

Brand: New



If you're a small business or start-up, you may think great marketing is only for big companies with big budgets.

Chrysalis Marketing is here to change that perception. We're serious marketing professionals with serious creative chops, without big agency overhead. Our nimble structure means we turn out great work at a reasonable cost and our Brand: New program does just that.

Brand: New gets you up and running fast. We start with an intake meeting to learn about every aspect of your business: products, services, target market, competition, and long-term goals. Then, we use that information to deliver custom marketing tools in three key areas:



MESSAGE

"What do you do?" It's such a simple question...if you have a great answer at the ready. Our strategist/copywriter will create a memorable brand statement that tells your audience who you are and what sets you apart. This platform is the True North for all your marketing messages, so we'll make sure every word makes you shine.

DESIGN

Looks aren't everything but they count for a lot! Based on your defined preferences, our graphic designer will create a color palette, logo, and font set to ensure your company looks its best. Your brand new look will also be applied to a business card design and email signature to help you get the word out.



WEBSITE

Our web developer will program a streamlined site that showcases your new brand, all to give your company a polished presence online. Content will be created with top keywords in mind and your site will be built on a solid, proven platform that you can trust.

After your Brand: New assets are launched, we'll send a press release to local media outlets to give your company's visibility an extra boost. And, since we value longstanding client relationships, we'll regroup with you in six months to celebrate your wins and explore how we can support your future growth. Your company may be small, but Chrysalis will always think big on your behalf. Reach out today and let us put our Brand: New way of thinking to work for you.