

PHOENIX AGENCY'S
Complete
Approach to
Growing Your
Business.



PHOENIX
AGENCY.CA

UNLEASH YOUR BRAND,
CONNECT WITH CONSUMERS.
AMPLIFY YOUR SALES.

eBook # 1

PHOENIX AGENCY'S COMPLETE APPROACH TO GROWING YOUR BUSINESS.

TABLE OF CONTENTS

Case Studies	02	Chapter 5 Connect	20
Our Process (Flow Chart)	03	5.1 Content Design	21
Chapter 1 The Hybrid Agency	05	5.2 Content Deployment and	
Chapter 2 Understand	08	Marketing Automation	23
2.1 Consultation	09	Chapter 6 Measure	25
2.2 Research and Analyze	11	6.1 Analytics and Adjustment	26
Chapter 3 Position	12	Chapter 7 Maintain	27
3.1 Marketing Strategy Development	13	Fostering Relationships	28
3.2 Campaign Planning and		7.2 Creating Brand Ambassadors	29
Recommendations	14	About Us	30
Chapter 4 Brand	15		
4.1 Brand Alignment	16		
4.2 Channel Development and			
Conversion Rate Optimization	18		

PHOENIX AGENCY'S COMPLETE APPROACH TO GROWING YOUR BUSINESS.

CASE STUDIES

Launch Online Magazine/Portal
• **PHOTO ZOOM**

[view](#)



Developing a social media strategy for a global forum

• **SIMN**

[view](#)



Selling through a dealer network
• **MOTOROLA**

[view](#)



Rebranding a community
• **KLEINBURG**

[view](#)



Launching an American retailer into Canada
• **OFFICE DEPOT**

[view](#)



Deploying a contest
• **YORK SCENE**

[view](#)



Executing a guerrilla campaign
• **OWN YOUR LOCAL COMMUNITY:
RUGCUTTERZ DANZ ARTZ**

[view](#)



Developing a branded sports blog
• **PROS GIVE BACK**

[view](#)



All case studies can be found at www.phoenixagency.ca



PHOENIX
AGENCY.CA

OUR PROCESS

flow chart

The goal defines the strategy. The strategy defines the objectives. The objectives define the tactics. Knowing which marketing components to use, and when to use them, is vital to achieving your organization's business goals.



CONSULTATION

Thorough review to help us understand your business, goals, and challenges.

- Define goals
- Talk to employees and customers
- Review existing advertising and marketing
- Identify potential challenges
- Identify competitive landscape
- Estimate budget



RESEARCH AND ANALYZE

Understanding your customer and your business in order to reach your objectives.

- Analyze competitive landscape
- Consumer research
- Concept/theory testing
- Define keywords



CREATING BRAND AMBASSADORS

The most effective assets your brand can have are ambassadors.

- Social media engagement
- Brand experience oriented events
- Special promotions
- Loyalty clubs



FOSTERING RELATIONSHIPS

Developing profitable and lasting relationships with your customers.

- Capture prospects' contact information
- Follow up auto responders
- Lead nurturing
- Follow ups with existing clients



ANALYTICS AND ADJUSTMENT

Identify and adjust for the specific message that is hitting the sweet spot.

- Decide KPI and track
- Google analytics
- Cost analysis
- Messaging adjustments
- Status reports to client





MARKETING STRATEGY DEVELOPMENT

Developing a campaign focus that delivers your core brand message straight to the hearts and minds of your target consumers.

- Brand positioning
- Marketing strategy
- Set objectives



CAMPAIGN PLANNING AND RECOMMENDATIONS

Planning the logistics of the campaign and presenting the concept to the client.

- Establish timelines
- Establish final budget
- Define campaign milestones
- Review strategy and plan with client



BRAND ALIGNMENT

Ensuring that your target demographic will have a positive perspective of you.

- Define creative direction
- Enhance brand creative elements
- Align existing material with creative direction



CONTENT DEPLOYMENT AND MARKETING AUTOMATION

Getting your branded content in the hands of consumers at the right time in the sales cycle.

- Social media deployment
- Traditional media
- Influential bloggers
- Public Relations
 - Online press releases
 - Local media press releases
- Landing pages
 - Capture lead information
- Web marketing
 - Pay-per-click
 - Display ads
 - Re-marketing/re-targeting
- Email campaigns
 - Database management
- Mobile ads and apps
- Experiential and event marketing



CONTENT DESIGN

When delivered to the right audience at the right time, an engaging call-to-action will lead to a sale.

- Case study development
- White paper development
- Social media material
- E-Zines and eBooks
- Webinars
- Blog articles and video blogs
- Podcasting/YouTube
- Traditional media material



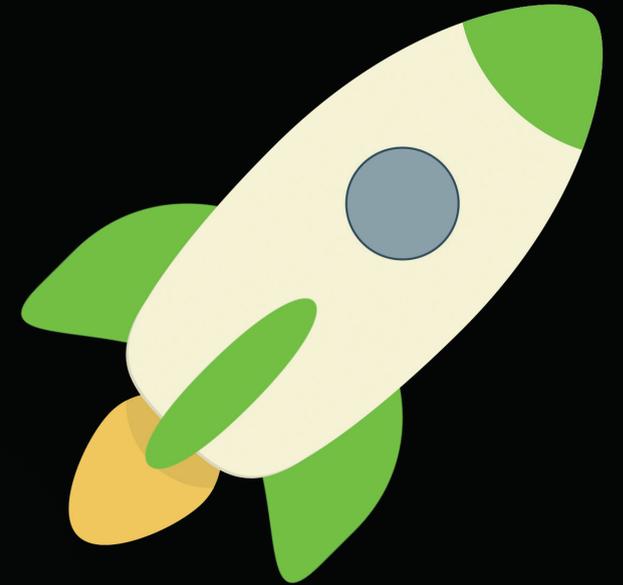
CHANNEL DEVELOPMENT

Elevating your brand to occupy the space it needs to be in, when it needs to be there.

- Optimize keyword usage
- Local search optimization
- Enhancing digital platforms
- Optimize websites for mobile and tablet
- Enhancing social media platforms
- Developing channels for traditional media material

Chapter 1

THE HYBRID AGENCY



Chapter 1

THE HYBRID AGENCY

We combine the “old” with the “new” to ensure marketing success.

We at Phoenix Agency understand the challenges your business faces. We have worked with, and corrected, the same challenges that you face as a company leader. Development and execution of a sound marketing strategy is usually all it takes to address challenges such as market share decline, decreasing sales, and margin erosion; however, many businesses do not have the marketing knowledge or the capabilities needed to solve these problems internally. This is becoming increasingly more difficult each year, due to the fact that traditional methods for marketing goods or services are giving way in light of recent shifts in the way people communicate. There are many complex moving parts to an effective



people communicate. There are many complex moving parts to an effective marketing strategy and it takes a dedicated team with an understanding of each piece in order to develop and execute.

If you are aware of the media landscape in today's era, it's easy to see that the world is changing at an exceptionally rapid pace. Consumers are sick and tired of being pounded over the head by companies telling them what to buy; they would much rather seek out solutions themselves before engaging in two-way dialogue with the company of their choice. Consumers have now begun to define the relationship they have with the media and messaging around them and they are looking for a much less abrasive and a much more human interaction from businesses. Companies that are willing to adapt to this societal shift by embracing the change and becoming a part of it are rewarded substantially.

Inbound marketing is a new principle of marketing designed to have the consumer find you when they need you. This approach shifts gears from the old marketing methods of trying to be the loudest voice and focuses on being the right one at the right time. Inbound marketing techniques allow businesses to

invest in tactics that have a higher potential to generate quality leads and is all about allowing your business to occupy a space where you know consumers are readily looking for the information you are providing. There are many different complex components to inbound marketing, and it takes a strong understanding of traditional marketing theory and knowledge of each technique in order to achieve success for a business.

We at Phoenix Agency are all about combining traditional marketing theory with new technology and consumer trends. We call ourselves a hybrid agency – we have the traditional components and marketing knowledge of a full service advertising agency and the capability to flawlessly plan and execute inbound marketing techniques. With over 30 years of experience, we have seen the world of marketing communications grow into what it has become today, and have studied it extensively. We have embraced the rapid advances in both technology and social communication and harnessed their potential through fundamental marketing knowledge and process. This short eBook will outline the process that we use to ensure success for your business.

Chapter 2

UNDERSTAND

**UNDERSTANDING IS THE BASIS TO
OUR MARKETING SUCCESS.**

- Consultation
- Research and Analysis



Chapter 2.1

CONSULTATION

This is the best way for us to establish your goals and understand your brand.

The first step in the engagement of our service is to sit down with you and let you do the talking. Through detailed consultation we establish a firm understanding of your organization and your goals.

Once we understand the details of your business, products and/or services, we want to go further and understand your corporate culture through site visits and speaking with your employees as well as your customers to understand your target audience. From there, our team will begin reviewing the competitive landscape and potential new streams of revenue to identify trends and opportunities.



This is the best way for us to start bringing our fresh ideas to the table.

There is not one concrete “marketing template” that can be applied to every business. We need to establish a complete understanding of your organization and all that surrounds it in order to develop a strategy that will achieve your business’s goals.

We understand marketing because we understand people. Keeping this mentality, we ensure that before strategic planning and development begins we have a complete image of who you and your customers are, what you want to achieve, and what competitive advantages have the potential to remain sustainable when applied in the correct way.

In this area we also identify core marketing necessities such as your budget, resources, and contracts.



Chapter 2.2

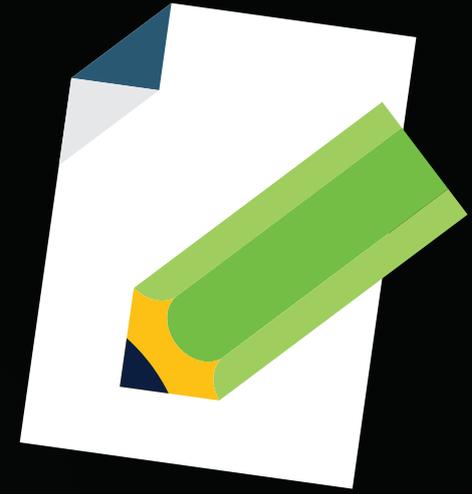
RESEARCH AND ANALYZE

Measure twice, cut once. Effective market research will ensure an effective campaign.

Just like people, organizations often miss opportunities that are right in front of them because they are transfixed on the day to day routine. Each of our market research initiatives are planned and executed to solve specific marketing challenges; however, they often reveal beneficial information to our clients that they never even considered before.

Once we have established an understanding of your business and your objectives, we can begin to develop, test, and analyze theories to determine the most effective way to position your brand and connect it with your target audience, based on your marketing budget. This stage often involves a more direct approach to market research aimed at testing and challenging basic hypotheses about your brand's existing relationship with a target audience in order to narrow in on the strategy that will achieve your desired business results.

Chapter 3



POSITION

STRATEGY DEVELOPMENT AND CAMPAIGN PLANNING GO HAND IN HAND.

- Campaign planning and recommendations and analysis
- Marketing strategy development

Chapter 3.1

MARKET STRATEGY DEVELOPMENT

Develop a campaign focus that delivers your core brand message straight to the hearts and minds of your target consumers.

After we have established a firm understanding of your business, target customer, and the competitive landscape, a unique marketing strategy is then crafted to position your brand. Based on our knowledge and findings, the marketing strategy will define your brand's voice and serve as the campaign's guiding blueprint tying all aspects of the campaign together to achieve your business objectives. Everything from core messaging to each individual tactic will be defined from the outset in one plan. Supported

by empirical evidence from the market research phase, the strategy we design for your organization is unique to your business. It draws from your core brand elements to both enhance and propel them to have the greatest possible impact and connection with your target audience. This strategy will deliver your core brand messaging straight to the hearts and minds of your target consumers driving them to action and then fosters a continuous positive relationship with your brand.



Chapter 3.2

CAMPAIGN PLANNING AND RECOMMENDATIONS

Plan the logistics of the campaign and present the concept to the client.

This is the area where initiatives start to come into fruition and the ball gets rolling. Our recommendations begin with an outlined visual of your long term goals and the marketing strategy we will use to reach them based on your proposed budget along with any recommendations to enhance the impact with additional funding. Identifying the right objectives for a business is the best way to ensure consistency in all marketing initiatives; they act as a constant reference that contextualizes everything that will need to be done. At this point, we will establish the final campaign budget, review timelines, and highlight specific milestone points for key developments in the campaign. Once the campaign road map and timelines are understood, the design and development begins.



Chapter 4



BRANDING

YOUR BRAND IMAGE DIRECTLY INFLUENCES HOW YOU WILL BE PERCEIVED BY CONSUMERS. YOU MUST DEFINE IT.

- Channel development and conversion redesign
- Brand alignment

Chapter 4.1

BRAND ALIGNMENT

Ensure that your target demographic will have a positive perspective of you.



In this stage, we ensure that all of your brand's current elements are working in cohesion with your marketing strategy and brand's core positioning. Your brand is a sensory embodiment of everything your organization stands for and its value to consumers. Your image directly influences how you will be perceived by consumers –

everything from who will connect with you to how much value do they place on your products and services. The implications of your brand's design, color palette and general imagery go beyond attractive aesthetics. People will assign false perceptions of who you are and what you stand for if your brand imagery is disassociated with your

company values. Additionally, each demographic has a specific outlook, so we ensure that when we modernize your design, we maintain the integrity of who you are and can assure that your demographic will have a positive perspective of you. Visual and verbal language is a powerful tool, when used correctly; it can convey value in an enormous way. We ensure that every aspect

of your brand is aligned to convey a coherent message of who you are and what you are all about. When all these elements are working together they can have a powerful impact on your ability to attract the right audience and convert them into customers.



Chapter 4.2

CHANNEL DEVELOPMENT AND CONVERSION RATE OPTIMIZATION

Elevate your brand to occupy the space it needs to be in, when it needs to be there.

This is the phase where we develop and enhance the necessary channels and platforms needed in order to make a connection with your target consumer. In tune with inbound marketing principles, this conversion redesign phase is meant to ensure your brand is occupying the channels it needs to and that these channels

are optimized to achieve results. We achieve this through a variety of market research, search engine optimization, and local search techniques.

The channel development and conversion redesign process is intended to take your existing value and increase its visibility for the right consumers to see. If your web presence needs a lift, we will fill in the gaps for you and create consistent content that can be accessed on both smart phones and on tablets. These optimizations are based on our initial evaluations, and with your approval, will be implemented strategically to fall in line with your brand values.

There are many different ways to examine a category and see what different people are searching for when looking for similar products or services. With our help, websites, search engines and local directories can all be optimized and transformed into tools that leverage your business and push it further into the web lexicon. We handpick the most popular phrases applicable to your business

and apply them in to the equation. This is a tactic used to qualify your leads and get the right eyes on your brand.



Chapter 5



CONNECT

POWERFUL CONTENT DISTRIBUTED THROUGH THE RIGHT CHANNELS AT THE RIGHT TIME IS THE KEY TO BUILDING A RELATIONSHIP BETWEEN YOUR BRAND AND YOUR TARGET AUDIENCE.

- Channel development and conversion redesign
- Brand alignment

Chapter 5.1

CONTENT DESIGN

When delivered to the right audience at the right time, an engaging call-to-action will lead to a sale.

This phase is where we start to develop valuable content for your consumers. The value of this content is determined through market research on your persona's demographic and psychographic information.

First we want to understand exactly what it is your consumers are looking for and then we begin crafting our messages around them to create a natural fit. There are numerous ways to present your consumers with valuable content – many of them stem far beyond simply informing them of your product /services and their value.

It's a strong tactic to create a dialog for consumers so that they are in a position where they can discover your value themselves. Two way dialogs in themselves will also increase this value.



There are various channels of communication that can be utilized to full advantage on the internet. Blogs, e-books, webinars and podcasts are all tools that can be used to add a personalized touch many businesses are missing in today's climate.

These elements in combination with clear, engaging calls to action, ensures that your company stays on the cusp of advanced communication. If the calls to action on your existing media need to be adjusted to fall in line with new messaging and the overarching campaign goal, we will ensure consistency.

All content should appeal to a specific audience by providing them with a solution at the right time in the sales cycle.

Chapter 5.2

CONTENT DEPLOYMENT AND MARKETING AUTOMATION



Get your branded content in the hands of consumers at the right time in the sales cycle.

Our marketing automation is a pipeline of targeted content designed to provide your persona with highly relevant messages that generate quality leads. We ensure that content provides value to an audience by delivering a solution when they are looking for one. The end goal of this system is to provide your company with healthy, long-lasting relationships with your prospects and existing customers.

We will tackle the digital space using a combination of pay-per-click ads, and visual display ads that will be placed on sites and domains that are relevant to your

target persona. Search engine optimization on local directories will also increase your visibility by draining the pool of competition to just local competitors. The internet can be a very crowded space, so we like to rely on tactics that have the capacity to be highly targeted in nature. The more specific we can get the better.

In addition to our marketing tactics on web, mobile, and select traditional platforms – our agency also has a wide range of media connections. We will ensure that your brand is reinforced with credibility through use of key influencers in your category. This includes press releases to local media and online outlets in addition to attracting reputable and influential bloggers in your category.

Other, more advanced content deployment techniques include videos on demand and mobile apps. These features get your branded content in the hands of consumers at the right time in the sales cycle.

Our automation system is not purely for messaging and advertising, we also ensure you will have the future assets to keep the momentum of your campaign going. We are able to create landing pages that capture valuable information, where it can be easily accessed to manage the relationship with your prospects at later dates.

Consumers have grown to become wary and suspicious of abrasive marketing tactics seen on the web and through traditional outlets. Our marketing automation is a spectrum of tools designed to subtly lead into one another and reinforce the overall message of the campaign. This is an important distinction to make because in order to build credibility, consumers need to receive positive perceptions from more than one source and in more than one way.

Chapter 6



MEASURE

THE ABILITY TO ASSESS AND MEASURE THE IMPACT OF A CAMPAIGN AND ENHANCE MESSAGING IN REAL TIME IS THE KEY TO DELIVERING MAXIMUM RESULTS.

- Campaign impact assessment

Chapter 6.1

ANALYTICS AND ADJUSTMENT



These indicators allow marketers to understand what specific message is hitting the sweet spot.

Analytics are the key to measuring the scope of a campaign's success; but more than that, they are indicators that allow marketers to understand what specific message is obtaining the best results. The process of interpreting analytics begins once the campaign launches and continues indefinitely. Once we have unearthed some data, we can study your consumers' behavior and draw connections to a corresponding marketing initiative. This will allow us to better understand your consumer; from there we can increase your success rate by adjusting the campaigns to maximize results.

Chapter 7



MAINTAIN

OUR CAMPAIGNS ARE DESIGNED TO PROVIDE BRANDS THE ABILITY TO CONNECT WITH THEIR CUSTOMERS, MANAGE THE RELATIONSHIP, AND ENHANCE THEIR EXPERIENCE.

- Fostering relationships (Instant customer)
- Creating brand ambassadors

Chapter 7.1

FOSTERING RELATIONSHIPS

We develop profitable and lasting relationships with your customers.

The conversion process does not end with the first transaction. It is much more profitable to sell and up-sell to your current customers; that is why the final step in our process is to continually maintain the cycle of connecting and building your brand's relationship with your prospects and customers. The most successful businesses are able to develop strong, long-lasting relationships with their consumers. A company that takes pro-active measures to validate its consumers is more likely to see a

return in sales. We will implement a system for your business that will allow you to easily regulate outgoing messages to your customers and prospects. There are several avenues we will pursue: we gather information to develop databases, and then we develop automated messages that relay any important updates about the company. Investing time to foster relationships with your consumers will lead to profitable results.



Chapter 7.2

CREATING BRAND AMBASSADORS

The most effective assets your brand can have are ambassadors.

Word of mouth promotion is arguably the most powerful marketing tool a brand can use. Creating and encouraging brand ambassadors is the final phase to our approach and is an important ongoing process. With a human to human outlook on marketing, we are able to add a customer service element to your organization that is centered on pleasing customers and encouraging them to promote your brand to their friends and family online and in their day to day lives. We utilize all channels at our disposal, such as social media and brand experience oriented events, in order to build upon the relationship between your brand and your customer base. Helping to keep your customers engaged, and turning those customers into ambassadors, can only be done through ongoing down to earth interaction. This interaction is accomplished through attentive listening and a keen understanding for the wants and needs of your customers. It's our specialty, and it achieves results.



About Us

We pride ourselves on thinking ahead of the curve. We enjoy pushing conventional marketing expectations, and exploring exciting new avenues for growth. Everything we know about business has come directly from over 30 years of experiences – we have taken these experiences and have used them as the backbone for all of our marketing plans. Every decision that we make comes from a foundation of tested knowledge.

Over the past 30 years, we have expertly crafted digital, social, and traditional advertising campaigns that have proven to cut through the clutter and deliver powerful, impactful messages. We are well connected in the marketing community, and have configured our agency internally so that it's best suited for the advertising world of today. We prioritize market research and use data combined with marketing intuition to deliver transformative results for our clients. We find opportunity where others miss the point, and we are never afraid to ask the important questions.

Our key insights and understanding of the changing landscape of this industry has been demonstrated countless times to our numerous clients and partners, and are reinforced through our various case studies. Our goal is to help you cut through the clutter to reach your customers and drive them back to you.



Ross Marin

905.660.6655 ext. 1243

A NEW BREED OF AGENCY REDEFINING MARKETING FOR A NEW WORLD

A stylized phoenix logo on the left side of the card, rendered in a gradient of yellow, orange, and red. The bird is shown in profile, facing right, with its wings spread upwards and its tail feathers flowing downwards. The logo is composed of smooth, curved shapes that create a sense of movement and fire.

PHOENIX

AGENCY.CA



Call Ross @ 905.660.6655 x 1243

151 Corstate Avenue | Concord, ON, | L4K 4Y2

phoenixagency.ca