



INTEGRATED MARKETING SOLUTIONS
FROM ILLUMINATE DESIGN STUDIO



WHAT IS INTEGRATED MARKETING?

Simply put, it's a marketing strategy that combines multiple modes of marketing into a collaborative effort to provide a streamlined, brand-focused experience. Okay, maybe that's not the simplest way to put it. What we do is create a variety of seemingly different projects that all work together to provide exponential results. By establishing a consistent brand throughout each marketing effort, individual components work together to encourage a lasting, positive impression on your target audience.

At Illuminate Design Studio, we not only create marketing efforts that look consistent, we create strategies that function together to inspire brand recognition and trust. This intentional functionality encourages audience participation, which produces leads and meaningful results.

So when your Web site, print material, social media outlets, and advertising all work together the result is a lasting public opinion of professionalism, competence, and credibility.



INFORMED APPROACH

We know, no matter what you do, that your company is unique. That's why our marketing strategies are based on your unique goals. We don't follow a step-by-step formula, because it's not what you need.

Instead, we create a new formula, just for you. By fully learning who you are and where you want to go we can create the ideal set of marketing tactics to help you achieve your goals. We'll assess where you've come from, what you're facing now, and what results you'd like to see down the road. By understanding your past, present, and vision for the future we have all the tools to represent your company to your entire audience without wasting valuable time and resources.



OUR DELIVERABLES

- Brand Architecture
- Web Design
- Identity Design
- Search Engine Optimization
- Responsive Web Structures
- Storyboarding
- UX/UI Design
- Front-End Development
- Platform Development
- Art Direction
- Copywriting
- Print Collateral
- Photography
- Video Direction
- Campaign Strategy
- Market Analysis

TAILORED SERVICES

We offer a wide variety of marketing services, but our specific offerings to your company will be established through our consultations. By discussing your needs and getting to know you, we can efficiently create a long-term plan to represent your company and draw your audience closer.

OUR PROCESS

Our process has been shaped by the fundamental truth that our ability to succeed is directly related to our partnership and communication with your company. It has developed over the past seven years into a guide that helps open communication and deliver on every project:

DISCOVER

The first step is learning about you. We'll assess your passions, current situation, target audience, present strategies, and organizational process. By identifying historical landmarks we'll evaluate ways to contextually share your past successes with a modern audience.



DISCUSS

The second step in our process is an open conversation about your brand identity and direction. We'll offer our innovative solutions to meet the goals we discovered earlier and provide an opportunity to collectively create a long-term marketing strategy.



DESIGN

The third step is laying the framework for individual marketing strategies. We'll create mockups of graphic elements and rough drafts of copy that emphasize and compliment the new brand. The discussion continues as we fine-tune every element to meet brand compliance and your standards.



DEVELOP

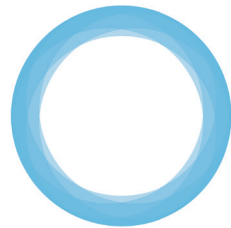
The fourth step is the implementation and on-going development. We release each marketing project on-time to make sure each piece is complimentary. Then, we continue to track results and evaluate the effectiveness of each effort to guide our steps toward the long-term goals.

A LASTING PARTNERSHIP

We at Illuminate Design Studio consider each new endeavour a limitless partnership. Even as we begin the discovery stage of our process, you'll see that we believe the best business partnerships last a lifetime. We pledge to stick by you and view ourselves as an extension of your company. Your success is our success and we work hard to make sure every decision made is in your best interest.



MEET SOME OF OUR CLIENTS



FOCUSPENSION

GATEWAYPLANNING
Design • Implementation • Value Capture



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