

An **INTERCONNECTED** Approach to Marketing Services

We live in a cluttered world full of brands and information. Swimmer's approach to solving complex marketing challenges begins with a strategic focus across all channels. We help our clients break through the clutter by harnessing our decades of expertise across a broad range of marketing disciplines.

Capabilities and Services overview

We believe in STRATEGY before anything else – establish messaging and positioning.

Smart marketing is all about making the right connections – engaging your audiences. At Swimmer we're quick to understand your needs and respond. You get expert guidance, strategic thinking and fresh design ideas that are consistent and seamless.

STRATEGY

Swimmer builds marketing strategies that align your marketing with your sales goals. We assess the need, evaluate resources, develop a strategy & tactics and deliver an actionable plan.

- Competitor and Market Research
- Customer Surveys / Focus Groups
- Marketing Strategy Development
- Marketing and Brand Roll-out Plan
- Customer Engagement
- Company/Product Positioning
- Social Marketing Strategy

BRANDING

Whether you're rolling out a new brand, or new product, or it's time for a refresh, we'll help you to create a unique, consistent, and differentiated brand and identity.

- Brand Strategy and Development
- Brand Launch Campaigns
- Brand and Identity Guidelines
- Brand Message Development
- Product/Service Name Generation
- Corporate Identity and Logo Design
- Taglines and Slogans
- Consistent Messaging
- Stationery Systems

INTEGRATED MARKETING COMMUNICATIONS

We make your marketing communications work together with integrated communications packages. Elements can include:

- Direct Mail Programs
- Ad Campaign Development
- Marketing Strategy Development
- Promotional Campaigns
- Customer Engagement Events
- Video and Video Art Direction
- Infographics
- Sales and Marketing Literature
- Social Marketing programs
- Webinars and Blogs
- Tradeshow Planning and Marketing
- Copywriting and Research
- Product and Location Photography
- Event Promotion and Signage

GRAPHIC DESIGN

Creative and inspired design to maintain continuity of message, image, and brand for print and electronic communications.

- Corporate Overview Brochures
- Product/Services brochures
- Product Catalogs
- Tradeshow booths and graphics
- Magazines and Newsletters
- Special Event Invitations
- Corporate Identity and Logo Design
- Stationery Systems



WEB / DIGITAL

Swimmer brings your brand to life on the web, in digital marketing, and social media, with interactive and engaging experiences.

- Responsive Websites (mobile friendly)
- e-Commerce Websites
- Social Media (LinkedIn, Facebook, Pinterest, Instagram, Twitter)
- Webinars and Blogs
- E-mail Campaigns
- Online/Banner Ads
- Animated Presentations

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