

TITLE: AGENCY DECK
COMPANY: PROPER
SPECIALIZATIONS: BRANDING & DIGITAL MARKETING



PRO / PER

PROFESSIONAL. PERSONAL.
INTEGRATED MARKETING, COMMUNICATIONS, DESIGN, AND DEVELOPMENT FOR THE MODERN WORLD.

helping brands connect with people--properly.

OVERVIEW

HELLO,

Thank you for taking the time to connect with PROPER regarding your digital marketing needs. We appreciate the opportunity to learn more your business and help develop a unique marketing strategy for your future growth.

Tailored marketing is a valuable, powerful way to tell your brand's story, to showcase your product or service, and to engage with your target audience. At PROPER, we work closely with our clients to provide proven and impactful marketing solutions – including SEO, PPC, social media management / advertising, web design / development, graphic design, and more. For over a decade, our team has achieved exceptional results for major brands, small businesses, and startups across multiple markets – including finance, law, technology, sports, entertainment, healthcare, lifestyle, hospitality, and food & beverage.

The following proposal will provide you a comprehensive overview of PROPER, the products and services that we offer, and a detailed plan of action for your business. Please take a moment to review and let's schedule a time to follow-up at your convenience.

We look forward to earning your business.

Sincerely,

Michael Loman

Managing Partner

PROPER

305-542-8737

michael@properandco.com

ABOUT

Who We Are

PROPER is a full-service brand and digital marketing agency. We are data-driven and performance-focused professionals successfully delivering results for a diverse portfolio of clients who trust us with their marketing and advertising needs. Our fundamental goal is to bolster brand awareness and targeted traffic to your website, transforming users into leads and leads into sales. The team at PROPER has worked with a multitude of companies to drive increased exposure, engagement, and growth.

What We Do

Strategy and execution of quality creative and technical marketing solutions to reach your goals.

MARKETING & COMMUNICATIONS

Brand & Corporate Messaging Development: Copywriting / Copyediting, Content Creation

Advertising (Paid Media): Out-of-Home (OOH), Online / Digital, Broadcast, Print, Radio

Public & Media Relations (Earned Media): Online / Digital, Broadcast, Print, Radio

Event, Supplier & Talent Management

Business, Partner, Endorsement & Sponsorship Development

General Marketing Consulting, Support & Staffing

BRANDING & GRAPHIC DESIGN

Logos Business Cards Stationary & Envelopes Catalogs & Brochures

Presentations & Decks Flyers / Fact Sheets Packaging & Labels Displays & Signage

Promotional Products Infographics Web Advertisements Social Media Graphics

WEBSITE DESIGN & DEVELOPMENT / DIGITAL & SOCIAL

Websites, Web & Mobile Applications Social Media Management & Advertising

E-Commerce: Online Stores, Payment Gateways, etc. Email Marketing, E-Newsletters, E-Blasts

SEO: Web Optimization, Indexing, Keywords, etc. Webmaster Tools & Analytics

PPC & Digital Advertising / Retargeting Domain, Hosting, Email Management

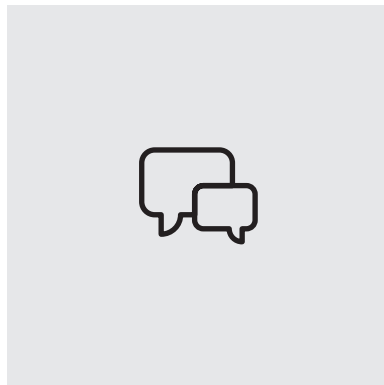
Why We Do It

PROPER is an agency that prides itself on being accessible and adaptable. We are always available when you need us.

We don't believe in 9 to 5. It's boring. We will work around your schedule.

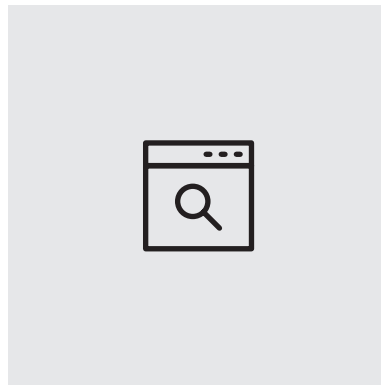
Why? Because we understand the urgent needs of our clients in today's business environment and the speed at which the global market moves.

All our services are on-demand.



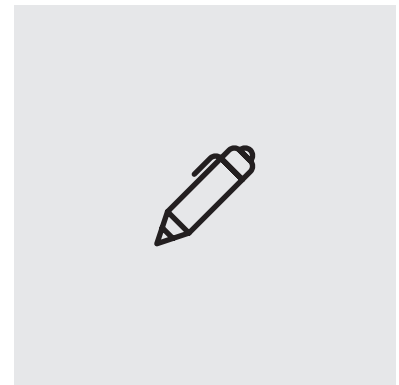
BRAND STORYTELLING / KEY MESSAGING

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Company Description & Tagline
Mission & Values



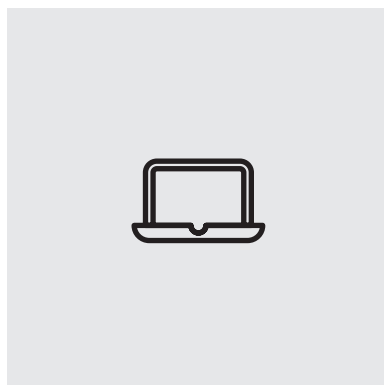
CONTENT STRATEGY AND MANAGEMENT

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Professional Copywriting
Keyword Research & Implementation



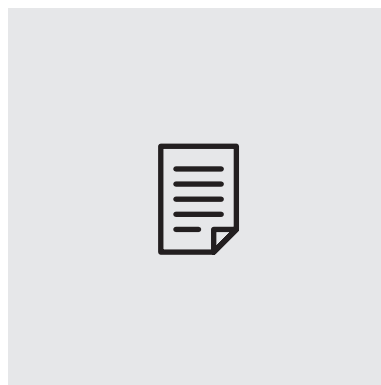
CREATIVE SERVICES AND GRAPHIC DESIGN

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Visual Asset Design &
Video Production



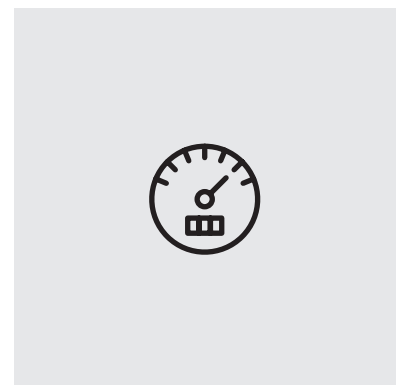
WEB DESIGN AND DEVELOPMENT

--
Fully Customized
Responsive Design



MARKETING MATERIALS AND PRINTING

--
Guidelines & Templates
Professional Printing & Binding



PAID AND INBOUND MARKETING

--
Paid Search (e.g. Google AdWords)
Email Marketing & Drip Campaigns

How We Do It

Our strategy encompasses the following phases to achieve our clients' desired results.

1. Building a strong foundation for growth by looking at your existing brand, marketing, and digital presence. This includes competitor analysis and auditing of all current brand assets and marketing efforts.
2. Setting up short-term ROI success through comprehensive brand and marketing management as well as hyper-targeted campaigns (e.g. Paid Digital Advertising: Pay-Per-Click (PPC), Display, Remarketing, Social Media, Email Marketing, etc.).
3. Creating opportunities for long-term ROI by growing your organic website traffic through Search Engine Optimization (SEO), Social Media Management, Drip Email Marketing, General Content Marketing, etc.

Our Clients



OTHER SERVICES YOU MAY WANT

1. Organic Social Media Management
2. Paid Social Media Ads Management
3. Targeted Email Marketing
4. Conversation Rate Optimization (CRO)
5. Targeted Display Ads
6. Pre-Roll and Mid-Roll Digital Video Ads
7. Digital TV Ads Solutions (CTV & OTT)