

Our Capabilities

STRATEGIC

- > Brand and communications auditing
- > Brand strategy, positioning and architecture
- > Brand identity and naming
- > Customer Relationship Management (CRM) strategy
- > Competitive auditing and analysis
- > Customer Experience audits (store and use)
- > Idea generation
- > Integrated business/marketing communications solutions
- > Interactive marketing strategy and planning
- > Internal/external communication launch strategy
- > Life-stage and lifestyle marketing
- > Marketing communications and account planning
- > Marketing and message strategy (Clarity™)
- > Media and Public Relations
- > Media strategy and planning (Online/Offline)
- > Qualitative and quantitative research
- > Search Engine Optimization/Search Engine Marketing (SEO/SEM)
- > Web (site) architecture

CREATIVE SERVICES

- > Concept and brand development
- > Copywriting
- > Creative retouching and illustration
- > Direct mail
- > Graphics and collateral
- > Ideation
- > Interactive (online) design
- > Media buying
- > Motion graphics
- > Photography
- > Print and broadcast advertising
- > Promotional and POS
- > Sales tools and presentations

IMPLEMENTATION AND PRODUCTION

- > Account and project management
- > Broadcast and audio/video production
- > Campaign measurement, data capture and analytics
- > Estimating and procurement
- > External campaign and media launch (on/offline)
- > File assembly
- > Graphic arts production
- > Interactive (online) development and implementation
- > Internal brand/marketing communication launch facilitation
- > Press and print proofing
- > Production and technical set-up
- > Web (site) training, maintenance and management
- > Workflow and asset management

INTERACTIVE MARKETING/ TECHNOLOGY SERVICES

- > Administrative tools and reporting
- > Application programming
- > CD-ROM development
- > Content Management System (CMS) development
- > Customer profile management
- > Flash application development
- > Keyword research tools
- > Mobile advertising
- > Online media
- > Search Engine Optimization/Search Engine Marketing (SEO/SEM)
- > Inventory marketing
- > Site hosting
- > Site metrics analysis
- > Website development

Start driving traffic, improving sales
and measuring the results by
contacting Nate Riggs,
Business Development Director
via phone at 614.552.2872
or by email: nriggs@youngisaac.com.



YOUNG ISAAC
Crafting messages to change behavior!

+ People To My Site
search engine solutions

www.youngisaac.com
www.pepletomysite.com

**Drive Traffic.
Improve Sales.
Measure Results.**

Repeat.



YOUNG ISAAC
Crafting messages to change behavior!

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search engine solutions

**TOGETHER WE CREATE MEASURABLE
INTEGRATED CROSS-MEDIA MARKETING
TO DRIVE CUSTOMER BEHAVIOR.**



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YI and PTMS – “Tradigital” Marketing

Young Isaac and PTMS merge traditional and online marketing to provide you with integrated, cross-media, tradigital marketing that drives the desired behavior of your target audiences. Young Isaac offers strategic leadership, educates as well as entertains, crafts messages to change behavior, and provides marketing, message, creative and media strategy, and ideation. Together with PTMS, we expand our reach to encapsulate emerging media. Websites, search engine optimization, internet display and banner ads, inventory marketing, and mobile advertising are among our other offerings.

Strategy + Measurement = ROI

It all starts with strategy...

Everything we do is tied to strategy. First, we determine your key target audiences and what truly differentiates you from your competitors, from your audience's point-of-view. We then communicate that differentiation in a way that will motivate them to take action.

We make sure the message and the vehicles are mindful of each other – before moving forward. The message and the method by which it is delivered must be relevant to the target audiences in order for them to engage. This translates to more effective marketing expenditures and more efficient ROI.

...to define solutions that go beyond your immediate need...

Rather than addressing one concern at a time, we approach solutions on the macro level. Our goal is to design and implement a plan that will take you from where you are today to where you want to be tomorrow.

...with measured results...

Tracking is vital to your success. We plan your creative to include tracking mechanisms to measure your marketing success. We'll work with you to stay on top of your responses so that you can adjust planning and stay ahead of the curve.

Reports are accessible 24/7/52 – so you will always have the option to review the latest results when you want to review them. And, our team tracks those results as closely as you do, providing recommendations to help you achieve maximum ROI.

...so you truly connect with your customers.

We build your comprehensive campaign around every possible, relevant consumer touch point, each working to reinforce the others. Proven search engine optimization and search engine marketing techniques, inventory marketing, e-mail and direct mail, broadcast and print all work hand-in hand to reach the right customers, capture their response, and bring them to you – both on and offline.

We also help you develop and execute the right Customer Relationship Management (CRM) plan – providing you with key feedback on what your customers want, and providing your customers with loyalty benefits that keep them coming back for more.

A Sampling of Our Brand Experience:

