



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

*Industrial Manufacturing Messaging, Identity Systems, and Digital Experiences That Drive Business Growth.*

Many manufacturers and distributors are simply too busy to maintain their branding and marketing, which promotes a perception of living in the past. The inability to address this properly 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 industrial manufacturing sector, average is everywhere, and you shouldn't have to deal with it anymore.

**75%** of people say that a company's website is a direct reflection of its credibility and current state of business.

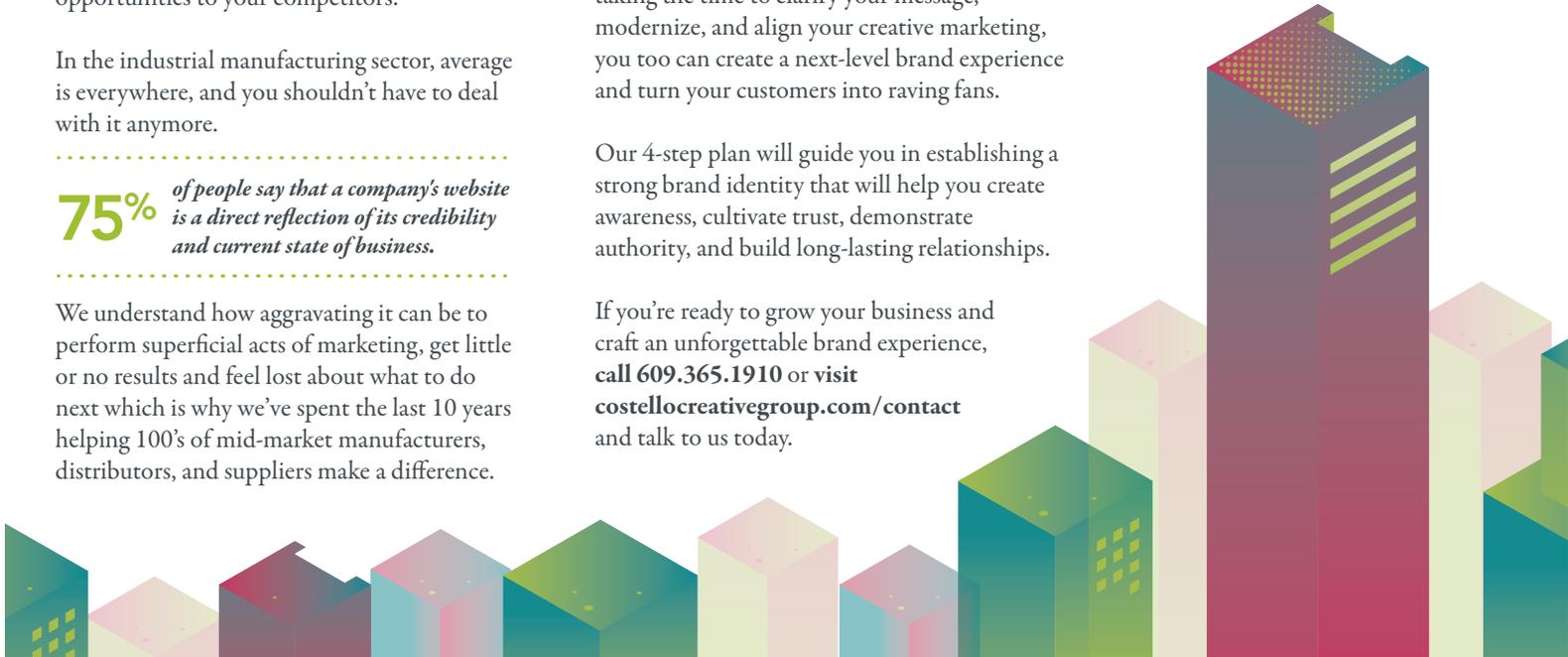
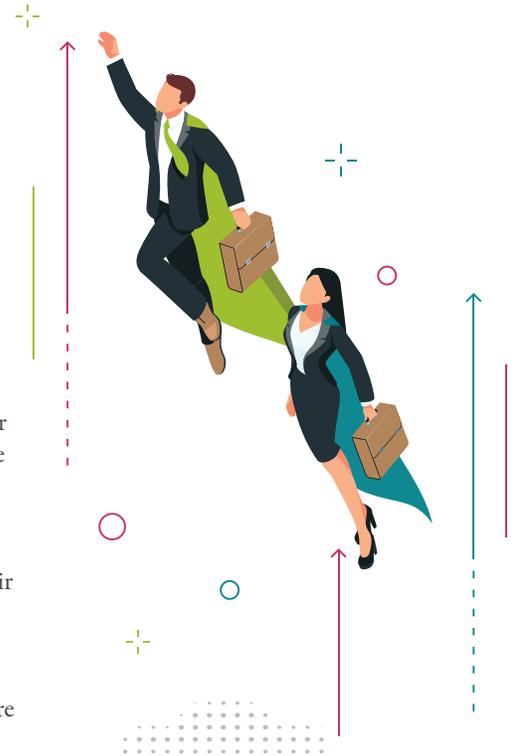
We understand how aggravating it can be to perform superficial acts of marketing, get little or no results and feel lost about what to do next which is why we've spent the last 10 years helping 100's of mid-market manufacturers, distributors, and suppliers make a difference.

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



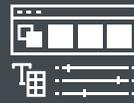
## B2B BRANDING

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



## WEBSITE DESIGN & DEVELOPMENT

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



## GRAPHIC DESIGN

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



## DIGITAL MARKETING

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

## NOT SURE WHERE TO START?

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

### MESSAGING PLAYBOOK

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

### SALES FUNNEL

- ✓ WIREFRAME INTERIOR PAGES
- ✓ LEAD GENERATING PDF
- ✓ LANDING PAGE WIRE/DESIGN
- ✓ EMAIL NURTURING 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](http://costellocreativegroup.com/contact) and talk to us.

*With accolades from the following organizations:*



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