



Services:

Comprehensive Agency Solutions
for Strategically Growing Brands

Brand Identity

Think of us as the storytellers of your Brand. We listen to understand your core business objectives, both from your perspective and your customers', then develop a set of comprehensive solutions to help you tell the right story, at the right moment, to the right people.

Visuals are certainly a part of the package, but we don't stop there. Our philosophy of Branding extends to every area of your business, both internal and outward-facing aspects. *We believe every brand interaction tells a story. What's yours?*

- Strategic Planning
- Visual Brand Development
- Marketing Collateral Design
- Unified brand elements across multiple platforms
- Brand Listener™ Services ensure your brand's integrity across thousands of key visibility outlets

Web Strategy

These days, there's no sense spending the money on a web presence unless you mean it. If beautiful design and on-target content strategies aren't backed up by robust SEO efforts, you may as well sit at home and watch the game on TV.

Harkins Creative knows what it takes to get proven, repeatable results from a comprehensive web strategy. Our web philosophy is simple: When your market is looking, they should find you. When they find you, you should engage them with relevant content designed to accomplish the *only acceptable goal of any online endeavor: Conversion into Revenue.*

- Site Design/Development
- Hosting and Maintenance
- eCommerce Solutions
- Content Strategy
- Analytics/Metrics
- Application Development
- Proven SEO™ Program

Multimedia

Branding is Storytelling, and Harkins Creative has a large Storyteller's Toolkit, which we are more than willing to leverage on your behalf.

Working with the country's best multimedia content producers and brand storytellers, we use video, audio, interactive and social media to tell your brand's story in the most compelling ways. We don't want to just strike a chord with your market, we want that chord to *resonate and spread in countless places. Let us tell your stories.*

- Video production for broadcast, DVD and web destinations
- Interactive web and social applications
- iPhone/Blackberry apps
- Commercial production for TV and radio advertisements



SEO Strategy:

Getting traffic to your site to grow your business doesn't just happen.

It's about relevance.

Did you know that most web sites seem irrelevant to searchers? You have three seconds to convince them that you have the information you promised when they clicked a search result. If they can't find it quickly, they're gone. But being relevant doesn't just happen. You have to be *very intentional* about it.



Are you relevant?
We can help.

It's about results.

Showing relevant pages to searchers is a great start, but your site has to have another goal in mind: *conversion*. Your site should make you money and create ROI, and it needs to be clear to your market what steps you think they should take next. Every page should tell the right story and lead to results.



Are you converting?
We can help.

It's about Google.

Google is not the 800 lb gorilla in the room, *they are the room*. And they redecorate the place frequently. Staying ahead of the little changes that can knock you clean off the search results is a full time job. It's a moving target. How much of this web strategy can you afford to leave to chance?



Are you vulnerable?
We can help.

Let us develop a custom SEO Strategy that delivers bottom line results.

Our Ongoing Comprehensive SEO Services include:

Web site audit to find vulnerabilities • Site content reorganization for maximum traffic potential
Targeted quality link building to strengthen relevance • Ongoing traffic analytics to discover additional untapped revenue streams

Did you know?

- Google has changed its algorithms at least five confirmed times in the past 3 years. What worked then doesn't necessarily help you now.
- Searchers do not click Google's paid advertisements nearly as much as organic search results.
- Once you stop paying for AdWords, your first-page presence disappears, whereas organic optimization can have a lasting effect on ranking positions.
- The work of optimization is ongoing as a part of your marketing and advertising. Your competition will always be working at it, and so should you.

What does retaining Harkins Creative for SEO services look like?

- 1-year contract, after which we can be retained month-to-month
- Monthly billing - you set the budget and we deliver a strategy plan within that scope.
- We provide monthly reports on work performed and results gained
- We work directly on your site's code, or in conjunction with your webmaster
- Results will be gradual, as activities on your behalf accrue, and Google becomes more responsive.

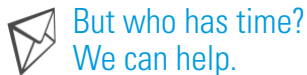


Email Marketing:

Pound for pound, still the most effective way to stay in front of your market

It's about reach.

Of all the places people regularly frequent, the inbox remains the most consistent. That's why reaching people there with valuable information and savings is so effective, and so appreciated. Permission-based Email marketing is still one of the most cost effective profit drivers in any business.



It's about mindshare.

Keeping your message in front of people whom you already know desire what you offer is the fastest way to begin enjoying profitable repeat business. Staying top-of-mind can be as easy as reaching out with regular emails containing timely news, a coupon, or a link to good, relevant information.



It's about growth.

It's been said that getting a new customer is 10 times as expensive as keeping an old one. With a well-managed email marketing campaign, you'll make sure that your relationships with existing customers stay healthy, engaged and profitable. *That's* how business growth happens.



Put the power of email marketing to work for your bottom line today.

Our Comprehensive Email Marketing Services include:

Email Campaign Management • Email Template Design • Opt-In List management • Scheduled Emails
Campaign Tracking/Metrics Dashboard • eNewsletter Template Design • eNewsletter Issue Layout

- 100% Opt-In. You'll never have to worry about Can-Spam compliance again, because you are marketing to people who want to hear from you. When they no longer want to, they can simply opt-out.
- Track your open rates, click-through rates, and get detailed statistics on how well a campaign performed. Then further segment your lists based on results, and target them with more specific, tailored offers.
- Grow your list by using signup forms and links on your web site, Facebook and Twitter pages. Capture names at events and enter them later. Even create separate lists for different reasons and purposes.

It's about bang for the buck.

Send up to 5000 emails every month for \$99/mo.

- One-time Setup Fee: \$250
- Reusable Custom HTML Template Designs: \$300 ea.
- Content writing, HTML email setup and formatting, scheduled email campaign series setup, etc. \$60/hr

Non-Profit organizations enjoy a 25% discount! • Refer another business and get 1 month FREE when they sign up!

Branding and Corporate Identity Services

Advanced Medpractice Solutions LLC came to us in 2009 with little more than a solid business plan. Their focus was to help medical practices set up an efficient back office management system, as well as consult on the best ways to set up and run clinical research trials as a profit center for existing medical practices.

At the time, the company name had not even been chosen, but there were already several client relationships being formed. The ability to act quickly was paramount in the choice of a branding and identity service provider.

Harkins Creative was able to consult with the client, and in a matter of only four days, perform the following services on their behalf:

1. Submission of a list of possible company names, based on detailed research and market comprehension. The name Advanced Medpractice Solutions was chosen, and the company was able to form an LLC the same week.
2. Procurement of several web domain names related to the new brand.
3. Domain hosting, with a temporary "Coming Soon" landing page was accomplished the same day as the domain registration.
4. Logo design. Several logo concepts were submitted, and a choice was made a day later.
5. Corporate materials and marketing collateral, such as business card designs, letterhead, and brochure were designed and executed, unifying the brand using the logo and core branding aesthetics chosen by the client.
6. Web site development services were secured and the new site is slated to launch the first quarter of 2010.



*Branding and Corporate Identity - Fast Implementation,
Integrated Strategic approach, based on a solid
comprehension of the market.*

Telling the Compelling Stories of a Brand Using Video

In the Summer of 2009, a team from Harkins Creative visited the newly finished premises of one of its clients in Texas, the Neurology Institute of San Antonio. The new facility was beautiful! Not only does it feel like a Day Spa, but it offers many incredible new services to its existing patient base, such as a new Rehab & Wellness Center, a Sleep Study Center, MRI Services and more!

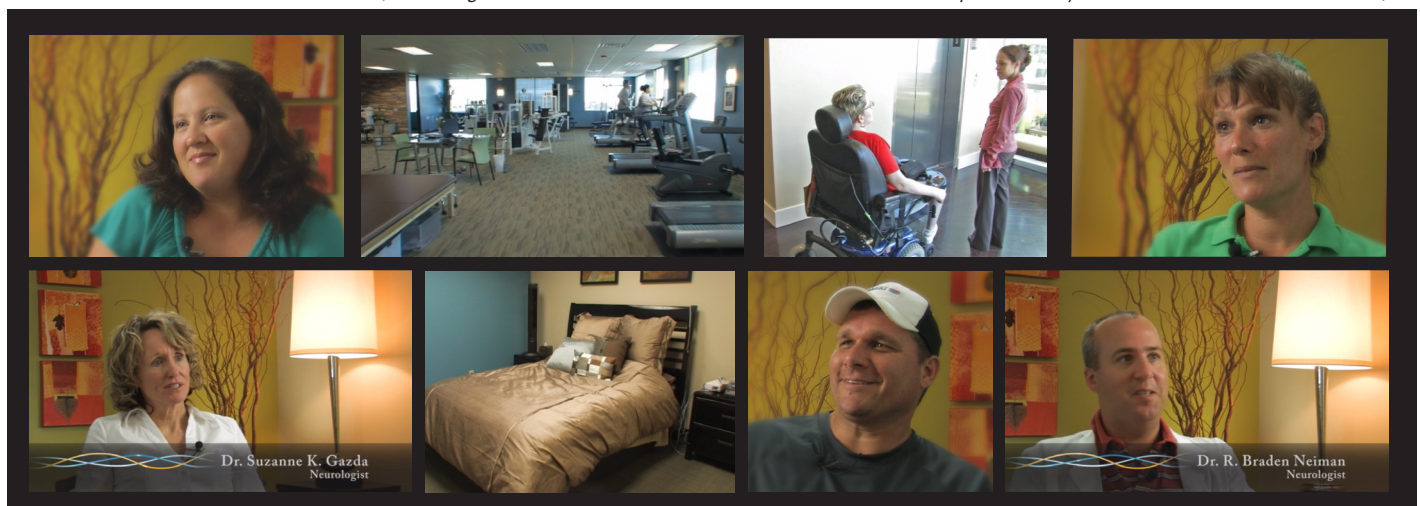
This was a client with an urgent need to get the word out about its new expansion efforts, and to do it in a way that captured all the excitement of the patients, Doctors and staff, and clearly told the story of the value proposition this growing practice presented to its market.

Video was the natural choice to help them tell that story, and present a visually compelling reason to patients and referring physicians for why the new NISA facility was capable of caring for their needs.

1. We brought a video crew and spent three days on location, interviewing key patients and staff.
2. We captured the feel of the new facility with rich video tours showcasing the various new service areas of the practice.
3. We cut several finished videos from the source material to be used in the waiting and exam rooms, as well as shorter videos and patient testimonials to be used throughout the soon-to-be-launched new NISA web site (another Harkins Creative project, to be completed the first quarter of 2010)

RESULTS: Patients and referring physicians have capitalized on the expanded service offerings of the practice, largely due to the awareness generated through the video campaign. Video is such a powerful marketing tool!

(Still images taken from the NISA video, Come See Us Now produced by Harkins Creative, October 2009)





Case Study:

Integra Clinical Research
San Antonio, TX

Overcoming Fear, Building Brand Trust and Confidence

Fear is a stubborn obstacle to overcome in presenting your brand's value. This can be especially true in medicine, where fears of certain unknowns can keep patients from even seeking care. It is essential that a modern practice take strong steps toward helping to identify and address the concerns of potential patients. Providing knowledge, patient success stories, and even a visual "What to Expect on your First Visit with Us" can help to knock down the very real barriers that exist.

This is exactly what we were hired to help Integra Clinical Research accomplish. Research conjured images of gruesome medical experiments, test tubes and body probes. Nothing could be more inaccurate in describing this industry, and telling the right story (research saves lives) at the exact right moment (the first impression) to the right people (potential research participants) was what we were tasked with.

We created several video testimonials for the brand by interviewing patient trial enrollees, highlighting the common misconceptions about medical research, and what their actual experience had been like. These were placed on the Integra web site, where search traffic had proven to be a large profit driver and the first exposure many people had to the Brand.

(Stills taken from Stories of Integra, a series of patient testimonial videos, produced by Harkins Creative 2008)



RESULTS: New patients began commenting that the reason for their decision to participate in medical research at Integra was because of the reassuring videos they had found and watched on the web site. Bounce rates on pages with video decreased substantially, indicating a better chance at converting those people into the practice.



Case Study:

180 Concrete Design, Inc.

Conveying a Brand's True Value

Recently 180 Concrete Design, Inc., a struggling decorative concrete business, found us and asked us to get involved in helping them convey the real value proposition of their Brand, and showcase the beautiful work they do online. There was a disconnect in the way they had been going about selling to construction companies and general contractors in their market. The jobs kept going to other bidders.

We were happy to help, and were thrilled to have such a specific goal as a target.

- We began with a corporate re-branding strategy, which created more possibilities for telling the real story.
- Next, we designed and implemented a very interactive web site, equipped with an amazing portfolio gallery of their work.
- We designed a simple, professional video for the home page that sold the idea of working with 180 Concrete.
- We then created multiple pieces of marketing collateral and expo show visuals to unify the new marketing approach which targeted larger construction companies and contractors.

RESULTS: We were recently told by this client that a six-figure job had just been awarded to them, and the stated reason that the contractor chose to work with them was because the web site and marketing materials blew away everyone else's in the market by really demonstrating what was possible when working with 180 Concrete as a sub-contractor! More importantly, our client estimates that the value of ongoing business from this one new customer will be *well over a million dollars in new work in the next 18 months.*



Capturing the essential value proposition of a business, and providing the creative that tells the right story to the right people at the right time is what Harkins Creative is able to do for clients time and time again.

We drive bottom-line results.

Leveraging the Power of Community to Tell an Urgent Story

Motivated by a troubling story with global implications, The founder of Planet 2025 Network approached us to help him form an online community of bloggers and thought leaders addressing the topic of sustainability. The new site initiative was actually a collection of initiatives which needed to be unified under a single brand banner. We accepted the challenge, and got to work.

- We designed a site which used a Content Management System as the backbone that provided flexibility and facilitated rapid growth.
- We brought 7 distinct projects, each with existing web sites, all under one unified site group, at the center of which was the new community blog with over a dozen international speakers and authors submitting regular posts from all over the world.
- We produced multiple educational web videos to support the online learning focus of the organization, and posted them in multiple video sharing communities across the web, as well as on the Planet 2025 site.

RESULTS: Awareness of and participation in the new online community continues to grow, and has spawned several other important political initiatives with partner organizations.





Case Study:

East End Chiropractic
Nashville, TN

Telling the Compelling Stories of a Brand Using SEO/SEM

In the late Spring of 2009, the Web Strategy team from Harkins Creative was contacted by East End Chiropractic about positioning their web site on the internet. They had created a grass roots web site that they liked, but had no idea how to get the message out to their local potential clientele.

What East End Chiropractic knew was that their potential customers not only used the internet, but relied on the internet for valued information. What they didn't know was how to get their story in front of those they needed to reach.

In this case, SEO (Search Engine Optimization) and SEM (Search Engine Marketing) was the practical choice to help them get in front of those who would be interested in knowing their story. Here's how we helped:

- We did a thorough search and found the best keywords and keyword phrases that their potential customers were searching for when looking for their types of services in the local area.
- We worked with the Doctor and staff to start a blog and taught them what they needed to know to feel comfortable using this valuable new tool for maximum effect.
- We moved the web site to a very friendly and easy to use Content Management System so that they can continually refresh and update the web site they created.
- We put together a short term and long term plan of action building links that have improved their site's ranking in the search engines over time.

RESULTS: In a matter of months, patients have begun finding the practice through the internet and East End Chiropractic has received as many as 10 new patients a month from the exposure we have been able to give their business through intelligent white hat SEO/SEM.

