

Creative Services

From in your head, to in the mail, to on the Web.

When we say SegMark is a **full-service resource** for small businesses, we mean soup-to-nuts, head-to-toe, bumper-to-bumper.

That includes concept, design, copywriting, production and media placement. When it comes to Creative Services, we can adhere to your **existing design guidelines**, or create **fresh concepts** from scratch – with your ongoing input and marketing objectives in mind.

Our policy? Ordinary, everyday design and copy will yield ordinary, everyday results. If you want a **compelling** response from your audience, you need compelling creative to make it happen.

By no small coincidence, we provide that kind of **creative firepower** for small businesses of every variety. Specifically:

- We **lay out** printed material, collateral, stationery, using your logos and colors, or new ones we create for you
- We **write copy** for your ads, literature, websites, e-mails, even skywriting and billboard campaigns
- We **design** hard-working websites – with content management, so you can do updates yourself
- We **create e-mail** campaigns, subject lines, dynamic content management, and split-test so your messages have relevance
- We develop **complete campaigns** so you utilize multiple or cross-channel media to maximize your exposure and response
- We implement **PURL** campaigns so you can engage your prospects and customers and turn them into followers
- We set up **Loyalty** programs so followers become family

Welcome to the “art of delivering a relevant message to a qualified audience.”



The more compelling your creative product, the more compelling your response – and results.

SEGMARK
Redefining Segmented Marketing

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