



**"If you want to win their love, you have to capture their hearts and minds"**

## **We are Paris Marketing.**

If marketing is a battle to stay relevant wouldn't you want a creative brand warrior by your side?

### ☐ **Champion Mentality**

We believe in creative accountability and that everyone is responsible for bringing good ideas to the table. This fundamental principle empowers everyone here to become a champion for our clients and is the driving force behind our creative process.

## ☐ **It's Never Just Business**

We believe in doing what is best for our clients. This is the manifesto of a creative brand warrior and it means that being professional, ethical and responsible isn't situation – it's actually non-negotiable.

## ☐ **Marketing: The Ultimate War Game**

Our approach is battle-tested and client approved. As seasoned brand warriors we know that great marketing isn't accidental, it's the result of intentional choices based on experience and insight. Our clients trust us to stand by their side throughout the entire marketing process and know that at Paris, we never leave a client behind.



## **Services we offer.**

Our services are highly effective, our approach refreshingly simple.

Our approach is refreshingly simple. All of our services are provided as either stand-alone projects or incorporated into a monthly support plan for one flat fee. This practical approach helps you achieve big marketing results, regardless of your size or budget.

## ☐ **Marketing Audits**

Achieving a sustainable competitive position starts by analyzing and evaluating your current marketing strategies, activities, and results. Our marketing audits help clients evaluate what's working and what's not, so they can capitalize on every possible advantage. We also prepare a full marketing plan with every audit which forges together a common vision for future marketing spend and activities to help organizations build internal consensus, and reduce fragmented marketing efforts.

## ☐ **Marketing Workshop & Business Development Coaching**

A strategic marketing plan is only successful if everyone within the organization understands their roles in marketing. To ensure your team is working together on plan execution, we offer customized, marketing and business development work

shops on everything from social media, to networking, to engaging with press and media. We then buttress our boot camps with periodic one to one coaching sessions to make sure the troops are following through on their training.

## ☐ **Marketing Plan and Policy Development**

Accountability is integral to the success of any strategic marketing plan. With this in mind, strategic plans must provide a blueprint for employing the specific tactics that will help drive your company's overall business goals and objectives. Each of our plans is custom written and include best practices, bench marking and goals, business development activities, budget recommendations, key roles and task assignments, as well as deadlines and operating procedures. We also help you deliver and execute these plans throughout the organization.

## ☐ **Content Marketing**

Content marketing is the art of communicating with your audience without selling. Instead, we help clients focus on delivering information that educates consumers, making your brand a resource for intelligent information. The essence of this strategy is the belief that if we can capture the hearts and minds of a buyer, they will reward us with their business and loyalty. Our process includes helping clients create, distribute and manage this content across multiple communication and media channels, including press releases, email marketing, social media, blogs, websites and video. As part of this service, we provide regular benchmark reports on engagement and brand strength.

## ☐ **Website Design, Hosting & Maintenance**

In order to maintain a competitive advantage, businesses regardless of their industry must have a website that is not only on par, but superior to their competitors. Crafting sophisticated and responsive designs, and employing intuitive navigation into an easy to use interface helps our clients present their core strengths and value proposition clearly and effectively. Unlike other design agencies, we don't stop at great design - we also help with managing if you need it. But if you don't, our partnership with FirmWise, a best in class website coding and hosting service ensures your website will have a backend designed to be used with no virtually training at all and stable beyond worry. FirmWise also provides 24 hour response guarantees, although most issues are addressed within an hour.

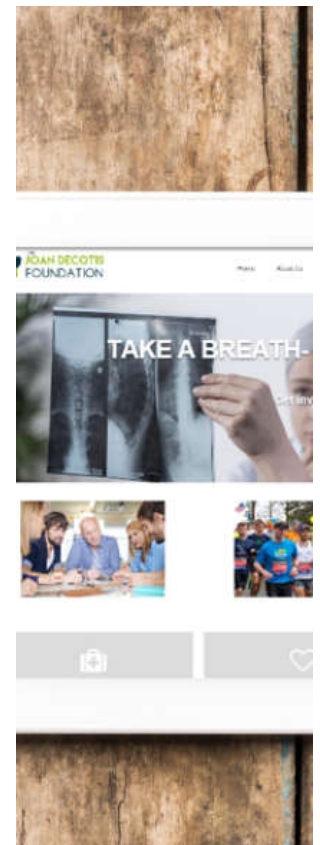
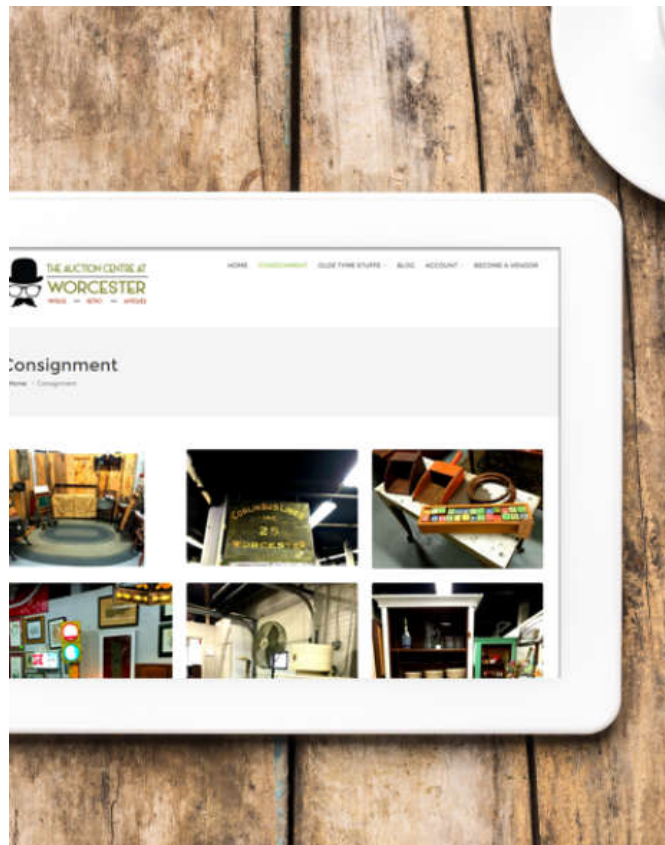
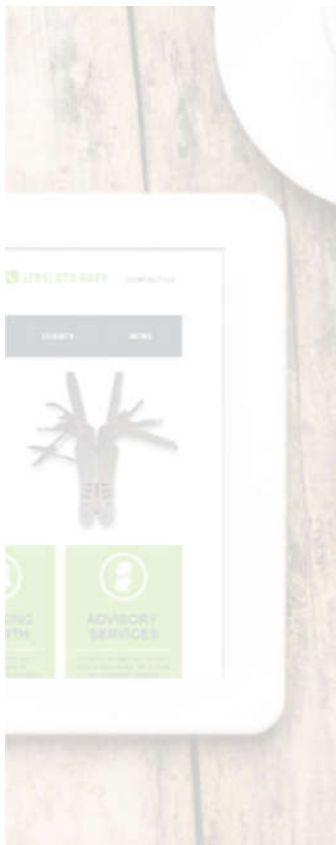
## ☐ **Creative Design & Corporate Identity**

Corporate identities are a combination of color schemes, designs and words that make a visual statement about your organization. They are used to communicate culture and business philosophy internally and to the public. Landing on the right corporate identity presents a significant challenge for companies, mainly because of the difficulty involved in conveying complex ideas and emotions visually, yet with clarity and brevity. This is where we come in, our talented designers create visual representations of your ideas and messages so you can make the right impact with your audience. We can also manage the branding process to help ensure your corporate identity is carried throughout all future advertising, social media profiles, websites, print stationary and all branded marketing collateral.



## Our latest work.

Take a look at some of our most recent projects.



**Worcester Antique & Auction Centre**

[View details](#)

**Joan DeCotis Foundation**

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