

Hancock Branding x Communications [@HBxC]

Competing in today's business and social environment is a challenge. The complexities are vast, the noise is extreme. The pandemic has made a mess of everything.

How do you break through the clutter and persuade customers that your brand is the solution they seek? How do you make sense of and organize the many media, social platforms and complex technologies to make them work for you to maximum effect?

@HBxC, we believe your success requires a balance of superior marketing and innovation skills to engage customers across all touchpoints.

@HBxC knows how to identify your special values and express them to customers using persuasive messaging. We understand media and technology and how it can boost your efforts and where it can drag you down. We are entrepreneurs with experience to help you grow fast and not waste time in meetings.

@HBxC can serve you to grow the business you have today and help you grow into a powerful national brand.

SERVICES AND SKILLS

We've been there, done it. Seriously.

We live to innovate. Our mission is to convince people that you are the solution. We discover the deep values of your business, why customers should value you, then amplify it across media and social platforms.

Nice words, but we actually turn them into action. Hire us to do these things:

- **Know your customer (Create Strategic Plans and Perform Research)**
 - Typically, our first step to help everyone understand the customer audiences, attitudes, and motivations. We don't need to interview a thousand people, but we do need to talk to a few.
 - Let's start with the obvious by understanding near and long-term opportunities to grow within current and new market segments. From this baseline we can innovate in new directions.
- **Who are you? (Create and sharpen your Brand)**
 - Has COVID-19 and work at home forced you to rethink your brand? Are your customers rethinking your brand for you?

- Your current Brand got you to a point of success but does it have the horsepower to move you up to the next level? Do we just need some polish to make it pretty again or do we need to recraft our promise?
- **One Voice (Develop and execute Integrated Ad Campaigns)**
 - The magic of an Integrated Ad Campaign is when you marry the brand and sales message in a context where people are interested in learning more.
 - Traditional media, digital, SEO, Social, e-mail all need to express your brand but also need to be tailored to the customer in the proper context
- **The goods (Produce Ads for all media)**
 - We provide full-service production capabilities to create all forms of traditional and digital advertising assets including TV radio, print, outdoor, signage, banners, blog and podcast content, and social media content.
 - Production may be done in collaboration with our Independent Associates
- **Looking good (Graphic Design)**
 - A particular specialty that provides a brand personality at all touchpoints as part of a broader engagement to create advertising assets per above, or on a project basis
 - Typically critical for professional services companies in the form of collateral like brochures
- **Be a part of the community (Social Media Management)**
 - Social Media, both owned/operated, or acquired via Influencers and other established resources to affordably increase “buzz” for your brand
- **Share your smarts (Content Creation)**
 - Becoming a recognized expert via thought leadership and compelling information
 - Create original, license content, or create affiliations
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- **The mechanics (Web & App Development)**
 - In association with eLink, we can develop all types of platforms from the complex to simple and straightforward
- **Visible when they are looking (SEO)**
 - As part of web and app development it is critical to implement best practices and ensure you site outperforms competition when a person does a search
- **Hook and catch (Sales & Lead Nurturing)**
 - Particularly for Business-to-Business, long sales cycles, and a limited audience creating a plan for nurturing prospects is critical

EXAMPLE LAYOUT

BRAND DEVELOPMENT

Logo & Identity
Brand Style Guides
Business Cards
Stationery
Print Design

STRATEGY & RESEARCH

Research & Discovery
Audience Personas
Content Strategy
Naming
Communications Strategy

WEB DESIGN & DEVELOPMENT

Website Design
UI/UX Design
Front-end Website
Development
WordPress Development
E-commerce Development

CONTENT STRATEGY & COPYWRITING

Positioning Statement
Brand Promise
Storytelling
Key Messages
Personality & Tone
Audience Insights
SEO

COMMUNICATION & DESIGN

Brochure
Social Media Assets
Annual Reports
Media Kits
Tradeshow Display

CREATIVE PARTNERSHIP

Annual Planning
Strategy Consultation
Internal Communications
Audit