

MARKETING SERVICES



THE EXSILIO BRANDING & CAMPAIGN MANAGEMENT PROCESS

An effective marketing strategy is vital to successfully growing your company and bringing awareness to your products and services; success is about partnering with the right vendor to provide your customers with an amazing experience.

01**CONCEPT & DESIGN****Campaign goals and strategy development**

Getting it right the first time means starting each campaign off with an effective internal brief. Clearly defined goals are the foundation of effective design—including landing pages, email templates, web banners and collateral pieces.

WEBSITE**02****Web design and development**

Wireframes and comprehensive layouts show our clients how the overall theme will play out. Page layouts show imagery and content coming together in the right user experience. Once finalized, our in-house development team brings everything to life.

03**SOCIAL MEDIA****Social media strategy, content development and reporting**

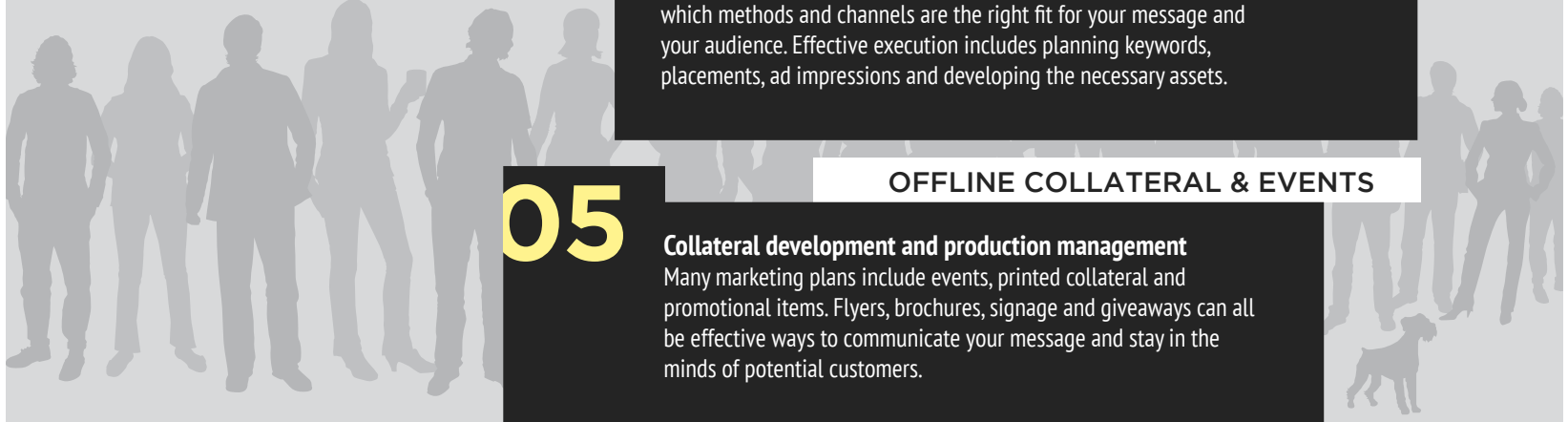
Consistent and relevant content is vital to an ongoing engagement channel—followers want and expect content on a regular basis. Most successful social media strategies engage their customers before, during and beyond a given campaign.

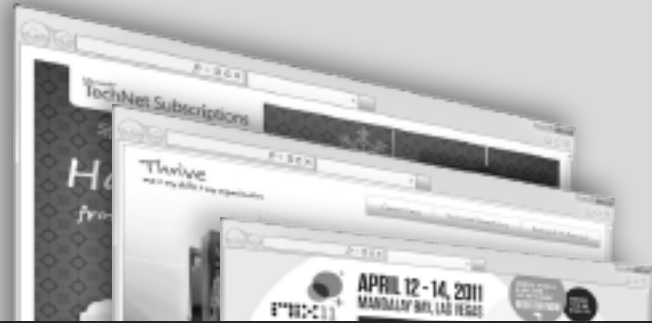
MEDIA & ADVERTISING**04****Media planning and buying, Email Marketing, SEM and SEO**

Advertising engages your customer segment—Exsilio deciphers which methods and channels are the right fit for your message and your audience. Effective execution includes planning keywords, placements, ad impressions and developing the necessary assets.

05**OFFLINE COLLATERAL & EVENTS****Collateral development and production management**

Many marketing plans include events, printed collateral and promotional items. Flyers, brochures, signage and giveaways can all be effective ways to communicate your message and stay in the minds of potential customers.





RESULTS DRIVEN CAMPAIGNS

Exsilio's marketing team focuses on understanding your marketing goals, product positioning, and target audience to create the best online and offline customer engagement strategy.

OUR CLIENTS ROUTINELY EXPERIENCE AMAZING RESULTS BY WORKING WITH US*

80%
over baseline
banner CTR

20%
conversion
rates

14%
Customer
satisfaction
increase

63%
higher average
SEM CTR



*based on available data. Results displayed are not guaranteed for future projects.
CTR = Click-through rate

PROCESS BLUEPRINT

The Exsilio Solutions Branding and Campaign Process Blueprint includes the core items necessary for a successful campaign delivered through vision, execution and optimization.

	ENVISION	EXECUTE	OPTIMIZE
01 CONCEPT & DESIGN	KICK OFF BRAND CONCEPTS FINALIZE CONCEPT	CORE BRAND ASSETS & BRAND STYLE GUIDE PACKAGE ASSETS & WORK WITH THIRD PARTIES	
02 WEBSITE	SITE CONCEPT	HIGH LEVEL SITE FRAMEWORK CREATIVE COMPS & SITE COPY SITE PAGE DEVELOPMENT & TRACKING SITE LAUNCH	ENGAGEMENT TRACKING PERFORMANCE TRACKING ANALYZE & RECOMMEND ROI ANALYSIS
03 SOCIAL MEDIA	SOCIAL MEDIA STRATEGY	SOCIAL MEDIA ACCOUNTS CONTENT & POSTING SCHEDULE SOCIAL MEDIA CAMPAIGN LAUNCH	PERFORMANCE TRACKING ANALYZE & RECOMMEND ROI ANALYSIS
04 MEDIA & ADVERTISING	BUYING STRATEGY	COPY & CREATIVE COMPS ONLINE & OFFLINE ADVERTISING ASSETS INTERNAL/EXTERNAL EMAIL TEMPLATES SEM KEYWORDS, COPY & TESTING ONLINE MEDIA CAMPAIGN LAUNCH	A/B TESTING PERFORMANCE TRACKING ANALYZE & RECOMMEND ROI ANALYSIS
05 OFFLINE COLLATERAL & EVENTS	COLLATERAL PLAN	COPY & CREATIVE COMPS ASSETS FOR PRE-PRODUCTION MANAGE 3RD PARTY PRODUCTION	ENGAGEMENT TRACKING ROI ANALYSIS

Exsilio Solutions is a full service marketing and technology partner. Whether your business needs a marketing, software development or creative solution, our team adapts to your goals and objectives. We're proud to have built a strong reputation as a true partner; we approach each project as part of a larger client relationship, one which fosters growth and success.

Visit Exsilio.com to learn more about our services.

Hear directly from our teams—check out the Exsilio blog. Exsilio.com/blog

Contact us today to talk about your company's needs. branding@exsilio.com