

ImageWorks Marketing & Branding Process

2. Brand Development

Concept Planning & Brainstorming -

Content Development -

Initial Design, Mock Ups & Story Boards -

Revisions & Approval Post Productions -

Brand Development

3. Website Development

- Technical Planning & Assessment

- Coding / Html

- CMS Implementation

- Advanced Programming (As Needed)

- Testing

- Launch

Website Development

1. Discovery and Strategy

Initial Meeting(s), Research & Consulting -

Determine Brand And Site Goals & Objectives -

Creation Of Marketing & Brand Strategy Brief -

Discovery and Strategy

4. Ongoing Marketing

- Search Engine Optimization , PPC & Social/Content Marketing

- Email Marketing/Lead Nurturing

- Online Advertising

- Offline Advertising

- Lead Nurturing

- Review Analytics & Ongoing Site Optimization

Ongoing Marketing

