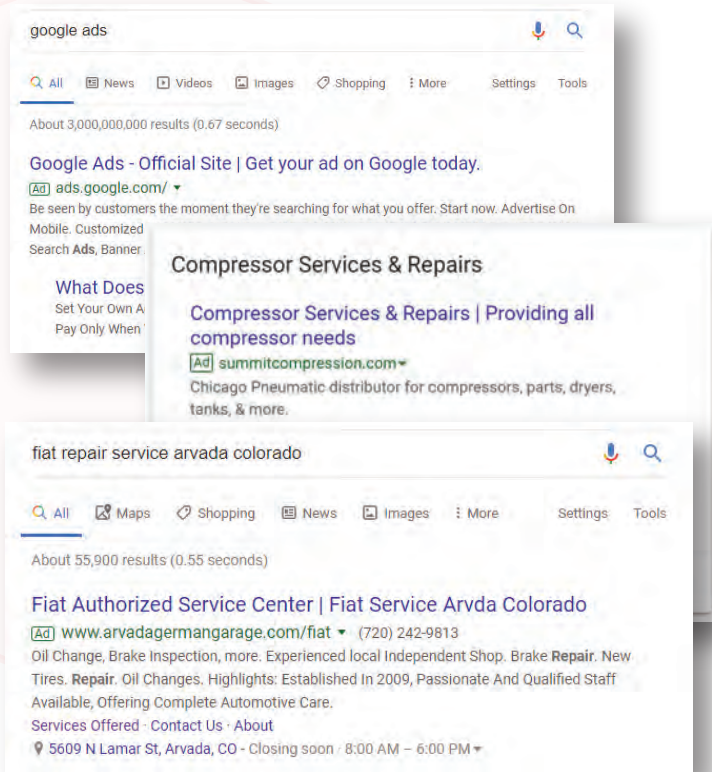
External Links, Redirects, Backlinks, 404s, 301s, And What Does It All Mean?

The world wide web is just a bunch of links to content. External links are links that are outbound from your content to a different site owner, backlinks are the opposite. Backlinks are the holy grail of all SEO and organic marketing efforts because you have the ability to benefit from someone else's traffic. User visits them, reads about you, clicks on you and boom . . . you've been backlinked. When making a website or really anything online, there can be corruption, data loss, or any type of error anywhere in the world that affects the displaying of your content. With that, 404 pages are designed to catch incorrect links directing to your site and display some place holding content for a non-existent or broken page. Which leads to 301s. Due to us all being humans, we all spell links wrong or decide to completely change them. If these incorrect links have since been shared with others and you have moved it, they will get a 404. A 301 redirect can be created to ensure you do not miss out on the traffic by forwarding them all to the correct link. It's all a lot to worry about, which is why we handle this for you with any subscription or hosting package.



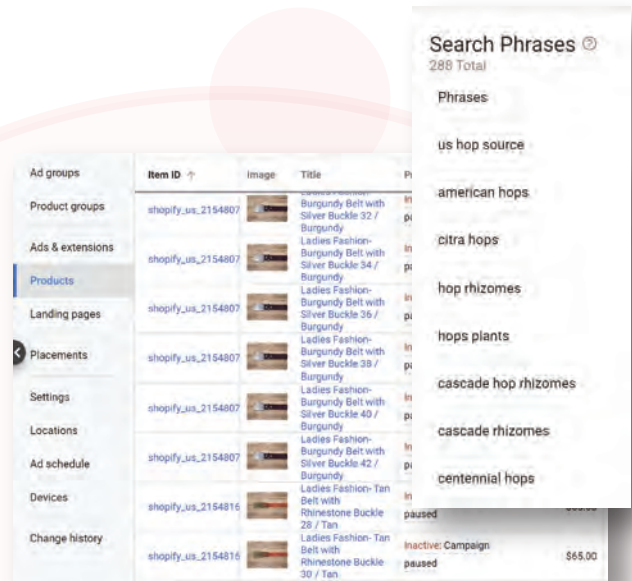
The World of Online Advertising











Ever heard of Google? Of course you have. Their money comes from advertising because they are darn good at it. There are many forms of advertising across all digital devices, geo-locations, retargets, the list goes on. But when you are ready to go big or maintain the size of your business, advertising is a sure way to get you there. Of course, this isn't an easy task as you must have a very solidified idea of your target audience and market, where they live, what they like. . . data. Data is the king of advertising and with that comes many privacy issues. We prefer to do advertising a little differently than others because we use the internet, too, and ads are horrible. But there is a way and its through useful and unobtrusive methodologies. But advertising isn't just Google, it comes in many forms online through Amazon, Microsoft, and many many others. Ask us for more details on how to best spend your ad budget without missteps.



Keywords and Phrases

Similar to SEO, ads mainly run off of a set of search terms or keywords and phrases. Tweaking these makes for successful ad campaigns and they are essential in knowing who is looking, why, and where. We can help.



Ad groups	Item ID	Image	Title	Placements
Product groups	shopify_us_2154807		Burgundy Belt with Silver Buckle 32 / Burgundy	pi
Ads & extensions	shopify_us_2154807		Ladies Fashion-Burgundy Belt with Silver Buckle 54 / Burgundy	pi
Products	shopify_us_2154807		Ladies Fashion-Burgundy Belt with Silver Buckle 36 / Burgundy	pi
Landing pages	shopify_us_2154807		Ladies Fashion-Burgundy Belt with Silver Buckle 39 / Burgundy	pi
Placements	shopify_us_2154807		Ladies Fashion-Burgundy Belt with Silver Buckle 40 / Burgundy	pi
Settings	shopify_us_2154807		Ladies Fashion-Burgundy Belt with Silver Buckle 42 / Burgundy	pi
Locations	shopify_us_2154807		Ladies Fashion-Tan Belt with Rhinestone Buckle 28 / Tan	pi
Ad schedule	shopify_us_2154807		Ladies Fashion-Tan Belt with Rhinestone Buckle 30 / Tan	pi
Devices	shopify_us_2154816		Ladies Fashion-Tan Belt with Rhinestone Buckle 30 / Tan	pi
Change history	shopify_us_2154816		Ladies Fashion-Tan Belt with Rhinestone Buckle 30 / Tan	pi

Search Phrases
288 Total

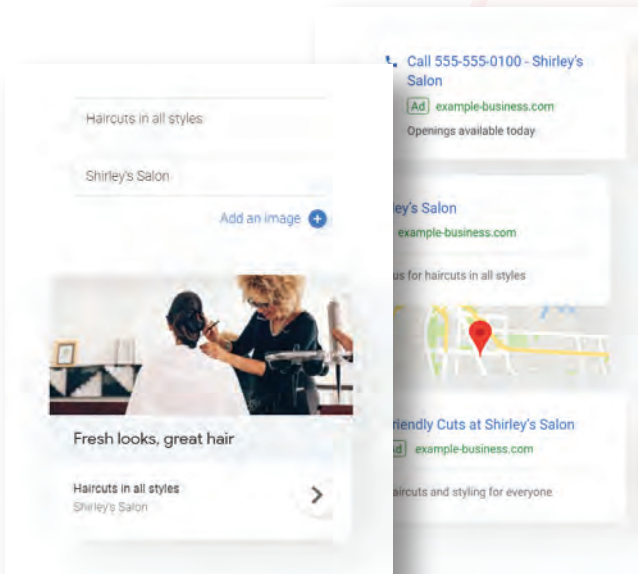
Phrases

- us hop source
- american hops
- citra hops
- hop rhizomes
- hops plants
- cascade hop rhizomes
- cascade rhizomes
- centennial hops

paused
Inactive: Campaign
paused \$65.00

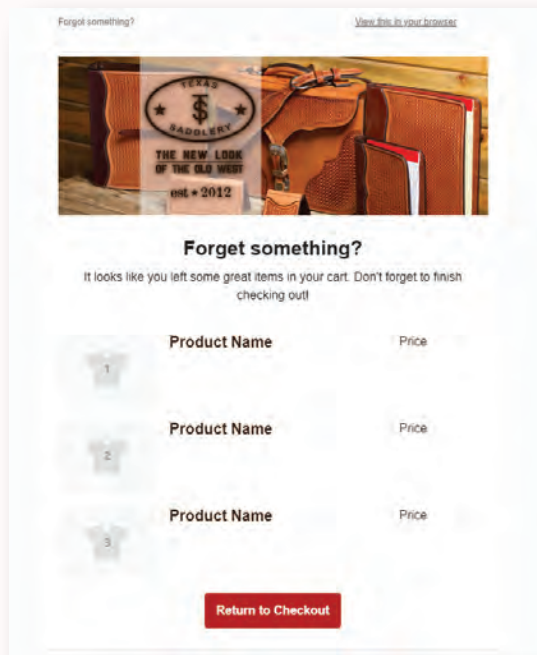
Goals and CTAs




Management of the many ads you may create can get hectic. One way of organizing the ad keywords, phrases, categories, and markets is through goals. Goals are great through all aspects of business but through ads, it's important to ensure that your ads are performing. Just like any bad employee, if they aren't making you money why have them? CTA stands for call to action, these are buttons or ads somewhere online that push people to a very specific location and draws their attention to make an action of your bidding. Auto service, donut shop directions, canvas print purchases, your sale on Father's Day . . . you name it.

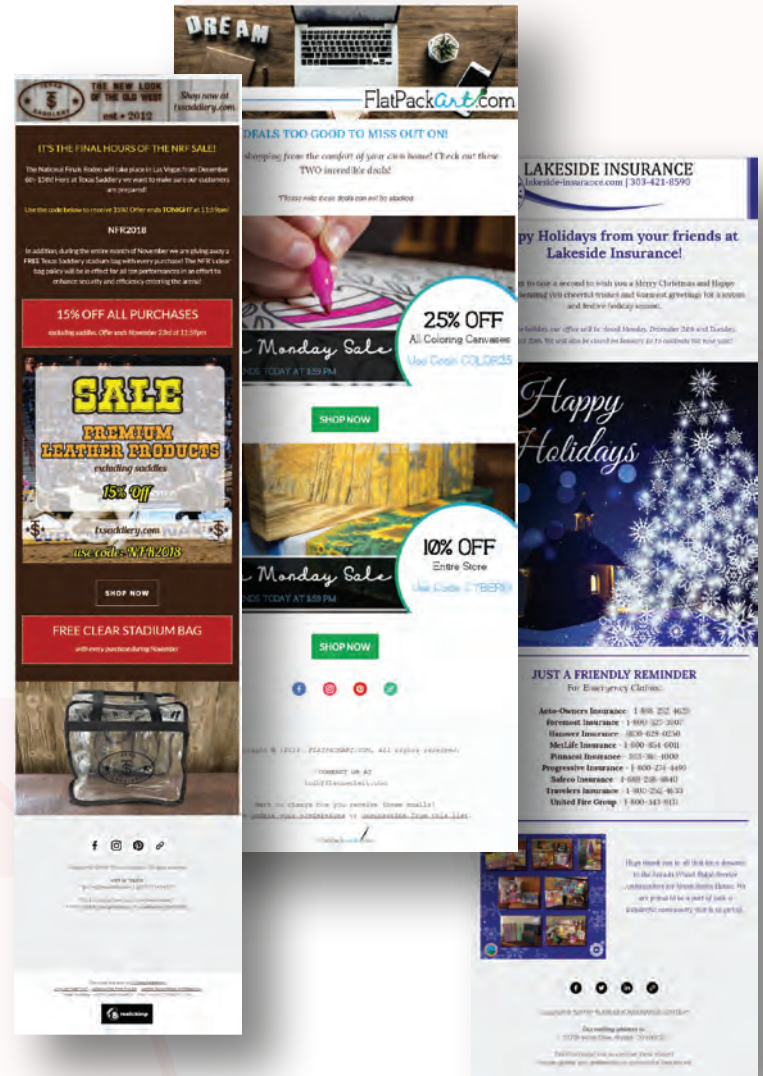


Promotional and Customer Retention

The third most influential source of information in the world is newsletters. Don't get these confused with spam, which is illegal. Promotions, internal press releases, cyber deals, educational bulletins, login/password recovery, and two-step authentication are just a few examples. All businesses should have a newsletter service regardless of whether they have implemented a marketing strategy or not. Subscribers to newsletters have already taken the biggest interest in you which makes them the most effective in marketing as well. This means, you have a direct line to your future customer, current customers, and repeat customers.



	Popup Thank You Site Popup Thank You · Website Subscription Sending since Tue, September 18th, 2018 11:47 AM	Sending	55.6% Opens	22.2% Clicks
	Abandoned Cart for Texas Saddlery Abandoned Cart Email · Website Subscription Paused on Wed, August 14th 5:14 PM  This site has been disconnected.	Paused	42.4% Opens	9.1% Clicks



Abandoned Cart and Results

In an attempt to leverage every possible marketing tactic, abandoned cart recovery is one of the most effective last-ditch efforts to drive a sale. It's all done by robots! In reality, ACR stores non-confidential information on website visitors and once the user signs up and authenticates their account it allows an email/newsletter to be sent in the case that the user doesn't finish a checkout procedure. The procedure could have been interrupted by anything, Fluffy needing to go out to drop a deuce, or maybe grandma can't see her credit card number without her glasses. Whatever the reason, ACR effectiveness is proven and should always be considered for all eCommerce sites.

print & sign



Don't forget we aren't just a digital marketing firm. Printing everything in-house gives us full control over quality and speed. We have all the latest technology to create stunning printed media from signage to fine art applications. No more talking to graphic designers, printers, and sign installers, etc. We've got you.

FUJIFILM

GEMINI

glowforge pro

GRAPHTEC

MultiCam

Roland

xerox

3M
CERTIFIED INSTALLER

hp Latex

Canon
PIXMA

EPSON
EXCEED YOUR VISION

Ellerman
Marketing



printing & signage

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Only the Best Print & Sign Fabrication Technologies

Preparing and printing for the large and grand format arena is the real deal. This realm requires only the highest quality graphics, highest megapixel cameras and vector imagery. One of the main reasons we have such a handle on graphic design is our use of it in every realm of application. Printing and signage is the flagship of graphic design use and it is very effective. Just look around everywhere you go, there are signs everywhere you look. We regularly update our equipment, build signs only with the highest quality materials to last the decades and we can assist in the whole process from start to finish.



Small Format

Monument & Fabricated



Wall Murals



Applied Vinyl

In-house Equipment



Packaging



Digital Signage





Epson Surecolor S30600

High color-gamut wide format printer for quick turnaround signage. With 4 color eco-solvent inks, this is our work horse. Everything from throw away banners, high-end car wraps, and fine art, this printer covers it all.



Roland 540 & 640

With the sturdy and rigid design that Roland is known for, these printers output our high volume jobs. Print after print they output consistent color and can take the abuse of high volume work. When all the other printers go to sleep, these Rolands are awake and printing!



Laser Engravers

We have several laser engravers at 100W power for creating custom pieces and parts, engraving plastic, wood, metal, and even laptops! Talk to us about creating something custom for you or your company.



Canon Pro 4000

This is our art reproduction and high resolution printer for photography and artwork. With a 12-color ink system, this is the worlds highest color gamut aqueous printer. With matte ink capabilities and 200 year archival inks, this is our go-to for artists and photographers alike.

Fujifilm Acuity Advance

This grand format printer allows for direct printing to most surfaces: plastic, metal, leather, steel, wood, etc. High energy UV bulbs cure the ink instantly creating a durable and long lasting ink directly on the substrate. Non-removable, high durability to UV exposure and eliminates the need to apply laminated vinyl graphics traditionally required in the print and sign industry.



Wide Format Printing

The heart of our business started in the late 80's in the sign industry. Since then, sandblasted signs went to paint, paint went to vinyl and now we have large format and widely distributed printing technology. With this technology comes stunning colorful graphics and design previously unachievable. Like the rest of the print and sign industry there are millions of options in substrates, use cases, etc. Talk to us about your options, we guarantee if you can think it, we can create it.



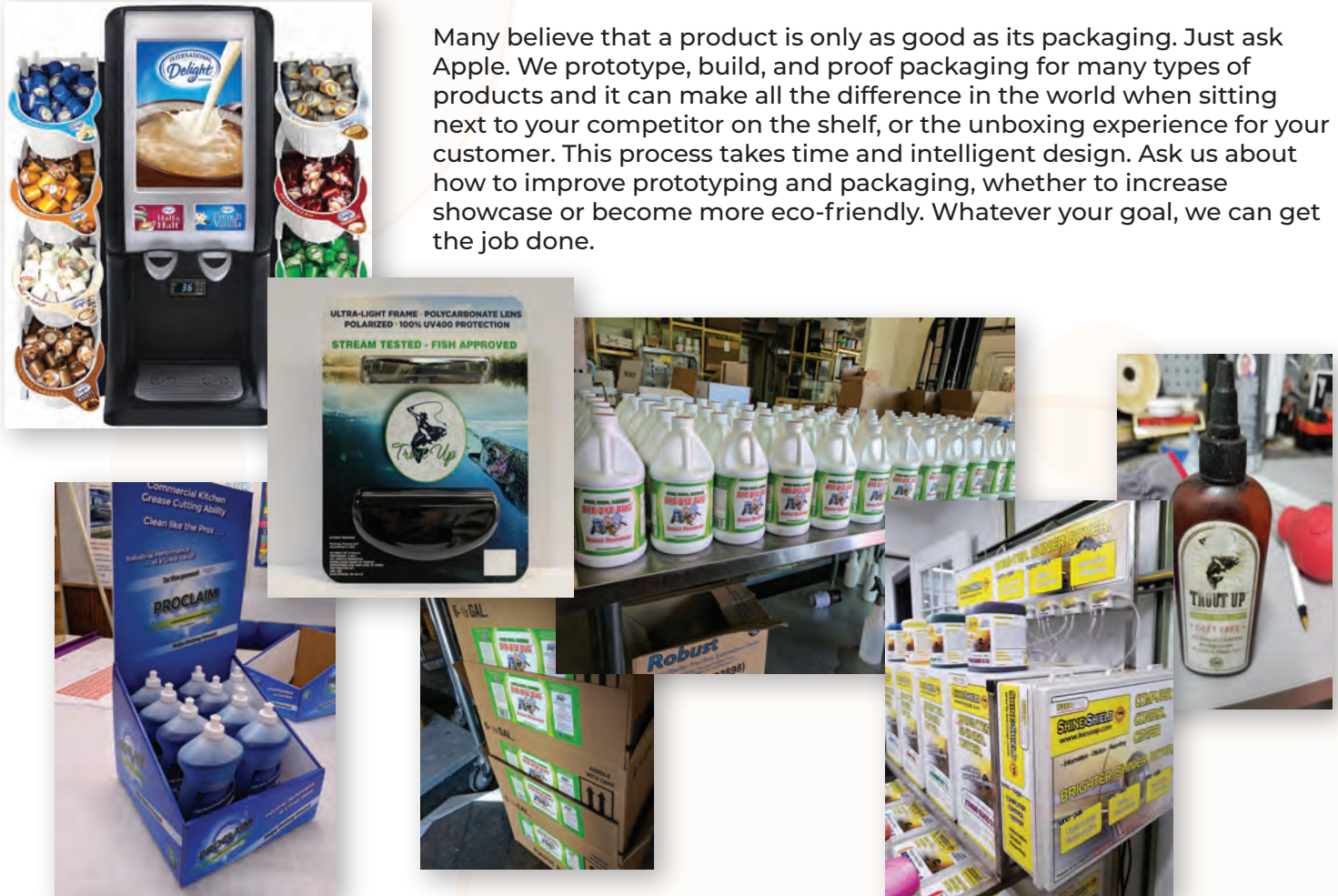
Small Format Printing

Ever check your mail only to find 90% of it is stuff that you use to start a fire, throw in compost, or pad the bottom of your trash can? Us too. Out are the days of direct mailers, newspapers and coupon books. However, who doesn't like to get a sexy, soft business card? That's right, there are still many ways to market in small format printing. High resolution posters, raised and metallic printed business cards and letterhead, table top banners, counter mats . . . we've got you covered and we will help you design them too.



Prototyping and Packaging

Many believe that a product is only as good as its packaging. Just ask Apple. We prototype, build, and proof packaging for many types of products and it can make all the difference in the world when sitting next to your competitor on the shelf, or the unboxing experience for your customer. This process takes time and intelligent design. Ask us about how to improve prototyping and packaging, whether to increase showcase or become more eco-friendly. Whatever your goal, we can get the job done.



Fine Art

Are you a painter? Love your children's adorable baby photos? Have a rare original copy of a topographical map that you want to hang in your living room? We have the printing industries finest 12 color archival dye inks to reproduce that piece you are longing for. We can produce high resolution, properly lit scans of your piece and reproduce it for you. Need a thousand copies? No problem. We have produced many high-profile pieces so hopefully, they can vouch for our attention to detail and precision in color matching.





Vinyl Decals

As the reigning champion of sign materials, cut vinyl graphics are your go-to for the most durable, vibrant, and effective signage. In some cases we have seen premium vinyls last in excess of 30 years in harsh outdoor conditions. Window lettering, fleet lettering, high and low temperature aviation graphics, wall lettering, store hours . . . the use cases are unlimited. Install it yourself with our handy instructions or let our 30 years of experience get it done for you!





Metal and Monument Signs

If durability and structure prominence are your goals, routed metal monument and site signs are the way to go. Routed from either aircraft grade aluminum, galvanized steel, patina metal, and mounted directly to your structure will create the most durable and long lasting sign the industry can produce. We can help with your permit, your engineer, your electrician, and whatever else you need to build something impressive. Start the conversation today and create your companies' most loyal marketing companion.





Backlit and Channel Letters

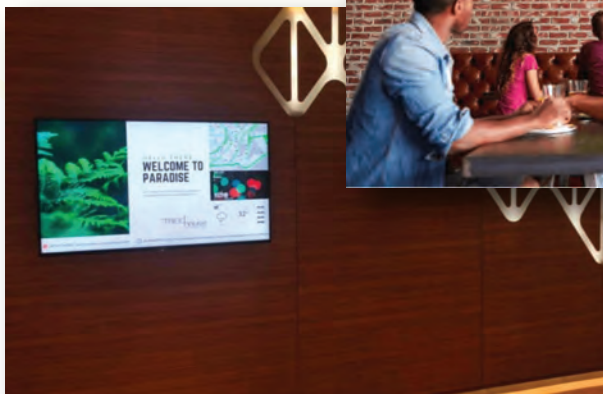
With signs, sometimes you have to stick out from the crowd. Just look at the sign mosh pit that is Las Vegas. There is only one way to do this effectively, backlit and channel letters. You see them everywhere you go because they do their job well. We can design, fabricate, install and maintain your letters to ensure it continues to make heads turn. For your interior, we make very customized layered substrate signage with acrylic letters to provide a look that brings your clients and employees confidence and comfort in their visit.





Digital Signs

So many options. With high nit and long lasting sign displays the opportunities are endless. We offer only the best options in sign displays and in partnership with our enterprise IT services, we even have our own remote management software that allows us to change the content on your displays remotely. This truly is a breakthrough in the sign industry. Menu boards, public space interactivity, waiting room displays, stock tickers, presentations, and much more. Talk to us about setting up a consultation on what you need and how to achieve it.



gallery

web



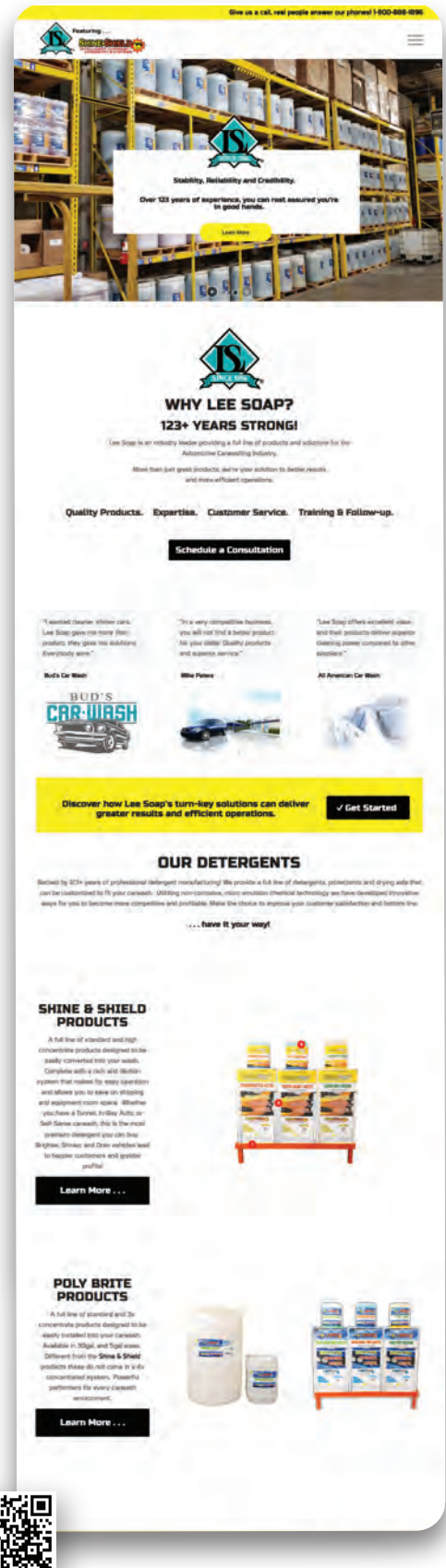
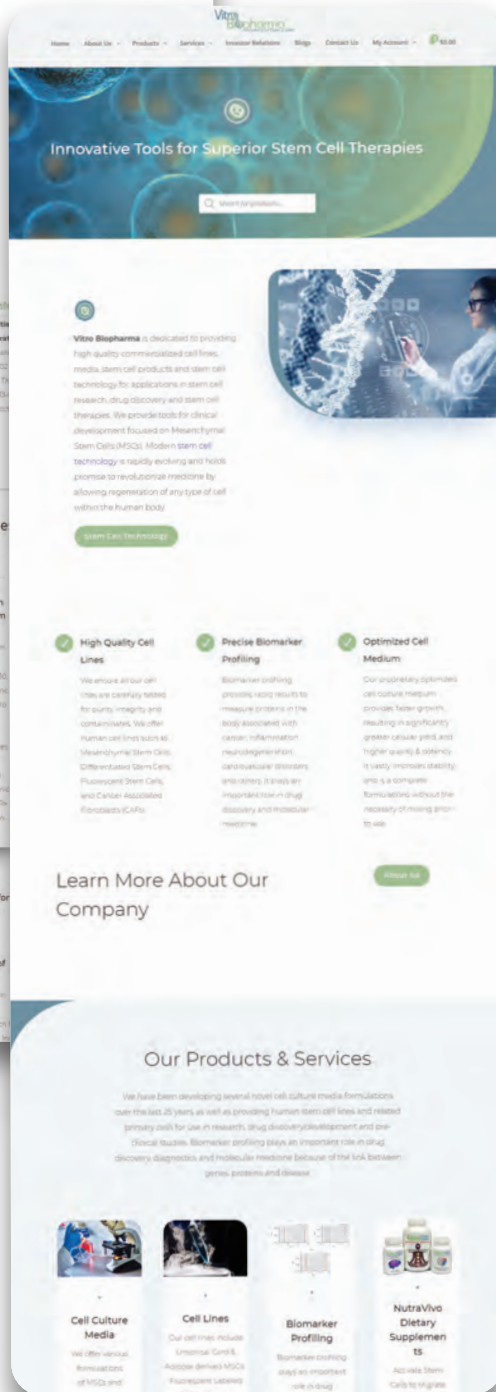
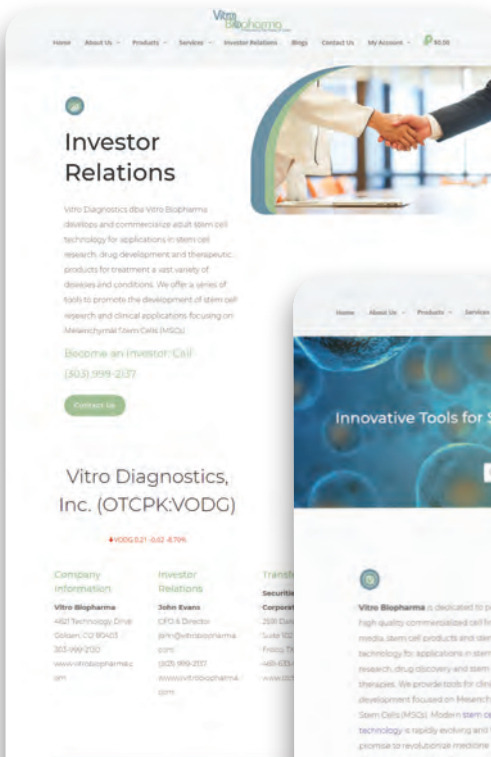
print





website design

additional web samples





website design

additional web samples

