



# Illustrated

2016

*Your Complete Single-Source  
Marketing Department.*

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



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## Welcome to Penguin Suits, Your Complete Single-Source Marketing Department.

**T**he Penguin Suits difference is our distinctive results-oriented customized marketing plans. We want you to focus on what you do best and leave the increasingly complex marketing activities to us. When you make us **Your Marketing Department**, we take care of **all the marketing activities** so you can focus on what matters most. Our seasoned experts work on your behalf to market, brand, and advertise your business to your targeted market. We are committed to fulfilling your lead generation expectations, revenue goals, and building a durable and meaningful brand that your market can embrace.

### Award-Winning and Client-Centered

We know you have a company to run, clients to attend to, and payroll to meet. The last things you need to worry about are your Google Analytics, Facebook likes, or what to write in your blog. Assign those details to **Your Marketing Department** and know that all will be handled more professionally, at a lower cost, and with better results than hiring a generalist for all those roles.

### Your Custom Marketing Plan

Our professionals will flawlessly develop and manage your custom marketing plan, strategically developed to grow your business. We develop a plan that includes website development, SEO, outbound and inbound digital assets to attract new customers, brochures, logo creation, branded landing pages, social media profiles, traditional marketing campaigns, reputation management, digital media campaigns, and much more. Penguin Suits will provide regularly scheduled reports on statistics, analytics, changes in content, and client feedback. We will be meeting with you to identify trends, threats, and opportunities for business growth.

Crafting an effective story takes passion, creativity, consistency and dedication. Penguin Suits' individualized marketing plans will instill confidence in a results-oriented relationship that is creative, daring, ethical, transparent, collaborative and effective.

**Penguin Suits is the Creative  
Results-Oriented Advertising Agency  
Devoted to Consistent  
and Effective Lead Generation!**



**The Penguin Suits Difference**

Penguin Suits knows that your business is unique and special, so we treat you and your business like you are our only client. We promise to develop a relationship of unmatched trust and confidence as **Your Marketing Department**. We pledge to create an effective lead generation campaign especially for your business that is creative, daring, passionate, and consistent. Penguin Suits creates marketing campaigns on which you will be proud to put your name.

**Penguin Suits Awards**

**Expertise 2016**

- Best Advertising Agencies in San Antonio



**San Antonio Business Journal Book of Lists 2016**

- Graphic Design Companies
- Public Relations Firms
- Social Media Marketing Firms
- Website Design & Development Firms



**2015**

- Graphic Design Firms
- Advertising Agencies
- Public Relations Firms
- Social Media Marketing Firms
- Website Design & Development Firms

**The Boerne Star Best of the Best 2016**

- Best Advertising Agency
- Best Web Designer



**2015**

- Best Advertising Agency
- Best Web Designer

**Summit International Awards 2016**

- Bronze Winner, Complete Rebrand/Redesign



**2014**

- Bronze Winner, Logo Redesign

**MarCom Awards 2014**

- Gold Award, Brochure Design



# MARKETING SERVICES

## Your Marketing Department

Since 2003, we have happily served as the single-source full marketing solution for hundreds of clients who don't have the time or desire to do their marketing. Let Penguin Suits take all of the highly complex marketing tasks out of your building so you can focus on what matters most. Our seasoned experts at Penguin Suits are experienced professionals committed to fulfilling your lead generation expectations and revenue goals. We will work with you to build a durable and meaningful brand that your market can embrace.

As **Your Marketing Department**, Penguin Suits plays a vital role in promoting the business and solidifying your differentiators to inspire a purchase. We coordinate and produce all materials, both internal and external communications, so you have a single, consistent voice representing the business. **Penguin Suits will handle all matters related to your brand**, thereby creating an overarching image that attracts the market.

We will handle every aspect of your marketing, starting with the strategy, and including social media, ad campaigns, website, print items and trade shows.

### Benefits of Penguin Suits, Your Single-Source Marketing Solution:

- Today, marketing is extremely complex, we know how to play the game and get results
- Hiring a team of experts for significantly less than the cost of hiring a generalist
- Professional level marketing scaled to the small business
- Team of experts at your disposal
- Single source for all marketing efforts assuring a unified message
- Demystified analytics with answers about future strategy

## Services

If the whole package is not what you need right now, we can provide a la carte services:

- Branding
- Websites
- Print
- Graphic Design
- Illustration
- Social Media Marketing
- Inbound Marketing
- Digital Presence
- Search Engine Optimization
- Retargeting Ad Campaigns
- Trade Show Executions
- Promotional Items
- Special Events
- Presentations
- Video Production
- Signage
- Broadcast

### Emperor Penguin Client Spotlight: On The Move

The collage features several marketing assets for On The Move Inc.:

- Logo:** On The Move Inc. Complete Vehicle Rental Program. 800.645.9949 www.onthemovetrucks.com
- Website Screenshot:** A page titled "FOOD TRUCKS" with a colorful food truck image.
- Spray and Shine Sign:** A yellow sign that says "Spray And Shine" and "CLEANS ALL SURFACES".
- Product Fit Ad:** An advertisement for "OUR PRODUCTS ARE A PERFECT FIT" featuring a red truck and a box.
- Promotional Cards:** Several cards with various offers, including one that says "LET US MAKE YOU A CELEBRITY!" and another that says "Learn about On The Move's Easy and Profitable Rental Truck Leasing Program".
- Vertical Sign:** A tall, narrow sign that says "WHAT WILL IT TAKE TO GET YOU IN A NEW TRUCK TODAY? I'LL MAKE YOU A DEAL."

# Full-Service Marketing Plans

*Which plan is right for your business?*

As **Your Marketing Department**, Penguin Suits plays a vital role in promoting the business and solidifying your differentiators to inspire a purchase. We coordinate and produce all materials, both internal and external communications, so you have a single, consistent voice representing the business. Penguin Suits will handle all matters related to your brand, thereby creating an overarching image that attracts the market.

Our services come in 3 levels of full-service marketing plans to accommodate all your needs. These services are combined in an effort to allow us to do what is needed to help grow your business and consistently generate leads.

## Emperor Penguin



### Unlimited Hours

We take care of EVERYTHING. We are accountable to you through reports, calls, and meetings. Our most aggressive hands-on campaign, designed for both growing and startup businesses.

#### Plan includes:

- Craft and conduct engaging campaigns and marketing initiatives
- Develop and maintain your branding
- Improve and maintain your search engine optimization
- Maintain your online presence
- Monitor and manage social media
- Produce communications such as ads, direct mail and newsletters
- Act as a media liaison and guide executives on media response
- Write and distribute press releases
- All creative execution
- Design all your print materials
- Build your brand presence
- Develop, host, and maintain website
- Plan and execute all traditional and new media
- Reputation management: blogs, posts, emails
- Plan analysis and identifying direction for new media attacks

## King Penguin



### 35-45 Hours a Month

We're on top of it! We are accountable to you through reports and meetings. This campaign is designed for a company who wants to invest/grow at a moderate rate.

#### Plan includes:

- Craft and conduct engaging campaigns and marketing initiatives
- Develop and maintain your branding
- Improve and maintain your search engine optimization
- Maintain your online presence
- Monitor and manage social media
- Produce communications such as ads, direct mail and newsletters
- Create graphics
- Design all your print materials
- Respond to reviews
- Host and maintain your website



## Monarch Penguin



### 15-20 Hours a Month

We will take care of it. We are accountable to you through reports and meetings. This marketing campaign level is designed for a company with a modest budget wanting world-class lead-generation strategies.

#### Plan includes:

- Craft and conduct engaging campaigns
- Maintain your branding
- Improve your search engine optimization
- Maintain your online presence
- Monitor and manage social media
- Produce communications such as ads, direct mail and newsletters
- Host and maintain your website



Accountability Reports



# BRANDING

*Creating a consistent, customer-centered identity*

Penguin Suits is an award winning strategic design agency. Whether it is brand repositioning, redesign or innovation, **Your Marketing Department** provides holistic, tailored and seamless service. We develop brands that touch consumers' hearts, make you memorable, and most importantly, sell your company. Penguin Suits is an independent brand and design company that focuses on creating custom brand strategies and designs that let companies stand out against all the noise in the marketplace. We create and manage brand reputations in order to enhance our clients' bottom line and grow their reputation and demand.

## Aspects of Brand Development:

- Vision
- Mission
- Personality
- Value Proposition
- Product Differentiation
- Audience Identification



“Penguin Suits did an excellent job rebranding and renaming my business. The logo is professional and I get loads of compliments on my cards and website. They made the entire process easy, fun and their professionalism is outstanding. I highly recommend Debi and her entire staff; they truly go the extra mile to put me and my business in the best light possible.”

Margie Hildreth | Guardian Investigations

# LOGO DEVELOPMENT

A logo is your company's overall look and message. A picture is worth 1,000 words; a great logo is worth a million dollars. It is the center of your image and speaks to your company's quality, class, timeliness and expertise. See some of the quality logos Penguin Suits has created.



“ We knew we picked the right firm. Penguin Suits does amazing work. They took the time to get to know who we were, our mission, and our core values and developed a timeless logo that really represents our company in a professional manner.”

Ilene Devlin, President | IW & Associates

When it comes to marketing your business, you have two options:

- 1 Hire a marketing department
- 2 Handle it on your own

*We love doing what we do! Leave the marketing details to Penguin Suits and get back to the business of running your company.*

### **Accountability Reports!**

We know that you want results and you need accountability. Our custom marketing reports deliver stats, and lead generation data, along with a detailed explanation of what they mean and a strategy for future direction.

### **We Take Marketing Off Your List!**

We immerse ourselves in your business to customize a strategic plan. Our brand message experts look at where your company is today and examines the future opportunities. We examine demographics, local, and industry trends. *Your Marketing Department* becomes an expert brand spokesperson for your company.





## Penguin Suits: The Right Choice!

**Penguin Suits** is your results-oriented agency devoted to developing creative and effective custom marketing. We target your customers and deliver highly-motivated leads to your business. As *Your Marketing Department*, we know the best marketing solutions that will work to allow your website to reach your target market.



## Expect Expert Direction & Performance!







With **Penguin Suits** as *Your Marketing Department*, you can expect great results! Count on us to be a member of your team that you count on to be as hard working and single-minded as you are in making your sales and growth goals a reality.

## We Do It All!

At **Penguin Suits**, we learn your company's story to develop and maintain the proper marketing in order to grow your business. We broadcast your message professionally and strategically through digital and traditional media campaigns to get you great ROI.

THE PATH OF MARKETING ON YOUR OWN

At **Penguin Suits** we want you to focus on what you do best and leave the increasingly complex marketing activities to us. When you make us *Your Marketing Department*, we take care of all the marketing activities so you can focus on what matters most.

-  Advertising
-  Daily Marketing
-  Web Presence
-  SEO & Analytics
-  Social Media
-  Print Media

# WEBSITES

When people want to know about you, they look to the internet; are you ready for your close up? **Your Marketing Department**, Penguin Suits, develops powerful websites that act as a strong digital foundation for your online presence.

**With Penguin Suits you get a level of service that will scale as your business grows. Penguin Suits customized websites include:**

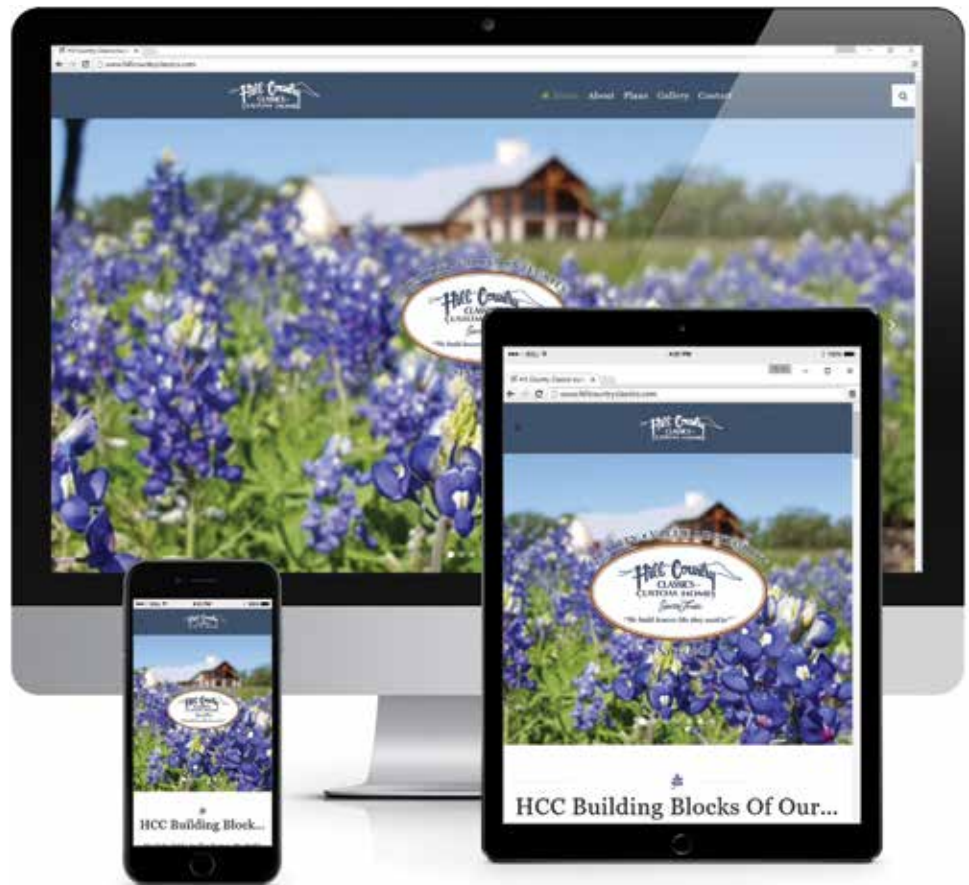
- Adaptive-Responsive Design
- Strong Call-to-Action
- Social Media Integration
- Professional Copywriting
- Interactive Contact Forms
- Powerful Images
- Engaging Videos and Animation
- Targeted SEO Setup
- Worry-Free Hosting and Maintenance
- E-Commerce
- Appointment Scheduling
- Email Marketing
- Great User Experience

*Visible*

**Anywhere**

**Any Time**

**On Any Device**



“ Since the conception of our new website format we have witnessed continued growth in client traffic. We’ve also enjoyed very positive feedback from all those clients attracted not only to the user friendly aspects, but the ease in navigating the site as well. As you know, our customer base consists largely of retirees and that simplicity certainly appeals to those “not-so” tech savvy individuals. Your client support, delivered in a friendly and professional manner are other reasons Penguin Suits remains our website designer and service provider of choice.”

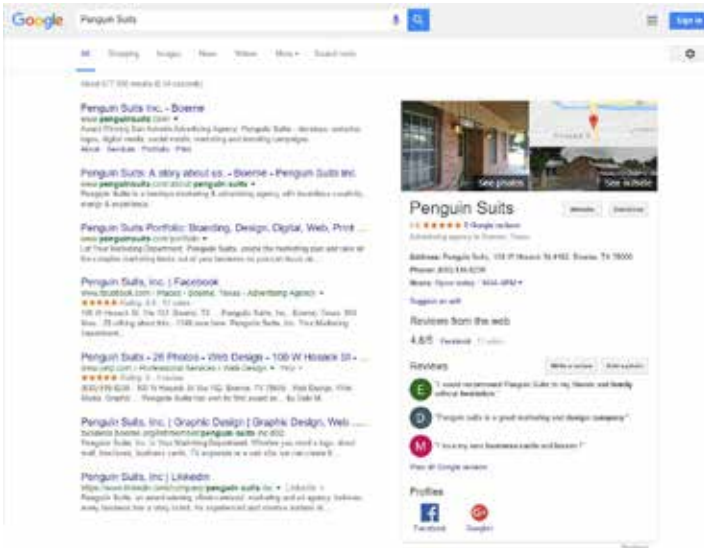
Andy Allen, Owner | Hill Country Classics

## Search Engine Optimization (SEO)

Everyone says “Google it.” Let Penguin Suits optimize your website and get it found in those critical searches. You need to be found, so Penguin Suits, researches keywords and targets the right combination of words to position you where you will be easily accessible. Google is always changing the rules. Penguin Suits stays current on those rules so you don’t have to. We will quickly make the tweaks to get you the best possible ROI.

Analytics are an important part of SEO. It is important that we track your website traffic, and explain what is working and the recommendation for future plans.

GOOGLE AUTHORSHIP LISTINGS



OWN YOUR GOOGLE LISTING

## Social Media and Digital Presence

Your social media and digital online presence must be cohesive with your business practices and philosophy. All mentions of your company in print and online must be uniform. All your digital profiles in Google, Yahoo, Bing, Four Square, Yelp, White Pages, and Switch Board must have the same information. When you work with Penguin Suits, you can leave all that work to us.

Business listings change all the time. We make sure your listing is correct so your clients can find you instead of your competition.

We will produce monthly reports that will demonstrate how your presence is growing and why. If, by chance, something is not working, we will show you that too, along with a plan to correct the issue and get it working.



“Penguin Suits SEO has allowed us to eliminate our paid ads and continue to bring in the same leads for our business.”

Shane Mitchell | Rock Solid Internet



# ADVERTISING

## Traditional Advertising

Designing and developing your offer for a stand-alone pitch or a complete advertising campaign is no problem for the creative team at Penguin Suits. We are experienced at determining and creating the necessary elements to communicate the appropriate call-to-action with the greatest benefit to your customers.



## Inbound Advertising

With Penguin Suits as **Your Marketing Department**, you will have a team of experts developing calculated, attractive and targeted ads that make your brand visible throughout the internet, even after your clients have left your website. Increasing your visibility in search results, and placing display ads on their favorite internet sites makes it easier for customers to find your business and keep your brand and increases your leads and your ROI. Let us make this happen for you.

Digital ad campaigns, often referred to as retargeting, inbound marketing, and Google Adword campaigns, are strategic online advertising executions that keeps your brand in front of relevant web traffic after they leave your site. They are designed to help companies reach the 98% of users who don't convert right away.



# PRINT

From direct mail to postcards to business cards, stationery and invitations, Penguin Suits creates printed designs with a compelling call to action targeting your specific audience. Tired of trying to figure out how to create designs that generate business? Want a great return on your marketing investment? Let Penguin Suits develop the compelling messages that will get the phones ringing.

## Business Cards

Business cards come in all shapes and materials. A 3.5" x 2" rectangle is standard, but we have used 2.5" squares to support a brand. Standard 14 pt paper or even magnetic material is used. Choosing sizes and materials that support your brand is essential.



## Targeted Print Materials

Getting your message into a potential customer's hands is essential. One of the most cost-effective ways is to obtain a targeted mailing list to send a creative call to action in the form of a postcard.



“ When we came to Penguin Suits our website generated 11 leads a year. Now using Penguin Suits we have grown our lead generation from 11 leads a month, to 11 leads a week to 11 leads a day. Penguin Suits takes the stress out of my projects, I hand it to them and it gets done.”

CJ Steen, Marketing Director | On The Move Inc.





## Tradeshow Materials

Penguin Suits can help you create a booth that will attract attendees and generate leads. With attention grabbing graphics and messages, we can make your booth attract like a magnet. Once you've drawn your audience in, you'll want to send them away with a tangible reminder of your offerings. We will provide you with innovative promotional items that will be used over and over and that will keep your company in front of your clients.



## Promotional Materials

Penguin Suits selects innovative items that your customers will use and keep around year after year. We source the hottest technology gadgets that they won't find from your competitors.

These tangible reminders will keep your business on your customers' minds and in front of them day after day.



## Signage

Billboards to bandit signs and retractable banner stands to window decals, we not only design all types of signage, we also procure placement and production.

“Penguin Suits provides fast creative service on time and on budget. Debi and her staff are personable, professional, and provide quality service in a manner that we know we can trust them with our business.”

Jan Wehrman, MS Ed | Alamo College Workforce Center of Excellence

## Special Events

Penguin Suits works with commercial businesses and non-profit organizations to execute special events, galas, and fundraising events with precision, class and excitement. We want your event to stand out, be profitable and have everyone wanting to attend year after year. We love event planning, as it combines graphic design with great execution.

## Public Relations

We create engaging messages and share them with the media through a combination of platforms. By combining traditional print and broadcast media with a strong social media component, we effectively deliver your message in your voice. In maintaining your brand identity in your messaging, we help you grow your existing foothold and promote your brand presence as a leader in the market. Penguin Suits is passionate about growing your brand with measurable techniques. Our results-oriented team is devoted to delivering your message to the right people every time.



## Broadcast

### Videos and Commercials

Let **Your Marketing Department** make your company the star of its own movie. We are finding that people don't read as much anymore! From creative campaign videos that illustrate customer pain points to customer testimonials and personalized product demos, a video will play a starring role at all stages of marketing. Let Penguin Suits create the video campaign that will drive new business to your door.



“Debi Lamb-Burrows is a marketing genius. Debi and Penguin Suits have completely transformed our marketing strategy and company brand. My company's online presence and in print shows Gold Research, Inc. as the great and experienced company that we are. They listen to what we need and make it better time and time again. I wish I had used Penguin Suits earlier in my company's growth. I highly recommend Penguin Suits... They will market you in style!”

Nitin Sharma, CEO | Gold Research, Inc.



### **Certifications & Registrations**

EDWOSB	Economically Disadvantaged WOSB
WOSB	Woman Owned Small Business
HUB	Historically Underutilized Business
ESBE	Disadvantaged Business Enterprise
SBE/WBE	Small/Woman Business Enterprise
SBA	Certified Contractor
CMBL	Central Master Bidder List

### **Capabilities**

Penguin Suits, Inc. is a certified, small-business, woman-owned marketing firm that specializes in:

- Layout of publications, brochures & advertising
- Website design & hosting
- Internet marketing, e-commerce & e-mails
- Specialty items, decals & signs

### **NAICS Codes**

541430	Graphic Design Services
541613	Marketing Consulting Services
541810	Advertising Agencies
541850	Display Advertising
519130	Internet Publishing & Broadcasting & Web Search Portals
541860	Direct Mail Advertising
541890	Other Services Related to Advertising
518210	Data Processing, Hosting & Related Services
541820	Public Relations Agencies

We accept government purchase cards.

### **Contact**

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*We tell our clients' stories so the world will prize them the way we do.*