

# Dare to be Different.

(631) 428-4654  
[nielsenmarketingny.com](http://nielsenmarketingny.com)





## **Strategy + Creativity**

In today's fast changing world, it is more critical than ever to stand out from the crowd. Developing a unique brand identity starts with understanding the competitive environment and your target audience. Let us apply the right mix of strategy, creativity and tactics to work for you to build a stronger brand.

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### Brand Development

Your brand says everything about your business. Building an authentic and memorable identity that brings a company or product to life is the key to success. We'll work with you to create an identity that will differentiate you from the competition and set you apart in a compelling and memorable way.

Whether you need a logo, tagline, product packaging, advertising, or collateral materials, we have the experience, talent and capability to establish your brand, build customer familiarity and loyalty.



### Marketing Materials

Through effective sales and promotional materials, we reach your audience and generate excitement, interest and participation. You can rely on our combination of sales savvy, design talent, marketing intelligence, and resourceful ingenuity to deliver your message, and sell products using diverse and intriguing approaches. We don't just design and produce brochures, sell sheets, catalogs, we create results.



### Web Design & Content

A good website interface design and content strategy allows your audience to connect with your brand on a deeper level. From strictly informational websites to full e-commerce solutions, we can create a site design that helps differentiate you from your competition.

So whether we work with you on a new website, or we are simply updating your current site, you can count on us to deliver the right mix of design, content and technology to deliver real results.



### Digital Advertising

We have the knowledge and experience to determine which digital marketing platforms are the smartest and the best value to achieve our clients' business goals. All digital marketing programs are monitored, evaluated and fine-tuned to produce optimal results at minimal cost. We provide ongoing reporting so our clients can see the progress for themselves.



### Social Media Marketing

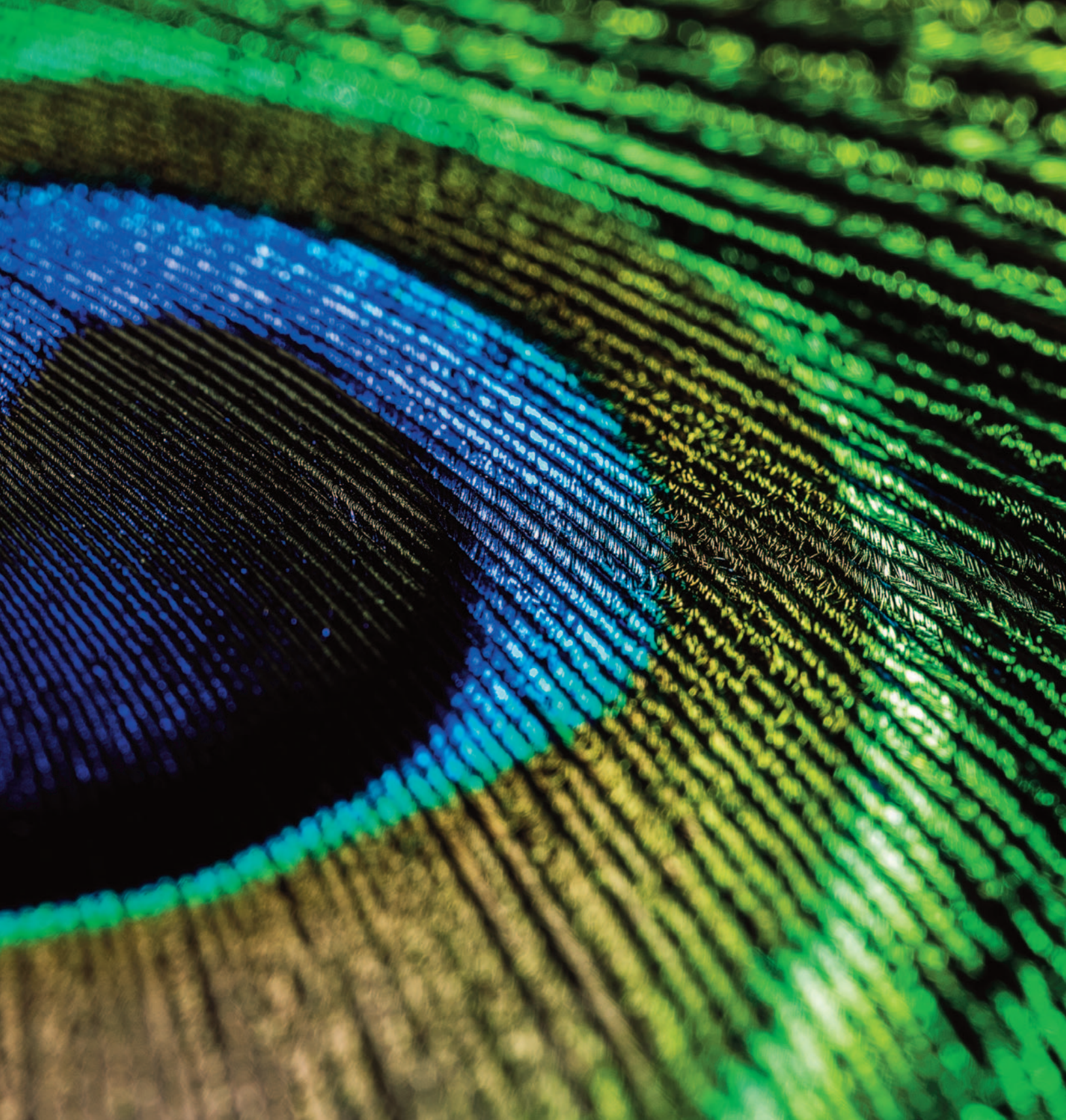
The most successful social media campaigns start off with a well thought out strategy. We take the time to learn about your target market – find out who they are, what they think, where they spend their time online and what types of messages they respond best to. From there, we then develop a social media calendar, and then continually update content.



### Search Engine Marketing

Online searches can account for a large percentage of new business opportunities. With proper search engine optimization (SEO), your company is one click away from being discovered, and your website will rank higher. As experts in web development and content creation, we know which SEO techniques will get your listing in top positions, giving you greater exposure to potential customers.





## Let's Talk

15 minutes of free advice. Ask me anything you like about marketing. No sales pitch, just helpful info to help your business. [Schedule online here.](#)



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