

Frustrated with your current marketing materials? Looking to get your basic marketing started? You've come to the right place!

Businesses work with **NEXT Marketing Agency** because they want a professional team who is experienced, reliable, creative and delivers effective marketing– every time!

Our Marketing Project services include:

Vancouver Graphic Design Services

Our graphic design services are made in Vancouver, B.C. and include

Corporate Identity/Logo Design

This is the part of your brand that will define your business's personality. Sure, infamous brands like Coca-Cola have logos that will be remembered for a lifetime. But a brand is much more than a logo, and it's what's *behind* the logo that is the memorable thing about companies like Coca-Cola. Our aim is not just to put some words together and call it a logo. Our professional graphic design services will *express* your corporate identity, giving it the visual queue and meaning that it deserves. The process of making a logo and forming a corporate identity is extensive and includes branding guidelines, creative briefs, creative documentation, font recommendations, letterhead designs, power point designs, business card designs and visuals that will last you for years to come.

Web site and blog design

Once we know your corporate identity and have defined a personality for you, we can apply it to other aspects of your business, such as your Web site and blog. Our **Web design services** are professionally made and include a web design process that we follow to not only create beautiful looking Web sites, but also keep you in the loop, give you the freedom to make decisions about your site and also advise you on best industry practices.

Vehicle Graphic Signage Design

There is nothing like being stuck in traffic and seeing a car or truck stick out from the crowd by having beautiful branding decaled all over it. **Vehicle graphics** are more effective than most of us realize, and are a great way to advertise your business wherever you go (literally) in a cost effective, continuous way. Send your message to complete strangers, let alone your own network, and ensure your visibility to those who may not know you exist, but certainly need your product or service.

Business Card & Stationery Design

A business card is one of the most foundational pieces of marketing material that a business owner will invest in. It is usually the first thing a new business owner will buy, even if it was made using a template at the printer. But a time comes when the business card needs to say more than “call me.” **Professional business card design and stationary design** put your identity on all your outgoing material so that your audience knows you take yourself seriously, you take your business seriously, and you truly are an expert in what you do.

Vancouver Internet marketing

Our Internet marketing services are carried out in Vancouver, B.C. and include

Website and blog Development, including eCommerce Solutions

It's no question that every company needs a Web site these days, whether it's as simple as a few pages about your product or service, or a full blown eco system where users come to not only learn about your business, but to also linger around so they can *share* your content with others. Our marketing company covers all types of **Web development**, blog set up and applications to make your company's domain an environment where people connect with and eventually buy your product or service.

Search Engine Marketing & Optimization

Search engine optimization (SEO) and search engine marketing (SEM) are buzzwords that every business now knows about. Studies show that at least 60% of consumers are searching online for products or services to buy, or even just to learn about the product or service before they go to buy it in person. Being findable on the Web is just as important as being listed in the phone book 20 years ago – if you're not there, no one will know about you. A good SEO and SEM investment can generate 'cold' traffic to your site, including qualified leads that are looking and ready to buy what you have.

Copywriting & Editing

We get it, not every business owner is as eloquent with his or her pen as they'd like to be. But that's normal – after all, you're in business to run a business. We help by explaining what it is you do, how you do it, and why you're better with our **copywriting and editing services**. All media platforms, from brochures to Web sites, are formulated around good content, and we help with the finer details of crafting your message around the bigger picture items in an advertising campaign.

Information Architecture

Organizing content is just as important as forming it in the first place. If it's hard for your users to find what they're looking for on your site, you'll have a hard time converting them from visitors into buyers. As a user, there is nothing more frustrating than looking for that one bit of info, or having that one little question answered when visiting a Web site. As a business owner, there is nothing more disappointing than spending lots of time crafting a message or explaining your services, and having no one read it because it took too many clicks to get to. That's where information architecture comes in, and our marketing company works to make sure you have an organized sitemap and content that makes sense to your users.

Social Media Marketing & Management

As we know, social media is not just a fad – it's here to stay. From Facebook landing pages and graphics, to Twitter posting schedules and figuring out *what* to say, our specialty in social marketing and brand awareness makes us the perfect fit for managing your **social media marketing**. We work hard to increase your audience's engagement with your messages, increase your Facebook 'likes,' interact with your followers on Twitter and make sure your company is being talked about in the best possible light on the Web.

Vancouver Media Buying & Management

With our connections in the advertising industry, our marketing consultants in Vancouver have the know-how to get your company featured in major media such as radio stations, newspapers, magazines, events and even online channels. We work within your controlled budget to get you the right space that will generate the most ROI for your dollar. We advise on when, where and how to advertise with media outlets, and even help with the design and messaging of the marketing content in those advertisements.