

# Capabilities

**ultraviolet**

marketing at a higher frequency

# what we do

ultraviolet is an expert marketing agency that believes great work deserves to be seen and celebrated and we know how to build a brand blueprint that can make that happen. We develop and execute tactical strategies that connect the dots between your story, expanding community and inspired content. We are committed to increasing your industry influence so you can keep building your business and honoring your vision.



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# how we work

Ultraviolet works with your executive leadership, marketing and sales teams to develop a strategic digital marketing plan that aligns with your growth goals.



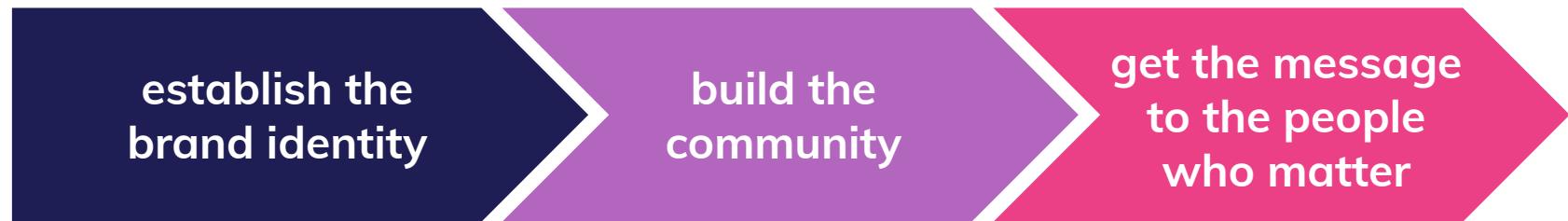
→ Ultraviolet will work with you to get a full understanding of who you are and where you want to go.

→ Then, we'll develop a multi-platform, layered plan of action to elevate your plan and get you where you want to go.

→ Once we've ironed out the details, leave the execution to us so we can focus on what you're passionate about.

# the process

we launch your digital marketing plan with an integrated approach to social media, inbound marketing and public relations.



→ Provide clarity and direction to clients trying to be seen and heard in a noisy space

→ Tactical strategy to attract attention and earn loyalty.

→ Confidence in professional output and freedom to focus on craft instead of content

# first steps

Often a brand audit and blueprint are needed to provide clarity and direction before beginning our monthly work. These documents drive the goals and keep all parties on track.

## establish the brand identity

**the value:** Provide clarity and direction to clients trying to be seen and heard in a noisy space.

### service: brand audit

- Understand scope of products and services
- Understand current audience vs. ideal audience
- Where are you and where do you want to go?

### service: brand blueprint

- Goals and benchmarks for products and services
- Establish key differentiators and positioning
- Identify opportunities for campaigns and launches
- Consult on strategy for execution (content, events, connections)

# the work

Once your digital marketing blueprint is complete, we work together to translate those insights and recommendations into a goals-driven work plan that drives site traffic, engagement and conversions.

## includes:

### **content marketing**

Our team develops content that attracts your ideal customer and includes video, blogs, downloads, and site content. This content is ideal for social sharing, is often deployed as part of paid, digital ad campaigns and has high SEO value.

### **inbound marketing**

Our certified inbound marketing specialists funnel MQLs (soft leads) into drip email aka lead nurturing workflows that can be integrated with sales tools.

# work continued...

## **social media**

We cultivate and grow your audience through consistent, relevant, authoritative content and connections.

We promote your high-level marketing goals through social media campaigns.

We cultivate high value connections and relationships to foster partnership opportunities for content and increased engagement in target audiences.

## **influencer marketing and partnerships**

We expand reach and authority through co-marketing campaigns with social influencers in your target markets.

# the boost

Once your work plan is in place and delivering results, ultraviolet can help you to maximize your presence with cross-platform campaigns for your events and product launches.

## added value as needed

### service: event execution

- Sourcing speaking and sponsorship opportunities
- Courting strategic attendees and making introductions
- Event collateral
- Pre- and post-event PR
- Live social during event
- Attendee follow-up strategy

### service: campaigns

- 360 cross-platform campaign plan: messaging, positioning, identify influencers and partners, digital elements, PR, etc.
- Execute the plan

# get started

ultraviolet works in several ways: monthly retainers, projects and consulting. We are an extension of your internal marketing team, your exclusive marketing vendor or a resource for consulting. Our services can be integrated or stand alone.

## strategy & implementation

- marketing strategy blueprint
- website & seo audit
- social media audit
- content audit
- social media content calendar
- blog editorial calendar
- hubspot lead generation

## copywriting & design

- blogging
- social media copy
- website copy
- digital assets: case studies, ebooks, lookbooks, spec sheets, product guides, infographics

## brand growth

- influencer marketing
- social media engagement
- media relations
- team & customer interviews
- co-marketing

Contact [jen@ultravioletagency.com](mailto:jen@ultravioletagency.com) for a quote.