



SmartBrand is collaborative of affiliates
with decades of strategic and creative
success.

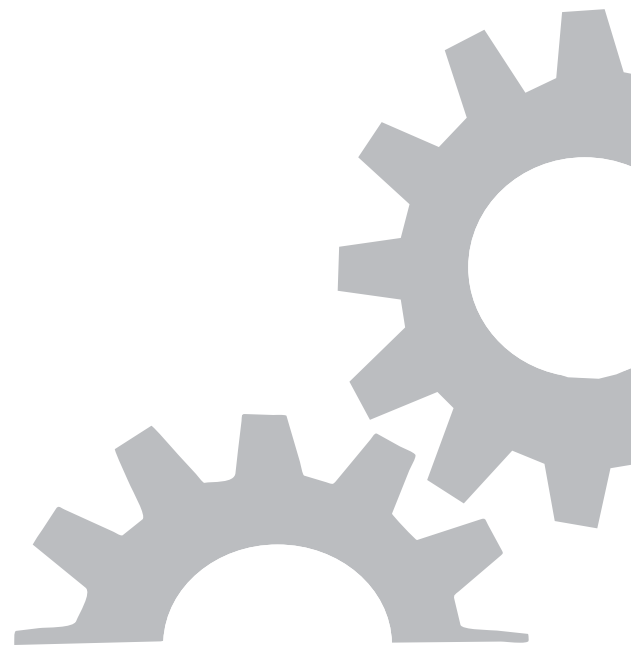
We'll show you how **SmartBrand** is a new way of thinking,
planning and achieving real results
for your marketing investment.

With Affiliates In:
Las Vegas & Reno, Nevada
Austin, Texas

web | SMARTBRAND.BIZ

blog | SMARTBLOG.WORDPRESS.COM

email | INFO@SMARTBRAND.BIZ





SMARTBRAND is a full-service marketing and advertising collaborative specializing on creating measurable gains for our clients. We direct a customized team and synergistic approach to advertising, public relations, special events and interactive/web development marketing.

▶ **Competitive Analysis / Market Positioning**

- Marketing strategy planning and analysis
- Budget development and implementation
- Media planning and placement

▶ **Integrated Communications Planning**

- Brand development and management
- Creative brief development

▶ **Creative Message Development**

- Complete corporate identity packages
- Collateral development: rack cards, flyers, brochures, signage, outdoor advertising email blasts, direct mail

▶ **Campaign Development and Execution**

- Print: newspapers and magazines
- Broadcast: radio and television
- Web banners
- Outdoor

▶ **Web & Interactive Media**

- Design (HTML and Flash)
- Custom coding applications
- Search Engine Optimization (Organic and PPC)

▶ **Public Relations**

- Media Relations (strategic planning/direction, database development, press release distribution, media pitching and training)
- Collateral: press and electronic-press kits, video news releases, email blasts, photography

▶ **Special Events / Promotions**

- Planning/coordination
- Event venue design
- Secure venue / contract negotiations
- Promotional planning and execution

Ask about our Referral Program:

connect4fivetm





oddlysquaresm

We're not your typical marketing/advertising agency.

Our "oddly square" approach teams you with the most effective collaborative of marketing and creative professionals - at your fingertips. We deliver a unique, collaborative approach grounded in real results.

Together, we can tackle any marketing challenge -without the overhead and bureacracy of many traditional marketing and advertising agencies.

Our expertise in tradtional marketing strategies and techniques is backed by decades of experience. Our passion for creating innovative, interactive marketing campaigns enables us to fully utilize today's technology and trends.

Every campaign is carefully measured to ensure you understand the value of your investment.

Our clients agree that being "oddly square" is an ideal combination.

You will, too.

- > **Strategic Marketing Planning**
- > **Brand Development / Management**
- > **Creative Services**
- > **Media Production & Distribution**
- > **Sales Development & Optimization**
- > **Results Tracking and Reporting**



smartblog.wordpress.com | smartbrand.biz