

the waterfront agency

SERVICES

In addition to general marketing communications consulting, The Waterfront Agency offers the following services a la carte or as part of a package. With our global strategic experience in building world-class brands - and our economical guerilla approach to helping local up-and-coming start-ups as well as successful entrepreneurs - we can put together an affordable program that takes your business where you want it to go quickly. Here are just a few of the tools we can provide to achieve just that:

Corporate Branding	Traditional Advertising	Digital
✓ Market research	✓ Corporate brochure	✓ Websites
✓ Competitive analysis	✓ Product brochures	✓ Search engine optimization
✓ Marketing strategy	✓ Small brochures	✓ Landing pages
✓ Corporate logo	✓ Print ads	✓ Google analytics
✓ Tagline to go below logo	✓ Direct mail programs	✓ Targeted Email programs
✓ Mission statement	✓ Corporate videos	✓ Social media management
✓ Business cards	✓ Product videos	✓ Event networking
✓ Stationery	✓ Billboards	✓ Street marketing
✓ Corporate philosophy	✓ Bus shelters	✓ Loyalty programs
✓ Corporate biographies	✓ Transit advertising	✓ Online contests
✓ Business plans	✓ Radio commercials	✓ Viral campaigns
✓ Powerpoint shows	✓ TV commercials	