



AGENCY OVERVIEW

Understanding how marketing aligns with your business goals shouldn't be a mystery. That's why we deliver measurable results that demonstrate in real-life terms how our ideas and strategies help our clients grow. The following overview highlights services and strategies we recommend to our clients based on their business goals.

OUR SERVICES

Key Message Development

Our first step in creating a marketing plan is to engage in a discovery process called brandscripting to develop foundational messaging for our client's website, blogs, social media, ads and other marketing tools. Through a series of short surveys, meetings and discussions, we will explore business goals, distinctives, target audiences and definitions of success. We will then develop the messaging and marketing strategies to achieve those goals.

Visual Brand Package

We develop clear and memorable visual brands that will resonate with your customers and establish your company as a thought leader in your industry. A visual brand package typically includes a logo design in a variety of formats, brand guide, business card template and letterhead design.

Business Startup Marketing Package

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Blogging

Blog posts are the most effective way to drive new visitors to a website who are searching for information related to the services you provide. We develop engaging blog content that delivers valuable information, builds credibility and establishes our clients as industry thought leaders. Our focus on highly searched topics and SEO consistently drives organic website traffic. Blogs posts are also great content for email marketing and social media.



Social Media

We help grow our clients' social media presence, specifically creating content to build community and engage followers. Strategies include audience building, creating original posts, sharing relevant posts, account monitoring and reviewing analytics.

Reputation Management

A great way to enhance your online credibility is to receive 5-star Google reviews from customers. As part of our services, we create, manage and optimize your Google Business profile by responding to reviews and making sure your information is up to date. We also develop and recommend strategies to ask satisfied customers for reviews through email marketing campaigns and other tools.

Email Marketing

With an estimated ROI of \$36 for every \$1 spent, the ability to communicate directly with your customers may be the most valuable marketing tool you own. We will design, develop and implement targeted email campaigns that deliver timely and useful information to build loyalty, trust and drive action. We also focus on segmenting audiences, list management and implementing automated campaigns. that will build trust and stronger customer relationships.

Digital Advertising

We use digital advertising to build brand awareness and increase relevant web traffic. Through strategic paid advertising, we ensure our clients maintain their competitive edge and reach their goals. We may recommend digital advertising strategies on Google, Meta (Facebook), TikTok or LinkedIn.

Website Design and Development

Whether you need to optimize an existing website or develop a new one, we can help you develop a website that aligns with your business goals. For new designs, we ensure that your website is responsive on all devices and easy to use by visitors and administrators. We will optimize all content to increase the visibility of your website in online searches and increase engagement with your content. We can also help with website migration, hosting and maintaining plugins and domains.

Graphic Design

We provide graphic design services for print, digital and other projects as needed.



Search Engine Optimization (SEO)

We write and analyze website and blog content to improve visibility of your website content in online searches. As part of this process, we research relevant keywords. We also provide recommendations to enhance existing content and stay up to date with the latest technology and search tools.

Podcast Production

We provide full-service podcast production, management and promotion. From helping with concept and format to professional recording and final editing, we provide podcasts that sound great and are sure to engage your audience.

Public Relations

We help our clients stay top of mind as an expert in our community through strategic public relations strategies. From promoting upcoming events to sharing important announcements, we help you share your story through local and regional news and publications.

Event Promotion

For our clients who host local, statewide or regional conferences and events, we recommend a variety of strategies including social media, email marketing, public relations and other digital advertising to promote and increase attendance at events. We can also develop event marketing materials including invitations, signage, printed or digital programs.

Additional Content Development

In addition to blogging, social media and website content, we help our clients create engaging content to be used in printed or digital collateral such as palm cards, posters, etc. We also write and develop case studies, conduct interviews for articles featuring testimonials and write articles for community and trade publications or magazines.

Print and Digital Publications

We provide complete editorial and design services for both printed and online publications and conference materials. This includes writing, editing, layout and design, publication management as well as printing and delivery.

Videography

We create, write and produce video projects ranging from broadcast and online advertising campaigns to training videos and high-end award recognition presentations.



WHY FIORE?

Established in 2001, Fiore Communications is a full-service marketing firm with a distinctive core skillset of creating and delivering engaging content across all platforms and media. Everything we create is designed to motivate target audiences to take a desired action. We believe our firm should be measured by one standard — the success of our clients, and we are passionate about finding creative, practical solutions to build long-term success together.

We provide a comprehensive report and online analytics dashboard that provides monthly and historical performance data that is easy to understand. You will see how every dollar is spent and we will provide insight on data points that are important to your goals.

When you partner with Fiore Communications, you receive more than just the tasks agreed to in a marketing plan. As your agency, we are proactive in seeking opportunities to enhance your brand and grow your business. Our team also researches the latest industry trends and best practices related to AI tools and adjusts our strategies for clients as needed.

CONTACT INFORMATION

For any additional questions or information, please reach out to Dave Fiore at 850-660-0510 or dave@fiorecommunications.com, or visit fiorecommunications.com.