

RETAINER OFFERINGS

Marketing & Brand

Boost your business with our tailored marketing & brand solutions! Drive growth, amplify brand presence, and engage customers through innovative strategies, compelling content, and data-driven insights. Elevate your brand today and achieve unprecedented success.

Brand Identity

Create or redesign your brand assets (logo, color scheme, fonts, etc)

EXPECTATIONS:

- Logo redesign/modernization
- Define color palette
- Choose modernized brand fonts
- Create a brand cheat sheet to keep all parties consistent with the new brand identity
- Social media branding & imagery
- Email marketing branding
- Branded PPT template
- Email signature design
- Update marketing brochures or other collateral
 - Create templates where applicable
- Business card design
- Branded virtual backgrounds for web calls
- Branded letterhead template

Brand Messaging

Crafting your company's communication strategy to convey its unique values, personality and value proposition to your target audience

EXPECTATIONS:

- Company Intro Statement
- Mission Statement
- Vision Statement
- Values
- Value Propositions

Web Design & Development

Designing or redesigning your web presence to be informative & effective to your business

EXPECTATIONS:

- Audit existing site (if any)
- Meeting - Client desires & needs
- Provide stylistic direction
- Information Architecture
- Full Design & Build

Marketing Collateral & Content Creation

Guidance & collaboration to establish the correct marketing asset for any situation

EXPECTATIONS:

- Capability Statement Design
 - Graphics (Social + Infographics)
 - Powerpoint Slide Decks
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Tradeshow & Event Design

Professional & custom displays that attract prospects to your business

EXPECTATIONS:

- Backdrops
 - Tablecloth
 - Banners & Miscellaneous Signage
 - Branded Podium
 - Programs
 - Promotional Product Alignment
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Company Videos*

Visual storytelling through stunning video and motion graphics services that captivate audiences, boost engagement, and leave a lasting impression

EXPECTATIONS:

- Understand goals and offerings of company
- Provide motion graphics where relevant
- Work with client to outline storyboard
- Produce logo animation
- Source video assets
- Provide final video to client for download & distribution

*SGA will provide up to 1 video per retainer term. Additional videos will be charged on an as needed basis.

Retainer offerings are committed to by client on a **6 month term** basis.

All offerings available on an a la carte basis with individual pricing.