

Integrated marketing solutions for a **DIGITAL AGE.**



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## Integrated marketing solutions for a... **DIGITAL AGE**



If you're looking for help sorting through the confusing, ever-changing world of traditional and new media, you've found the right team. The Focus Group has assembled an extremely talented group full of energy and creativity mixed with the right amount of wisdom and business skill to relieve the burden of making marketing and advertising decisions for your business.



Hiring us is far less expensive than having your own team to handle these tasks. Plus, you benefit from the knowledge, creativity and experience of people who do marketing and advertising every day. It is true what you may have heard...



that we hand-picked the best of the best in each key discipline in advertising and interactive marketing. After all, you can't be the best without the best team. These talented people stay ahead by immersing themselves in their areas of expertise so you can benefit from that knowledge. We are creative and innovative, and we pride ourselves on being able to adapt to each customer's needs.



We do very high-quality work at reasonable rates. Our graphic design, web design, social media branding and video production are second to none. We invite you to take a look at the rest of this document to learn more about us and to view and interact with some of our work.

# ABOUT US

## WINNING TEAM

The Focus Group is an exciting, fresh, full service advertising and marketing agency headquartered in Gulfport, Mississippi. We have personally hand-selected an unparalleled group comprised of the best talent available. Our talented team has many years of experience working day in and day out with clients who are part of the fabric of the Coast community. Each member of our team brings his or her particular skills to the table for dynamic results for our clients.

We are positioned for the future by employing a staff of young innovators and seasoned professionals from diverse personal and business backgrounds. Call us today to learn more about how we can help you grow your business.

## HIGHLY FOCUSED

Our team covers all disciplines in both traditional and new media under one roof, including Web development and marketing, social media, online and mobile advertising, search engine optimization, branding, traditional print, public relations, media planning and buying, animation, and all aspects of video production. Simply put, the depth of our team is unparalleled in the region. We are able to provide highly focused, quality work that delivers winning results for our clients.

We have top-notch researchers along with strong strategic planners because we know our efforts must be focused. We study your industry and the daily changing trends of marketing to deliver the plan that is right for your business goals.

## DEEPLY ROOTED

We develop long-term relationships with our clients because we are fully invested in their success. We take the time to get to know you and your business in order to develop a customized plan that fits your long-term goals. In addition, we are deeply rooted and focused on our community. Our team volunteers throughout the year for a variety of organizations. We believe in giving back and making our community better every day.



**OUR HOME**  
The Focus  
Group Gulfport  
headquarters.



# Integrated marketing solutions for a **DIGITAL AGE**







 **click images to play** or go to -  
<http://focusgroupms.com/videos/sch>



**click images to play** or go to -  
<http://focusgroupms.com/videos/trd>

# IN-HOUSE PRODUCTION

[Video/Audio/Photography/Animation]

## ■ HIGH DEFINITION & STANDARD DEFINITION (HD & SD) VIDEO PRODUCTION

Our talented team uses the latest HD equipment to create compelling video to empower your advertising, promotional or marketing message. We have an in-house editing suite and sound booth and work closely with our clients to exceed their expectations with creativity, quality and customized messaging. Our talent and expertise are unrivaled in the region.

## ■ AUDIO PRODUCTION

We produce radio commercials, on-hold music and other audio content in-house, from start to finish.

## ■ PHOTOGRAPHY

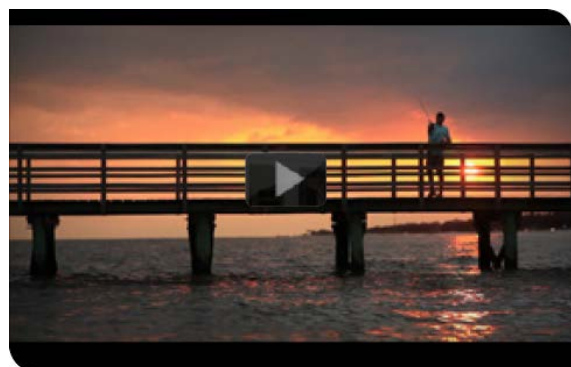
We handle all types of photography with the same talent, skill and attention to detail as our video and audio production.

## ■ 2D & 3D ANIMATION

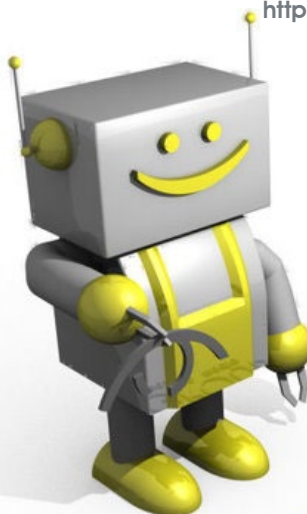
Animation is hotter than ever, and we can do 2D and 3D animation right here, in-house! We can animate anything you can imagine.



**click images to play** or go to -  
<http://focusgroupms.com/videos/msc2c>



**click images to play** or go to -  
<http://focusgroupms.com/videos/reel>



**DID YOU  
KNOW** that  
The Focus Group  
does custom  
2D/3D animation  
in-house?

 **THEFOCUSGROUP**

# INTERACTIVE: DIGITAL MEDIA MANAGEMENT

## ■ WEBSITE DESIGN & DEVELOPMENT [DESKTOP WEBSITE | MOBILE WEBSITE]

Your website is an essential advertising tool. It's a resource for existing customers and a first impression for new ones. Our creative designers and developers work together to deliver great-looking, useful content that keeps your customers engaged.

## ■ WEBSITE MAINTENANCE

We provide maintenance and updates to keep your design and content fresh. Our Web services can be tailored to your needs, either monthly or hourly.

## ■ SEARCH ENGINE OPTIMIZATION (SEO)

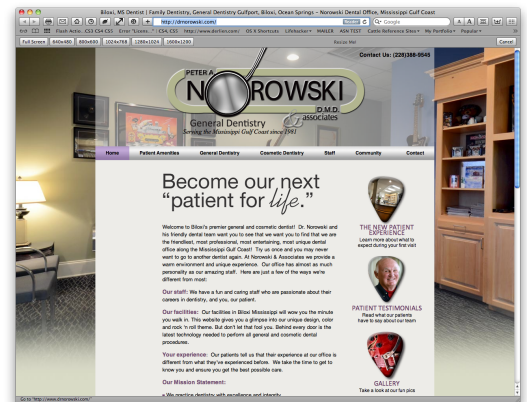
Proper SEO brings more customers to your site from search engines such as Google, Bing, Yahoo and others. We have talented people who stay ahead of the rapidly changing world of search. Since your competitors are likely trying to beat you at the search game, you have to be ready to beat them. We offer regularly scheduled SEO services to help you stay ahead.

## ■ ONLINE BRAND MANAGEMENT

Your brand must be consistent across all online presences. The Focus Group can ensure your traditional advertising, online advertising, website, and social media platforms all work together to reinforce your brand image.



**WE DEFINITELY HAVE AN  
EYE FOR WEBSITE DESIGN.**  
To see more of our designs, visit us at  
**www.focusgroupms.com**



[www.drnorowski.com](http://www.drnorowski.com)



[www.imct.com](http://www.imct.com)



[www.johndfolding.com](http://www.johndfolding.com)

## ■ ONLINE ADVERTISING STRATEGY, DESIGN AND EXECUTION

The online world is daunting, with millions of websites, ways to display, promote and pay for ads cost per click, etc. Mobile marketing is another option that is constantly evolving. Let our in-house team customize and execute a mobile strategy for your business.



Our creative team can develop any combination of the following for your online efforts:

- Banner ads with graphics, motion and video to grab the attention of the casual Web surfer
- New forms of banner ads that can expand, fade in or out, interact with content on the page, and even give the user the ability to control the ad itself
- Google AdWords campaigns for exact targeting. You set

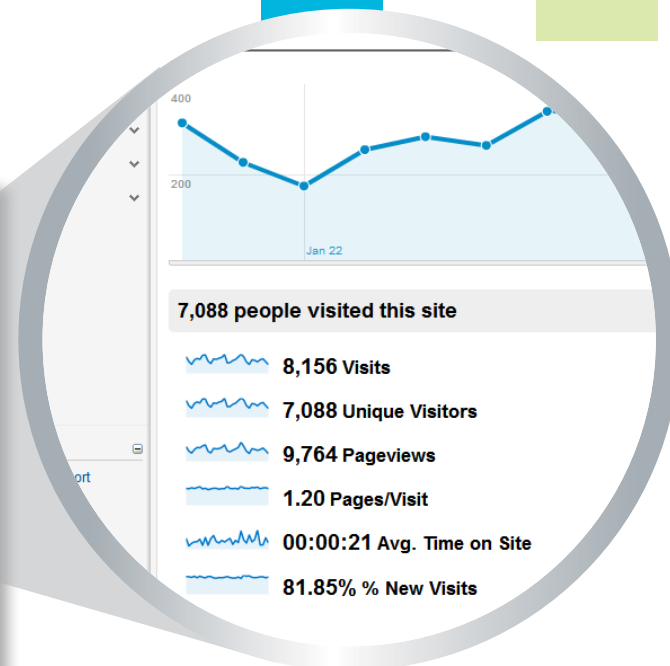
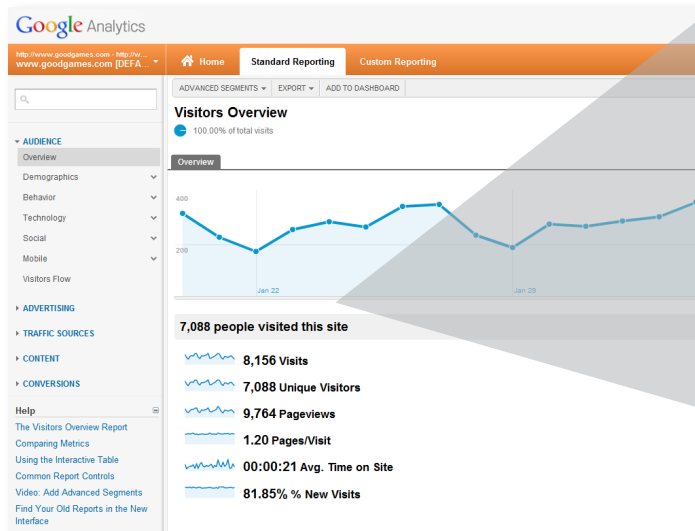


"The Focus Group has been instrumental in helping Tradition launch a new, integrated, multi-media campaign this year. Their staff took the time to get to know all the nuances of our community and was able to clearly communicate the key points of our brand in both text and imagery. The result has been an increase in sales and consumer awareness-all while working with a limited marketing budget."

Brynn W. Joachim, VP - Sales & Marketing & Broker  
TRADITION - Your New Hometown on the MS Gulf Coast  
[www.TraditionMS.com](http://www.TraditionMS.com)







the budget and whom you want to reach.

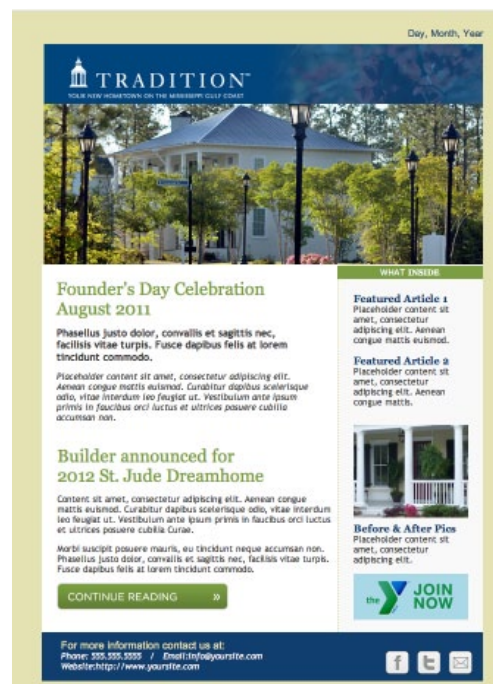
## ANALYTICS

How well are your website and online advertising working?

The Focus Group sets up full analytics for our sites and ad campaigns, creating unique, private reports on web traffic, time on site, end user location, click-thrus on ads, pages visited and many, many more categories of specific information.

## E-MAIL MARKETING

We can create effective, customized e-mail messages that reinforce your brand and deliver the right message to the right target audience. We have the tools, know-how and experience to use e-mail with a purpose in mind.



# INTERACTIVE: SOCIAL MEDIA MASTERY

[Video/Audio/Photography/  
Animation]

## ■ BRANDED SOCIAL MEDIA PAGE SETUP AND CUSTOMIZATION

Social media is a must for today's businesses—whether large or small. Our team can customize social media pages to match your company's brand and image. We do custom page and tab design for Facebook, Twitter, Google +, LinkedIn, YouTube, etc.

## ■ ONGOING CONTENT MANAGEMENT [Facebook, YouTube, LinkedIn, Twitter, Google+, etc.]

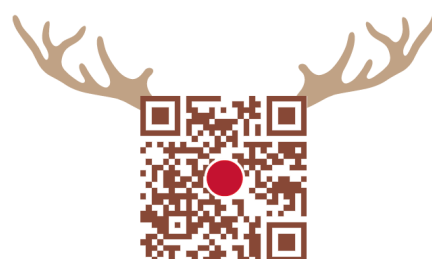
It may be cost-prohibitive to hire staff to manage and maintain your social media profiles on a daily basis. But it has to be done to keep your brand visible in the digital age. The Focus Group team can help keep your fans and friends engaged in your posts and open to hearing your message. For a fraction of the cost of hiring your own employee to manage social media, we can fully integrate your various social media profiles and keep them engaging with new, creative content. The Focus Group is also agile enough to keep your brand placed on the latest social media trend.



Follow us on TWITTER!  
<https://twitter.com/#!/TheFocusGroupMS>



**QR CODES** CAN BE USED FOR ANYTHING FROM TRADITIONAL MARKETING TO CREATIVE ANIMATED MESSAGES. Go ahead, scan our codes!



## ■ CUSTOM QR CODES

Quick Response codes are everywhere because they work. QR codes can be used on print ads, coupons, mailers, brochures, business cards, and even television commercials to deliver content to your customers through their smart phones. We create clever, customized QR codes to help your business stand out and look ahead of the curve.

## ■ VIRAL MARKETING STRATEGIES

Viral marketing can spread an idea, brand or message at little or no cost. Share great content on your social media pages and you just might find it being shared with hundreds of thousands of people. The key? Interesting or creative content that people want to share. We have the creative team to develop that content.

## ■ SOCIAL MEDIA PROFILE ANALYTICS

You need to understand the performance of your social media pages. By looking at real data from interactions, we can assess effectiveness and modify the approach accordingly. Facebook, YouTube and Twitter offer advanced measurement tools that we can help you understand. Our team can compile and analyze data with reports and recommendations.

## ■ STRATEGY AND TRAINING

Do you have the staff to manage your social media but don't know how to get started? The Focus Group can help develop a social media strategy and provide detailed training to you and your staff. We have even hosted social media seminars for small businesses.



# UNRIVALED VISUAL DESIGN

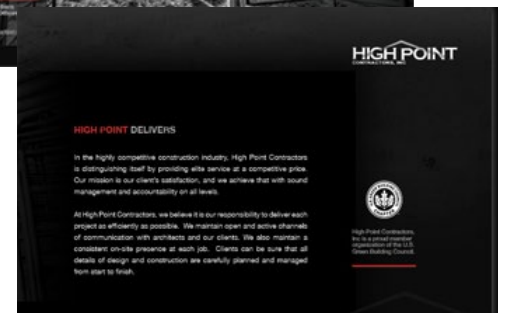
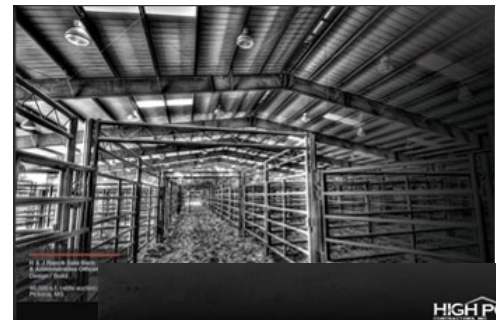
We take pride in our visual design and branding team. They influence our work across all platforms—branding, video, interactive/Web, social media, print advertising and printed materials.

## ■ BRANDING AND IMAGE MANAGEMENT

Establishing a unique brand for your business can set you apart from your competition. It includes your logo, your tag line (if necessary), your color schemes and a consistent look for all of your supporting collateral and advertising. Our team of designers can create the perfect long-term brand for your business.

## ■ CORPORATE IMAGE PACKAGE DESIGN

Our Corporate Image Package consists of logo design or redesign, business cards, letterhead and envelopes.



# A BRAND IS MORE THAN THE NAME OF YOUR COMPANY ... IT'S A CONVERSATION WITH THE CONSUMER. WHAT IS YOUR BRAND SAYING?



## ■ PRESENTATIONS

Need a presentation? Our experts will combine the information with the visuals in an impactful way. We can design templates or full presentations in PowerPoint and the newest and most innovative presentation tools on the market—like Prezi. These can be configured to include motion, audio and video that set you apart.

## ■ PRINT MATERIALS (BROCHURES AND BEYOND)

We write and design brochures, invitations, information packets, presentations, training materials--you name it.

## ■ PRINT ADS (BILLBOARDS, MAGAZINES, NEWSPAPERS, AND SIGNAGE)

Creativity and great design make advertising in magazines and newspapers stand out. Our outstanding designers can customize a campaign for all printed media that reinforces your brand and gets results.



**CLICK** the play button to view examples of our award-winning brand campaigns.



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<http://focusgroupms.com/mscoast>

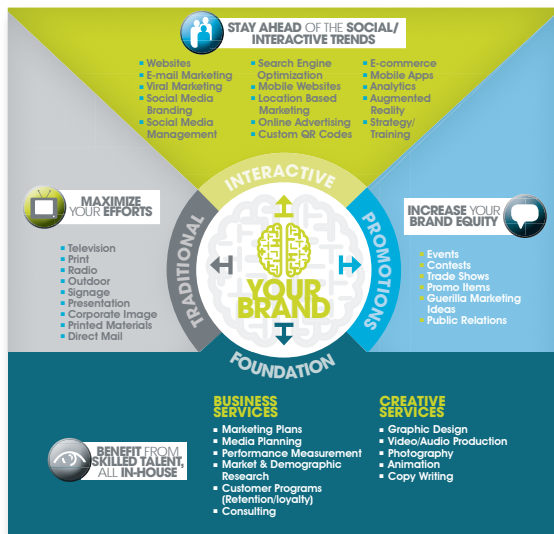


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# TOTAL MARKETING MANAGEMENT

## INTEGRATED MARKETING SOLUTIONS FOR A **DIGITAL AGE**

The **FOCUS** Group takes a total approach to marketing and branding. We provide marketing and branding consulting to help you formulate a strategy that fits your goals and your budget.



There are more marketing options than ever before. Our job is to help you find the right mix for your business goals.

### WE WILL BUILD YOUR MARKETING PLAN USING A STRONG, DATA-DRIVEN FOUNDATION.

■ **Market and Demographic Research:** We'll gather specific market information for your business and your target customer.

■ **Media Planning and Placement:** Whether it's new or traditional media—they each have their own strengths and weaknesses—we are in a position to provide practical recommendations that make sense for you. We do the heavy lifting. We can also do media buying on your behalf—handling placement, traffic delivery and billing.

■ **Cross-Platform Multimedia Campaigns:** In the digital age, it is crucial to consider the online world and all of its opportunities. Branding and direct sales campaigns can cross multiple media options: television, print, radio, outdoor, online, mobile, and social media.

■ **Response Measurement:** We want to know what's working and what's not, and so do you. We provide reports on reach and frequency, impressions and click-thrus, and visits to your online presences. We can also help you look at sales data in relation to advertising campaigns to identify successes and failures.



