

### **COMPANY OVERVIEW & PRESENTATION**





## AWARD WINNING MARKETING FIRM, SPECIALIZING IN BUSINESS CLASS BRAND AND INTERNET SOLUTIONS

great design, focused on brand, identity and success

development/integration of manageable and scalable web technology

business class marketing and website support services



## **JB DIFFERENCE**

### LEAD WITH DESIGN

- Online marketing and technology married together in one central professional support-for-

it-all model, unique to JLB

- Professionally designed business class services for reliability and scale
- Over 14 years of experience, successful processes and learning's
- Trusted High end customized web and marketing reporting and analytics, exclusive to our clients
- Wide public recognition with great references

## IMPACT | STATEMENT | FEELING | FUNCTION

# 44

Businesses are left to figure everything out on their own and either need to have a lot of time, technical skills or money to position their business correctly in today's Internet market. Web design, development, domain names, email, SEO, SEM, Social Media, email marketing, web support, hosting, security, merchant integrations and so on are all different skills offered by different companies but they all really should work in sync to benefit the business and that is what JLB offers.

### Business Class Web & Marketing Services with Central Support



### **BRAND & MARKETING EXPERTISE**

- 25 years of business sales & marketing expertise
- 20 years of operation & infrastructure support service experience
- online branding & identity design focused
- award winning graphic design team
- audio & video engineering & development
- top web development & operations management
- best in class digital marketing & tools (seo, sem, social, etc.)





### BUSINESSES REQUIRE EXPERTISE FOR A SUCCESSFUL WEBSITE & MARKETING

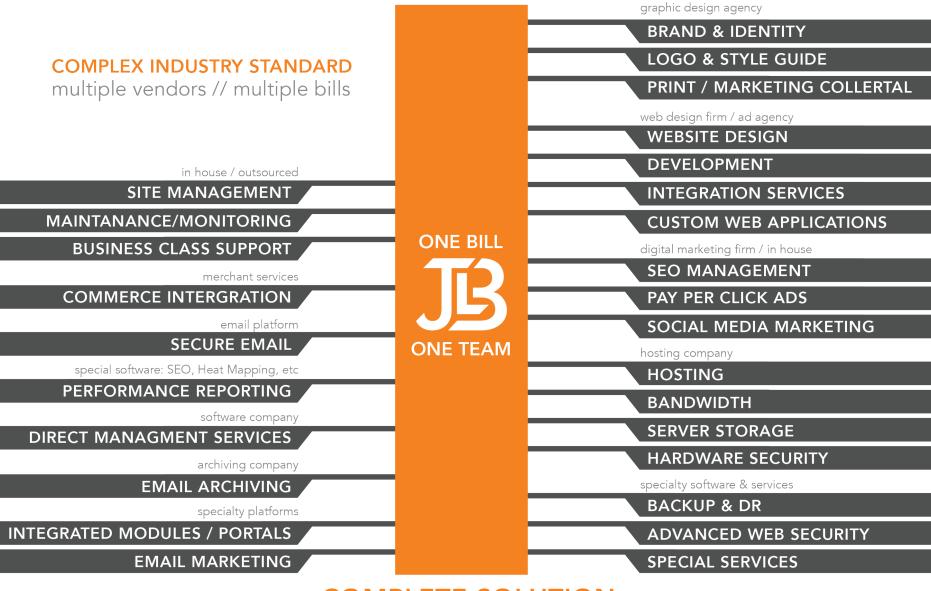
- account & project management manage, mediate & more
- graphic design & branding staff websites, print & more
- developers php, html, css, java & more
- marketing staff advertsing staff & digital marketing staff
- webmasters moves, ads, changes or fix problems
- technical engineers & support staff infrastructure & parts

### **BUSINESS CLASS SERVICES & SUPPORT**

- website management, maintenance and security oversight
- technical and webmaster support
- enabling marketing strategies, guidance and management
- business class and on-demand marketing services

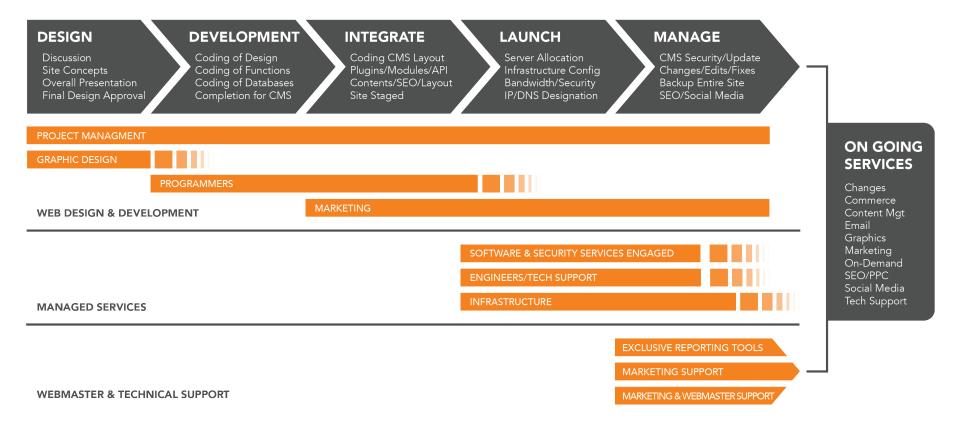






### **COMPLETE SOLUTION**





## **BRAND IDENTIFICATION**

- discovery, creative brainstorming and analysis - multi brand consolidation

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- test and research
- selection and launch

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LAWNWISE BRAND GUIDE 2017

The quick brown fox lumps over the lazy dog

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## **IDENTITY DESIGN**

- development of graphic identity and logo

- overarching identity, concerning corporate colors, brand typefaces, and logo usage

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> FRANKLIN kennels

DISCOVERY PARK OF AMERICA

## WEBSITE DESIGN

- design concepts

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- detailed brief – review objectives, audience, key products/services, brand compliments, etc.

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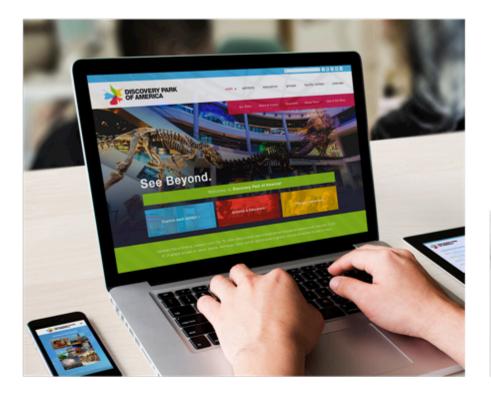
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products

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- business details sales process, ROI, scalability, etc.
- research, framing and workup
- overall site design and construction mapping



# BEAUTIFUL WEB DESIGNS









confidential and proprietary | 13

## **WEBSITE ENGINEERING & DEVELOPMENT & CMS INTEGRATION**

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programming, strategic structuring & styling

thoughtful development to business objectives, scalability & brand strategies

## **BUSINESS CLASS MANAGED SERVICES & SUPPORT**

reliable support, infrastructure, security, backups, software & resources



## **NEED BRAND & MARKETING MATERIALS**

brochures, sales slicks, cards and content

events, signs, and on-demand marketing support



## **DIGITAL MARKETING**

best practices, tools, reporting, implementation, analysis and flexibility ongoing content management, onsite and offsite critical strategies lead generation, CRM integrations, lead management and reporting

### Social Media



### Pay Per Click Ads

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### **SEO**

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#### JLB | Beautiful Web Designs + Digital Marketing in Franklin ...

www.jibworks.com/ \*

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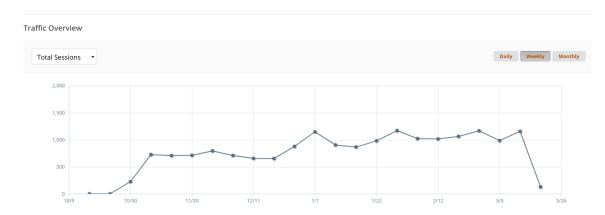
Nashville web design company Horton Group is a full-service digital marketing ... Horton serves website design clients from offices in Nashville, Tennessee and ...

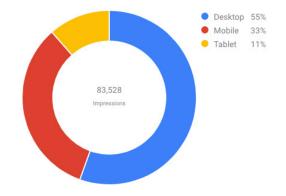
## **Quality Controls & Transparency**

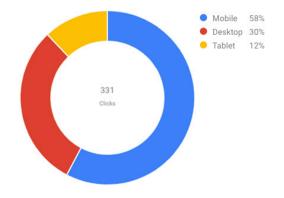
### **PROFESSIONAL REPORTING**

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#### DATA REPORTING FOR OAK FACTORY OUTLET





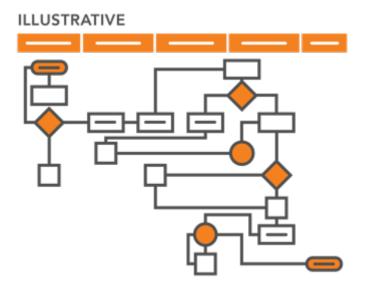


## **PREPARED & READY**

### **INDUSTRY FOCUSES**

- Industry verticals, business processes and applications with the highest proven and potential business value created by web operation and domain technology, based on primary research and industry experience.

### BUSINESS PROCESS LIBRARY TRAINING/COLLATERAL



### SOLUTION ACCELERATORS

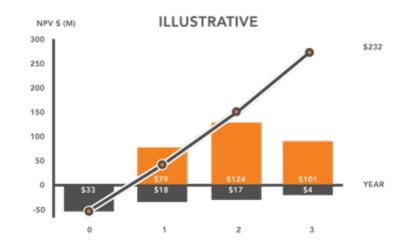
- Knowledge of business processes within industry where web applications and online marketing add the greatest value.

- Comprehensive industry ROI tools.

- Solution ecosystem of leading software, equipment and middleware providers.

- Demonstrated experience with web domain deployments across industries.

### **ROI FRAMEWORKS – DETAILED MODELS**



#### confidential and proprietary | 21

## PROJECT

all projects recorded & tracked centrally milestone management time management & quality control

## SUPPORT

support directed to the right person on-time alert management of tickets 24/7 hardware monitoring on-demand accountability

## PROCESSES

all processes are documented & managed tightly 14 years of perfecting our operations & quality

# BusinessQUALITY

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