# handprint creative

Work Examples and Testimonials

#### 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





#### **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





#### **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





#### 110 Third Avenue

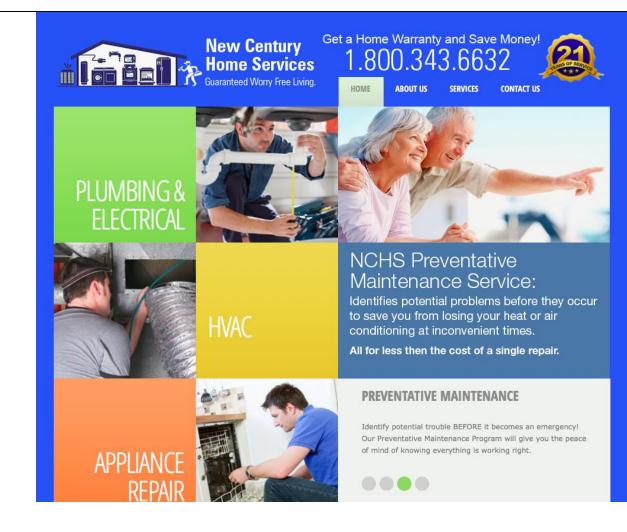
- This site was designed and produced to highlight the amenities of a luxury condo building in the heart of New York City
- Built in Flash, it features a highly interactive user experience and interface
- Building has since sold out and the site taken down





#### **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





### **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* 

