

HAND CRAFTED, DIGITALLY BUILT

WHAT WE DO



BOLD. DISTINCT. INSPIRED.

ChartLocal creates brand identities that send powerful messages to the consumer and foster confidence in the mind of the audience. By coordinating this brand identity across a marketing plan, we create a clear, unified message for your company.

- Comprehensive Needs Analysis
- Building/Enhancing Current Brand
- Budgeting for Growth
- Creative Solution Planning
- Return on Investment Calculation



IMMERSIVE. CREATIVE. ORIGINAL.

It all starts with the message. ChartLocal is a leader in the market by infusing timeless ideas and modern techniques into traditional media. In new media, we work with you to create a captivating presence that is not only valuable, but expected by today's consumers.

- Custom Landing Pages & Web Design
- Social Media Development
- HD Video Production
- Motion Graphics & Logo Animation
- Digital Display Ad Design



CURRENT. FOCUSED. EFFECTIVE.

Engage with consumers and convert web traffic into sales. We don't just sell digital advertising. We put together solutions that take care of the customer long after the click, so they buy your products/services, and then brag to all of their friends about the great experience.

- Consumer Intent Display Advertising
- Website Targeting & Retargeting
- Mobile Display & Text MSG Advertising
- Search Engine Optimization & Marketing
- Phone Tracking & Reporting

OUR PROCESS TO ACHIEVE RESULTS



LEARN - DEVELOP - CREATE - IMPLEMENT - MEASURE

The mission of **ChartLocal** is to craft creative marketing messages for all media that move your most qualified potential customers from researchers to buyers to fans and loyal advocates.



OUR PROCESS TO ACHIEVE RESULTS



LEARN - **DEVELOP** - **CREATE** - **IMPLEMENT** - **MEASURE**

LEARN: No one knows your business like you do, but we strive to learn it just as well. To learn your business, we complete a detailed analysis that helps us understand the ins and outs of your company. During this phase, we collaborate with your team to determine goals and desired outcomes. This enables us to work more effectively with clients to design ample solutions.

DEVELOP: With your objectives in mind, we develop a comprehensive plan to help you grow your business. We empower clients with innovative solutions - from websites to ad campaigns - that focus on the greatest opportunities to increase sales. In an effort to fuel your competitive advantage, we provide digital marketing strategies that will enhance your overall business landscape.

CREATE: Armed with your customized plan, our team creates and delivers your company's brand in the way you want to be represented. We can build your brand from the ground up, or we can incorporate current branding and marketing materials into fresh designs and engaging campaigns. Our team will help you communicate your core values, and distinct selling advantages in a creative way.

IMPLEMENT: We know what it takes to implement marketing plans that drive your visions into action. Our goal is to enable you to concentrate on what you do best - run your business - while leaving your brand execution and growth strategy to us with confidence. We understand the value of having good people in your corner who want to see you succeed. Our principle is when you succeed, we succeed.

MEASURE: Measuring marketing or brand success helps us deliver the most relevant strategies to our clients. We track results of your customized marketing plan in real-time to ensure they align with your business goals. By analyzing results and audience insights, we can also provide you with additional opportunities for growth. We have no greater satisfaction than helping our clients grow.



Website | Mobile Website Development

Does your website convert leads? (Phone calls, emails, and form submissions). Is it representative of your brand, and is your website mobile friendly?



SEARCH ENGINE OPTIMIZATION (SEO)

Enhance your visibility by optimizing for key phrases and/or terms relative to your business.



SEARCH ENGINE MARKETING (SEM)

Put your brand and advertising in front of people searching for your products and services-with intent to purchase.



Targeted Display & Mobile Advertising

Customized ad solutions targeting your exact audience. Geotargeting, behavioral targeting, demo targeting, and more specific targeting available.



Online Video

Increase brand and message recall by pairing online video with your current TV commercial schedule.



Social Media Management | Advertising

Need help with your Social Media? Don't know what to post or how to use Facebook effectively? We can help!



Email Marketing

Are you currently executing an email marketing strategy or campaign? Grow your brand loyalty and retention.



Retargeting

Retarget your advertising message to customers with intent to purchase, who have searched for your products and services online or have been to your website.

Google hosts
3.3 billion
searches a day.

90%
of searchers looked only
at first page.

90% of customers
say online reviews have a
major influence on their
decision to buy.

91%
of adults own
a cell phone, and **46%**
own a smartphone.

91%
of marketers use social
media for business.

In-banner video
increases
engagement by
23 times.

 **70%**
of consumers use a
mobile phone.