



**Costello
Creative
Group**

Elite Affiliate of
NjMEP

SAVE THE DAY AND BE THE OBVIOUS SOLUTION TO YOUR CUSTOMER'S NEEDS

Manufacturing-focused Marketing & Modern Design That Drives Business Growth

Many manufacturers ignore their branding and marketing, which promotes a perception of them living in the past. This old-school way of thinking tends to push opportunity away.

You recognize your neglected creative marketing is a misrepresentation of your state-of-the-art process and technology, making you feel less confident, discouraged, and frustrated to settle for average while losing opportunities to your competitors.

In the manufacturing sector, average is everywhere, and you shouldn't have to deal with it anymore.



*Humans process imagery
60,000 times faster than text*

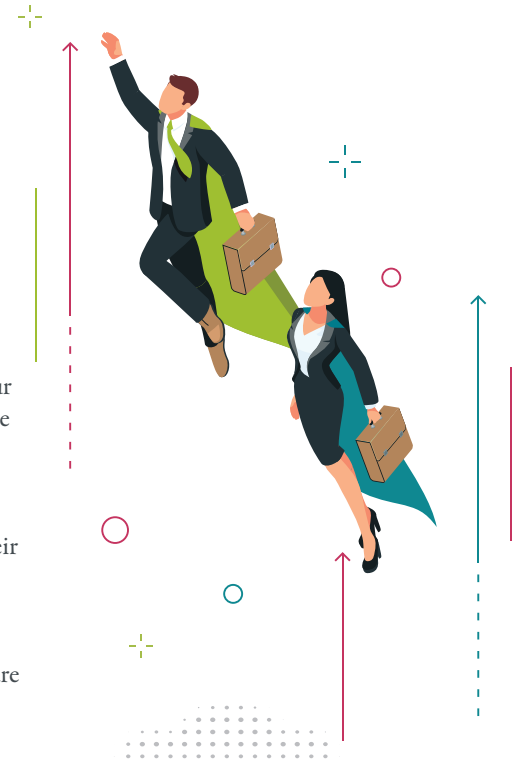
We understand how aggravating it can be to perform superficial acts of marketing, get little or no results and feel lost about what to do next which is why we've spent the last 9 years helping over 100 mid-market manufacturers make a difference.

By offering solutions to elevate and amplify our client's marketing and communications, they're able to increase their credibility, position themselves as thought leaders, and create a perception of innovation and future-thinking showing prospective customers they've got their finger on the pulse.

To save the day and come to your customer's rescue, they need to recognize your products are the obvious solution to their challenges. By taking the time to clarify your message, modernize, and align your creative marketing, you too can create a next-level brand experience and turn your customers into raving fans.

Our 4-step plan will guide you in establishing a strong brand identity that will help you create awareness, cultivate trust, demonstrate authority, and build long-lasting relationships.

If you're ready to grow your business and craft an unforgettable brand experience, **call 609.365.1910 or visit costellocreativegroup.com/contact** and talk to us today.



CREATE AWARENESS

Leverage multi-channel marketing to remain in front of your audience.



CULTIVATE TRUST

Craft an elevated brand experience inspiring confidence in your products.



DEMONSTRATE AUTHORITY

Position your brand as the thought leader and go-to expert in your industry.



BUILD RELATIONSHIPS

Forge lasting bonds with customers making them brand ambassadors.

YOUR MANUFACTURING MARKETING TOOLBOX

À la carte Solutions



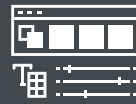
B2B BRANDING

- BRAND STRATEGY
- MESSAGING FRAMEWORK
- TAGLINES/SLOGANS
- ELEVATOR PITCHES
- LOGO DEVELOPMENT
- BRAND STANDARDS
- IDENTITY SYSTEMS
- DIGITAL ASSET SOFTWARE



WEBSITE DESIGN & DEVELOPMENT

- AUDITS
- ECOMMERCE SITES
- MARKETING SITES
- CONTENT CREATION
- USER EXPERIENCE (UX)
- SEARCH ENGINE OPTIMIZATION (SEO)
- HOSTING
- MAINTENANCE



GRAPHIC DESIGN

- PRESENTATIONS
- COLLATERAL
- TRADE SHOW EXHIBITS
- PRINT ADVERTISING
- INFOGRAPHICS
- SALES KITS
- PACKAGING
- MOTION GRAPHICS



DIGITAL MARKETING

- DIGITAL STRATEGY
- EMAIL MARKETING
- SEARCH ENGINE MARKETING (SEM)
- SOCIAL MEDIA
- CONTENT MARKETING
- LEAD GENERATORS
- SALES SEQUENCING
- NURTURING CAMPAIGNS

NOT SURE WHERE TO START?

Here are a few of our most popular pre-packaged branding solutions.

MESSAGING PLAYBOOK

- ✓ BRAND NARRATIVE
- ✓ MESSAGING FRAMEWORK
- ✓ ELEVATOR PITCH
- ✓ WIREFRAME HOMEPAGE

SALES FUNNEL

- ✓ WIREFRAME INTERIOR PAGES
- ✓ LEAD GENERATING PDF
- ✓ LANDING PAGE WIRE/DESIGN
- ✓ EMAIL SALES SEQUENCE

VISUAL BRANDING

- ✓ LOGO DESIGN
- ✓ TAGLINE/SLOGAN
- ✓ BRAND STANDARDS
- ✓ IDENTITY SYSTEM



CREATE A NEXT-LEVEL BRAND EXPERIENCE

Call 609.365.1910 or visit costellocreativegroup.com/contact and talk to us.

With accolades from the following organizations:



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