

Partner with a results-driven agency

COMPANY INFORMATION FOR
PROSPECTIVE BUSINESS PARTNERS



WE CREATE Revenue

In one sentence, we've identified what many business owners value within their company's marketing efforts - revenue.

At Adams + Swann, we create revenue opportunities for your business through our advertising strategy and approach to digital marketing.

Many times, advertising and digital marketing agencies strictly focus on awards and creative.

Awards are great and so are big ideas, but if they don't help the client in any fashion, then the partnership can be one-sided.

In other situations, you may not understand the ins-and-outs of SEO or industry-specific marketing terminology.

And that is totally fine.

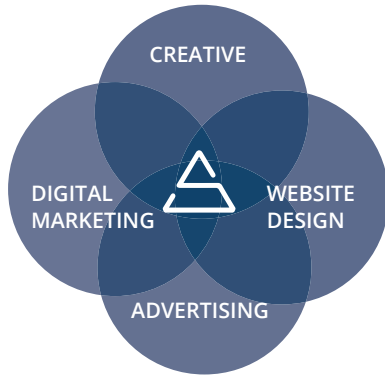
You hire an accountant for bookkeeping and tax purposes and an attorney for legal matters. In the same manner, you hire a marketing agency for all things advertising and marketing.

It's the job of the marketing agency to explain these items and how they relate to the overall advertising and marketing picture of your business.

As a business owner, you should not have to worry about your advertising and marketing.

Focusing on what you do each day will help you grow your business and a virtual marketing team will act as a partner for the heavy lifting of day-to-day strategy and tactics.

FOUR AREAS, One Focus



At the core of every project or digital marketing service, we keep our purpose in mind.

So within Adams + Swann, we divide what we do into four main categories - advertising, creative, website design and digital marketing.

All go hand in hand, and they deserve attention on a daily basis.

We've worked with business and individuals which range in size from a one-man attorney to a publicly traded company.

What we have found is most everyone struggles in the same areas when it comes to advertising and marketing.

- **Inconsistent messaging and story**
- **Outdated brand model**
- **Knowledge gap on digital marketing and contemporary practices**
- **Underperforming website**

From sales initiatives and integrated campaigns to SEO and content marketing, Adams + Swann is the solution for businesses who are searching for one company to handle all aspects of their advertising and marketing.

CREATIVE and BRANDING

In certain scenarios, businesses confuse advertising, branding and marketing.

Branding involves the emotional appeal of the way a customer perceives and interacts with your brand or product.

A brand is more than simply a logo and it encompasses many items that include collateral items, merchandise, customer service and most importantly - the relationship between the customer and business.

It also even extends into your company beliefs and culture.

Branding involves fonts, colors, design and other elements but it shares a symbiotic relationship with advertising and marketing.

A good brand will have an impact and customers may find it difficult to describe what drew them to it. But it is usually a combination of the aforementioned items.

Branding works with advertising and marketing to connect a certain style and feel of the company.

Creative services include:

- Brand Strategy
- Logo Design
- Graphic Design
- Business Cards
- Letterhead
- Merchandise

ADVERTISING

On the other hand, advertising is a marketing communication which involves paid media, strategy and planning.

This involves examining the buyer and market, crafting messaging, and an overall advertising strategy.

Advertising can drive brand awareness, messaging, sales and other values between a company and its prospects and customers.

Advertising services include:

- Advertising Strategy
- Media Planning
- Integrated Advertising Campaigns

WEBSITE DESIGN

A company's website should be the hub of all information and activity so it's important to keep up to date with contemporary design.

A great website will drive purchase and is a pivotal tool for prospects when searching for information on a product or service.

Think of it as the front door to your business, and where your buyers will go before ever engaging with your company.

In today's digital world, businesses cannot afford to have an online presence without a strong experience across all platforms.

After all, your website is how you communicate to customers and it should have a strong pathway to help them resolve their problems

Website Design services include:

- Website design and development
- Copywriting and web strategy
- Website Maintenance
- App and Integrations
- Hosting and maintenance

DIGITAL MARKETING



Digital marketing involves sales funnels and how you communicate with the buyer through their journey.

In simplest form, it is marketing using digital tools such as your website, email marketing, content, SEO, PPC and more.

At the top of the funnel, you should have a great amount of prospects who turn into leads and ultimately become customers at the bottom of the funnel.

Digital marketing takes a consistent effort, day-in and day-out and strategies are ever-changing as technology and behaviors shift.

Digital Marketing services include:

- Content Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Social Media
- Pay Per Click Advertising (PPC)
- Photo and Video

OUR APPROACH

At Adams + Swann, our approach is a hybrid of sorts that mixes time-tested principles with contemporary practices.

We've seen clients have great success with our monthly marketing packages and design services that have led to gains in revenue and brand awareness.

Our campaigns have generated record sales months for some clients, while others have landed major deals via their website which had new messaging and effective calls to action.

Partner with Adams + Swann today to recharge your brand and create online visibility to gain more revenue for your business.

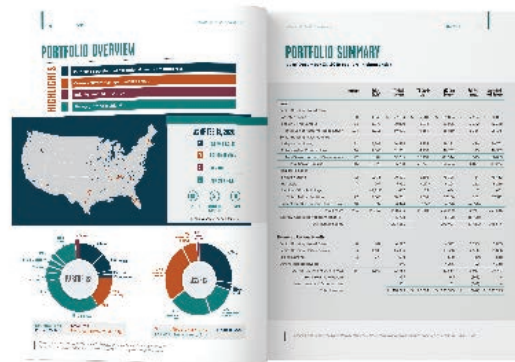
When partnering with Adams + Swann, you will gain:

- A results-driven, virtual marketing team
- Initial and ongoing strategy
- Access to creative and design services
- Messaging that resonates with your brand and audience
- Industry insight and trends
- Scheduled meetings and check-ins
- Monthly reporting
- Transparent pricing with no contracts

REVENUE IN MOTION

“Can’t say enough great things about Adams + Swann. They are wonderful to work with and their design work has taken our marketing to the next level. I highly recommend them!”

-National Health Investors



“Adams + Swann is truly a dream team! They made a website for our family farm that far surpassed anything we could have imagined. They were very patient while working with our unique farming schedule to make sure everything was just right. We certainly gave them a challenge and they handled it in the best way at every turn! I highly recommend giving them a call for any marketing needs you have. You will not be disappointed.”

-Hutchinson Farms



REVENUE IN MOTION

“Adams & Swann designed and created print materials for us and the response has been overwhelmingly positive. The team is very easy to work with and immediately matched their work to our vision and branding. Highly recommended.”

–Timber Home Inspection

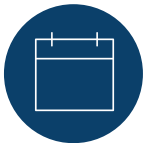


“Pete and Travis are great to work with! They’ve invested a lot of time learning about our business in order to present the most effective marketing strategy for our firm. They listen, work closely with our Marketing Committee, and provide a great service. We highly recommend them to anyone looking to market a product, grow their social media presence or increase brand recognition.”

–Dempsey Vantrease & Follis



SCHEDULE A MEETING



Discover

If you'd like to schedule a meeting to discuss first steps, contact Pete Adams at pete@adamsswann.com or call 615-809-1275.



Plan

We will discover insights regarding your business then design a plan to help you realize your advertising and digital marketing objectives.



Execute

We will put the plan into action with reporting and scheduled check-ins.