

innovative  
experienced-based  
results driven  
solutions



# core competency insight

## **We develop tools and strategies for Integrated Marketing & Advertising solutions that deliver measurable results.**

These days, customers are difficult to identify, hard to reach and challenging to keep. In addition to drawing on the quantitative consumer data we've accumulated over the years, our multi-disciplinary teams immerse themselves in your audience's world to understand their motivations, interests, likes and dislikes.

This research helps us develop insights that form the basis of our solutions. We combine attitudinal and behavioral research to generate actionable insights into your most valuable customer segments.

We take an iterative approach — leveraging initial feedback we validated (or dismiss) our approach through by thoroughly analyzing our early efforts. Guided by the results, we refine and enhance our work. The result is that our compelling message is presented to our target audience in a significant and measurable way.

What's the bottom line? **We'll deliver measurable and repeatable results to your business.**

## how we do it

# our marketing services

### Customer Profile

We develop a detailed description of your target customer; report on current customer segment refinements and identify new market opportunities. The profile and report will be built from interviews with your company, information from its' existing customers, through a competitor analysis, and from industry research.

### Interactive Marketing Plan

Creating a roadmap for your interactive marketing efforts that works in concert with your company's objectives that is targeted to your customer profile is a critical starting point. This approach provides detailed recommendations for next 4 months, while outlining recommended boundaries and activities for future interactive marketing efforts.

### SEO (Search Engine Optimization)

With nearly 85% of all web page traffic coming from search engine listings, Web site owners are realizing that it is important to be positioned well, otherwise they may never be found.

### Email Marketing

We'll work with you to create email newsletters and announcements that get immediate and measurable results.

### Online Marketing

Target reach, greater control and measurable value. These are the advantages to advertising to people searching on your business and related topics.

## how we do it

# our web-based services

### Web Site Development

We develop a detailed description of your target customer; report on current customer segment refinements and identify new market opportunities. The profile and report will be built from interviews with your company, information from its' existing customers, through a competitor analysis, and from industry research.

### Web-Based Application Development

Creating a roadmap for your interactive marketing efforts that works in concert with your company's objectives that is targeted to your customer profile is a critical starting point. This approach provides detailed recommendations for next 4 months, while outlining recommended boundaries and activities for future interactive marketing efforts.

### Landing Pages (Jump Sites)

Also known as Gateways, are one of the most effective ways to accurately measure the results and ROI of all your local, regional or national marketing spending.

## Innovative Experience-Based Online Marketing

Combining design, technology, and marketing principles, Granger Group creates powerful solutions that help our clients make influential connections with their customers. We work with our clients to develop measurable online objectives and produce strategic creative solutions that center around the user experience.

**Successful online marketing requires a unique balance of creativity, technology and human interaction. At the Granger Group we listen and we learn. We translate real-life needs and goals into virtual successes.**

Granger Group is a marketing company specializing in online marketing, advertising, web design, web analytics and integrated marketing plans. Our goal is to deliver solutions that provide measurable results

learn how...

call us today at: 402 392-1942

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