



# MARKETING THAT WORKS

**IDENTITY**  
STUDIOS

# LOOK GOOD. GET THE WORD OUT. GET CUSTOMERS.

## THAT'S HOW MARKETING SHOULD WORK.

And that's our mantra. Identity Studios delivers turnkey lead generation programs, branding and creative services. All of our work is centered on a common theme – getting business results. Sure, you need to look good. We'll make that happen. But more importantly, we'll get you in front of the people who'll become your customers.

And best of all, we'll do it without breaking your bank.

## Turnkey Lead Generation Programs

Some marketing agencies do a great job with design but forget the most important part: generating leads.

Not us.

Marketing is more than just good design. Especially in business-to-business (B2B). Successful marketing programs have many moving parts and require a deep understanding of the target market, the offer and the execution...in addition to good design.

Our team has deep expertise in B2B marketing, from executive strategy to sales to marketing execution. We're not like your typical agency; we're like an extension of your team.

## Fill Your Sales Funnel with Leads

Have us design a custom lead-generation program based on your business goals, or take advantage of one of our turnkey programs that we've used hundreds of times in the field. They're proven and effective.

Our lead generation programs can include:

- Website design and development
- Design, launch and management of pay-per-click campaigns
- Online public relations
- Creation of sales tools and marketing collateral
- Organic search engine optimization (SEO)
- Email marketing
- Direct mail
- Telemarketing
- Sales process design
- Promotional events and event management
- Social media promotion
- Lead management

Sounds like a lot, right? If you're wondering how a marketing agency handles all this, we confess, we're not a typical marketing agency.

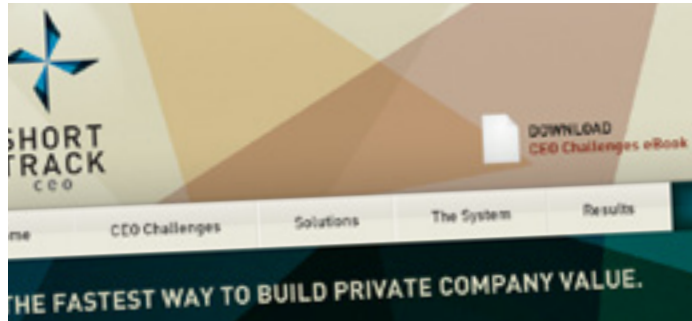
**We've worked with hundreds of companies since our inception in 2007, ranging from local start-ups to some of the largest and most well-known organizations in the world.**

Here are a few of our recent projects

**Project**  
ShortTrack CEO

**Deliverables**  
logo, print, website

*Identity Studios did a wonderful job designing a strong, consistent brand for us, from our logo and brand identity to our presentations and graphics to our print collateral and our entire website.*



**Project**  
Dallas Regional Chamber Newsletter

**Deliverables**  
website, email campaign

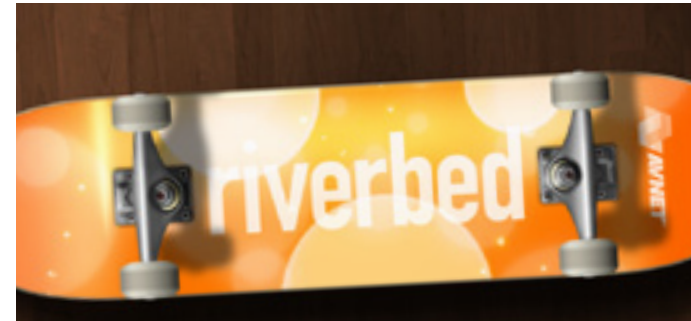
*My experience with Identity Studios has been nothing but wonderful. From customer service, to quick turnarounds, to exceptional work – they're one of the best creative firms we've ever worked with.*



**Project**  
Avnet / Oracle Business Success Portal

**Deliverables**  
website

*Identity Studios was able to develop an all-encompassing enablement portal both on time and under budget. Not only were we impressed by the functionality, we loved the creativity and overall layout of the site. As a result, we've been able to streamline our business processes and achieve sales targets tied to that goal.*



**Project**  
Riverbed / Avnet Launch Campaign

**Deliverables**  
website, brochure, signage, print

*The Identity Studios team is handling most of the internal and external marketing functions for a new product line I've launched. They do a great job of both designing campaigns and handling all the execution, without a hitch.*



**Project**  
Intermec Reseller Webinars

**Deliverables**  
webinar series

*We rely on Identity Studios to design and manage turnkey lead generation campaigns for a number of our technology product lines. Most campaigns include microsites, telemarketing, email marketing, search marketing and sales follow-up, and are delivered to a very technical audience.*

# NEED A RE/BRAND?

We'll create a brand strategy and deliver all the visual and corporate identity items to bring that strategy to life.

Have comfort that we'll make you look good and provide you with the visual credibility and professionalism you need to build your business – without breaking the bank.

# OUTSOURCE YOUR MARKETING.

Are you looking for an entire marketing team, including VP-level talent, but don't have the budget? Similar to software-as-a-service, we deliver marketing-as-a-service, meaning you can access our entire talent pool on a monthly basis for a fraction of the cost of building it yourself.

Have one of our senior marketing strategists design monthly strategies based on your business goals. Then let our team execute to make your sales people happy.

Here are just some of the services that we can deliver for your team:

- Website design & development
- Copywrite development and editing
- Market research and analysis
- Event and tradeshow management
- Organic and pay-per-click search engine marketing
- Direct mail and email marketing

# OUR STORY

We're a mix of business strategists (that believe in the power of good marketing) and a group of talented marketing specialists (that are passionate about our craft). Since we understand sales (many of us started there), we know how to build programs that will boost your top line. And most importantly, we understand the importance of a strong ROI for your bottom line.

We believe in:

- Quick response times
- The power of a good message
- The impact of a good look
- Strong offers
- Persuasion
- Attention to detail
- Business goals driving creative
- Measuring results

From promising start-ups and established mid-market companies to Fortune 500 marketing departments, our clients take advantage of our vast array of skills, services, experience, and expertise that “bolt on” to their organization and are always just a phone call or email away.

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"I DIDN'T EVEN BOOK ANY OF MY OWN TRAVEL THANKS FOR DOING ALL THAT! I GUESS I JUST NEED TO SHOW UP!"  
"ALWAYS KNOW YOU CAN TURN THINGS AROUND FASTER THAN ANYONE!"  
"QUICK AND NIMBLE. GOTTA LOVE THAT." "THANK YOU SOOOOOOOOOO MUCH FOR DOING THIS."  
"AM I YOUR BIGGEST CLIENT? YOU MAKE ME FEEL THAT I AM!" "YES AND YES! YOU ARE GENIUS!"  
"IF YOU KEEP UP THIS LEVEL OF CUSTOMER SERVICE I MIGHT HAVE TO BUY YOU A CAR."  
"PERFECT!" "VERY CREATIVE AND IMPRESSIVE."  
"IT'S GREAT HOW I CAN TRUST YOU TO TALK TO MY PARTNER - WITH OR WITHOUT ME ON THE PHONE."  
"WHO COULD PASS ON THAT KIND OF ROI??" "☺"  
"THANKS YOU SO MUCH FOR EVERYTHING. I COULD NOT BE HAPPIER!"  
"WHAT WOULD WE DO WITHOUT YOU??"  
"I LOVE HOW YOU MANAGE - AND YOU ALWAYS GET IT RIGHT." "LOOKS SO MUCH BETTER!"  
"I LOVE HOW YOU WILL SIT IN TRAFFIC FOR 2 HOURS JUST TO MEET ME IN PERSON FOR 30 MIN!"  
"BEAUTIFUL!" "YOU ARE LIFESAVERS, SERIOUSLY..."  
"OUR PARTNERS LOVE WORKING WITH YOU GUYS."  
"WHAT A GREAT SUCCESS!" "YOU ARE OUR TOP MARKETING VENDOR."  
"YOU'RE A KEEPER!" "THANKS FOR ALL THE HARD WORK!"  
"THANK YOU AGAIN FOR THE AMAZING JOB YOU ARE DOING!"  
"I CAN'T THANK YOU GUYS ENOUGH. IT IS A PLEASURE WORKING WITH YOU!"  
"THIS IS SWEET!!! THANKS FOR ALL THE GREAT WORK!"  
"IT'S AMAZING THAT YOU NOT ONLY WORK FAST, BUT THE WORK IS GOOD!"  
"NOW THIS IS THE WAY A WEB SITE SHOULD LOOK LIKE!!!! FLASHY!"  
"YOU TRULY ARE AN EXTENSION OF OUR TEAM!"  
"GREAT WORK GUYS!" "MY BOSS'S BOSS'S BOSS LOVED IT!"  
"WOW...THAT'S CHEAP!" "THIS WILL HELP ME VERY MUCH."  
"BEAUTIFUL! THANK YOU FOR THINKING THROUGH THESE THINGS FOR ME."  
"VERY EASY TO WORK WITH." "THANKS AGAIN FOR SUCH A GREAT JOB!" "YOU ROCK!"  
"I COULD NOT EVEN TELL YOU WHAT YOUR VOICEMAIL GREETING SOUNDS LIKE."

# PROOF THAT OUR MARKETING WORKS. MAKE IT WORK FOR YOU.

1 877 675 8303 [hello@identitystudios.biz](mailto:hello@identitystudios.biz)

"THANKS FOR BEING SO FLEXIBLE."  
"I LOVE HOW I CAN EMAIL YOU AT 9 PM AND YOU REPLY TO ME AT 9:10 PM!"  
"YOU HAVE SAVED ME SO MANY TIMES!" "AWESOME!"  
"EXCELLENT WORK! YOU ROCK!!!!"  
"I REALLY APPRECIATE YOU GETTING THIS DONE IN SUCH A SHORT TIME FRAME."  
"THERE'S A TON OF POSITIVE FEEDBACK FROM THE TEAM ABOUT YOU GUYS."  
"YOU DESERVE THE BUSINESS - YOU ARE TRULY THE #1 MARKETING VENDOR IN OUR EYES."  
"WOW - WE'VE NEVER HAD THAT MANY REGISTRATIONS AT AN EVENT!"