



handprint creative

Work Examples and Testimonials

Web Design

Whitmore Hospitality

- Created a series of micro-sites targeting restaurants and restraunteurs in the market for specialty insurance
- Built using a combination of HTML5 and CSS3, it provides a combination of user-friendliness and 'wow' factor



The Restaurant Insurance Experts



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Restaurant Insurance for Fine Dining and Upscale Bars/Taverns

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Featuring "Restaurant Plus," the most responsive, comprehensive, and aggressively priced risk management program in the industry.

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Web Design

SMLR Group

- Designed and produced an information-rich site designed to highlight the diverse services, products, and partners covered by the SMLR Group brand
- Cornerstone to a curated and original content based content marketing campaign, the social media and blog links and information collection features of the site created a very high traffic lead-generation environment

The screenshot displays the SMLR Group website with a blue and white color scheme. The header includes the SMLR Group logo and contact information for SMLRgroup, Inc. in Briarcliff Manor, NY. A navigation menu lists Home, Company, Services, Partners, Security News, and Coffee Hour. The main content area features a large banner for 'Cybersecurity, Cybergovernance, & Cyber Assessment' with the tagline 'Educate, Monitor, Police, and Enforce'. It also highlights 'Strategic Alliance Partners of: AVANAN THE CLOUD SECURITY PLATFORM'. Below the banner are several call-to-action boxes: a social media link box with icons for Twitter, Facebook, LinkedIn, and Google+; a 'Read Cybersecurity Today' box with an email subscription form; a 'Safeguard Your Business!' box featuring SmartIdentity; a 'Learn How Employees are Making Businesses Vulnerable... from Within' box with a photo of a group of people; a 'Download DHS Cybersecurity Guidance' box with a document cover; and a 'Cybersecurity Today' box with a list of bullet points: 'Healthcare Interconnectivity Opens the Door to Cyberthreats', 'NYS DFS Is Coming for YOU', and 'SMBs Are the "Target of Choice" for Hackers'. A search bar is located in the top right corner.

Web Design

Esposito Meat Market

- This site for a New York City based butcher with a multi-generation history was designed and produced to highlight the diverse and extensive selection of meats
- Traffic steadily increased to the point where migration to a new server was necessary to compensate for the server load



Web Design

110 Third Avenue

- This site was designed and produced to highlight the amenities of a luxury condo building in the heart of New York City
- Built in Flash, it features a highly interactive user experience and interface
- Building has since sold out and the site taken down

ONE
TEN
3RD

110 Third Avenue
New York City

BUILDING
RESIDENCES
FLOORPLANS
AVAILABILITIES
VIEWS
NEIGHBORHOOD
TEAM
CONTACT

Where the East Village
Meets Union Square

Sales Office
818 Broadway
New York
NY 10003
212.777.1132

Toll Brothers
CITY LIVING

Where the East Village meets Union Square, a dazzling tower, accented by blue-green glass in a Mondrian-like motif, ushers in a new era. Surrounded by many of the City's most fabulous eateries, shops and entertainment, this distinctive luxury condominium signals, both by design and location, an exuberant new level of cosmopolitan living.

Web Design

New Century Home Services

- A site designed and produced for a home warranty company based in Northern Westchester
- Site is designed to be informative and navigable to a wide demographic (their target audience is mid-to late 50's & 60's)
- Company recently sold and site moved to a less-than-ideal server

New Century Home Services
Guaranteed Worry Free Living.

Get a Home Warranty and Save Money!
1.800.343.6632

21 YEARS OF SERVICE

HOME ABOUT US SERVICES CONTACT US

PLUMBING & ELECTRICAL

HVAC

APPLIANCE REPAIR

NCHS Preventative Maintenance Service:
Identifies potential problems before they occur to save you from losing your heat or air conditioning at inconvenient times.
All for less than the cost of a single repair.

PREVENTATIVE MAINTENANCE

Identify potential trouble **BEFORE** it becomes an emergency!
Our Preventative Maintenance Program will give you the peace of mind of knowing everything is working right.

Digital Marketing

SMLR Group, Inc.

Social Media Marketing

- Created and executed a content marketing program that saw visits to the web site increase over 300% in the first six months
- Engagement metrics increased across the board resulting in an jump in exposure and lead awareness
- Referrals increased along with lead conversion and targeted interest from Fortune 200 C-level decision makers
- Campaign is ongoing with the signing several contracts being tied directly to it's influence

Targeted Marketing (email)

- Developed and maintained a targeted contact list of several thousand professional and vetted contacts
- Developed and executed email campaigns resulting in a 30% increase in sales calls and lead conversion

Webinars

- Created a rich and vibrant webinar series drawing attendees from all industries and professions
- Created a steadily growing list of prospects used by the sales arm to engage and convert

Digital Marketing

Évocateur

Social Media Analytics & Consulting

- Analyzed and consulted on an ongoing and largely stagnant and disorganized social media marketing campaign
- Directed the establishment of a dynamic editorial calendar driving a content-based campaign
- Increased engagement and referrals across all channels including an 43% increase in site visits and a 60% increase in on-site sales for the holiday season

Targeted Marketing (email)

- Revived and revamped a largely stagnated direct email campaign, targeting consumers directly
- Increased 'open' and 'click' rates on average 30%+
- Increased site referrals and visitor traffic

Sales and Marketing Material

Digital Marketing

TrueVoice

Targeted Marketing (email)

- Building upon an existing Business to Business (B2B) contact list to generate qualified leads and identify viable partners
- Utilized advanced analytics and analysis generated by A/B testing to create and produce finely honed targeted emails
- Increased the average 'click' and 'open' rate roughly 40% with a similar increase in site visits and lead generation

Testimonials

They are fast and do “Fortune 50” quality work!

They created 59 pieces of revamped or newly created collateral within 6 weeks.

Roughly 25% of the existing ODI collateral was able to be rebranded and revamped, but the rest could not be used in the US. Thus, they created mostly new collateral from scratch.

Nearly all of the network graphics they created on their own without help in explaining where ODI is deployed within the network infrastructure layout. They know this because they understand ODI’s capabilities and deployment and have been doing cybersecurity for many years.

I shared what I wanted, created the content and they took it from there. I did not have to explain what CDR, True Test type, Encrypted malware, what a subnet gateway is, etc. which is necessary to write, revamp or beautify our content.

They responded very quickly to edits, understood the changes and how it impacted other content.

*Joe Breen, Director of Operations
ODI US*

