

## Scitent Marketing & Creative Services

Scitent's in-house marketing and creative services team offers a range of services that can help your organization promote its brand, products, and services. Scitent's team of web and graphic designers, digital marketing gurus, as well as writing and public relations professionals can help you reach target audiences with on-target messaging and captivating visuals – serving as your virtual marketing team for one or more projects!

### Our Approach

At Scitent, we start with understanding your business challenges, what you want your target audiences to know about your products and services, and what sets you apart in the marketplace. Then, we work with you to develop a persuasive, effective, and credible story that can be conveyed via strong messaging, visually compelling graphics and images, as well as print and digital media.

### Our Services

#### Digital Marketing

- Email Marketing
- Digital Advertising (AdRoll, AdWords, banner ads)
- SEO/Search Engine Marketing (SEM)

#### Communications

- Public Relations (news releases, media relations, speaker's bureau)
- Writing (white papers, articles, case studies, contributed articles)
- Social Media

#### Strategic Consulting

- Marketing Strategic Planning
- Communications Planning
- Product Launch Planning
- Positioning and Messaging

#### Creative Services

- Branding/Logo
- Graphic Design
- Web Design
- Marketing Collateral
- Tradeshow Support (booth design, collateral)

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***"It's all about quality versus quantity. We decide on specific marketing tactics that help you reach your specific goals. We want measurable success, not a flurry of activity for the sake of activity."***

**CAROLINE MARCH-LONG, DIRECTOR OF MARKETING**

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