



AGENCY OVERVIEW



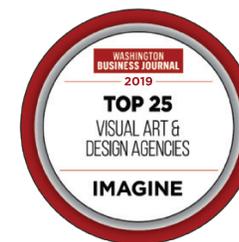
OUR PHILOSOPHY

HELPING OUR CLIENTS ACHIEVE THEIR MOST AMBITIOUS GROWTH GOALS THROUGH MARKETING THAT PERFORMS.

Founded in a small apartment in December 2004, we've grown to a team of passionate strategists, designers, developers and support staff because of some pretty common sense principles:

- An unquenchable thirst and curiosity to learn.
- A constant intellectual and creative urgency to make what we do of greater value to our clients.
- A willingness to take on fears and take actions that allow us to grow.
- An unwavering trust and respect for our clients and each other.
- The desire to be better than who we were yesterday.

Collectively, we offer decades of experience in marketing strategy, content, design, public relations and digital expertise, and are confident that we can provide a strong partnership that helps you grow in both visibility and reputation.





WHAT MAKES US DIFFERENT?

Digital marketing agencies are everywhere, and many look the same and say a lot of the same stuff. Since we detest monotony, we set out to re-invent the entire agency experience because doing good work just doesn't cut it anymore.



Industry experience. We're not all things to all people, nor do we care to be. Our expertise is in a specific set of industries, and we stick to working within them.



Courage. We advise on the brave choices that need to be made to grow, because we believe that sometimes, constant trust is more important than occasional comfort.



Responsiveness and transparency. Everything from our meeting structure to our pricing is designed to keep you informed and involved, but not overwhelmed.



A strong business acumen. Each member of our leadership team has run successful businesses of their own, so we take into account every part of your organization.



"We needed our internal stakeholders to focus and articulate what they wanted on the site in terms of functionality. Imagine has the expertise to turn that into creative genius. They find out what their client is looking for and turns around to deliver it. Imagine doesn't make promises that they can't keep."

- Paul McKellips, Chief Communication Officer, The Independence Fund



SERVICES

Each service we provide fits into our overall growth process. We only employ the services we recommend for your organization's goals, and use them at the right time. This results in minimal overwhelm and maximum efficiency.



Did you know?

We've been developing websites in the WordPress platform for over ten years - building e-commerce, user communities, knowledgebases and more!

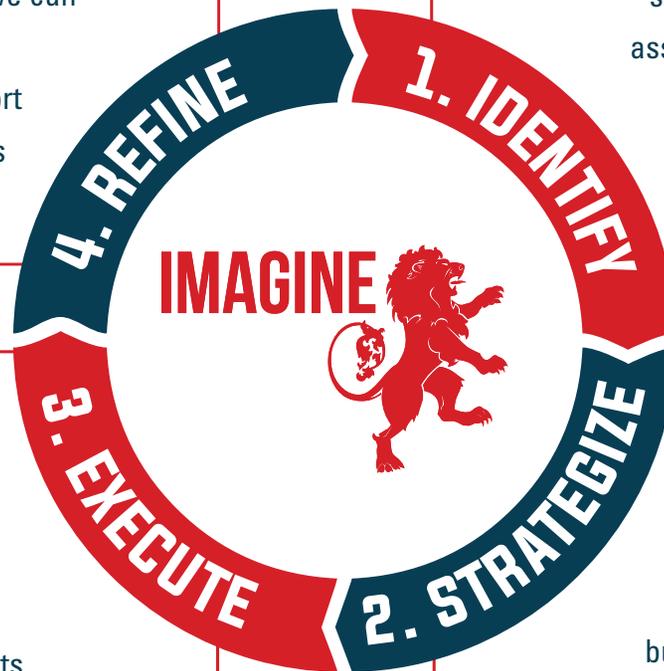


OUR PROCESS

Our approach to marketing is an ongoing process, putting our services in harmonious sync with one another. This allows us to give our clients the best of our expertise, perspective and creativity.

From campaigns to websites, everything we create is designed to be tracked so we can tell what moves the needle. Through weekly or monthly meetings, we report and further strategize with our clients to quickly adjust our strategy.

Then the real fun begins. Our creative services include brand identity, email, social, search marketing, print collateral, infographics and presentations - all tied to specific and measurable results.



We start with competitive research, stakeholder interviews and our brand assessment questionnaire/report. With these, we all gain a complete view of current positioning and what their brand truly means to its businesses and citizens.

Loaded with insights, we then work collaboratively to build their marketing strategy. We've presented to the C-suite in support of our clients, resulting in complete buy-in and enthusiasm throughout the organization.

CASE STUDY



From the Inside Out: CMS Fixes Transform Online Experience

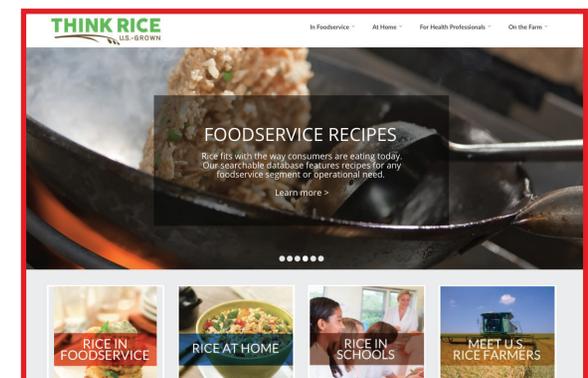
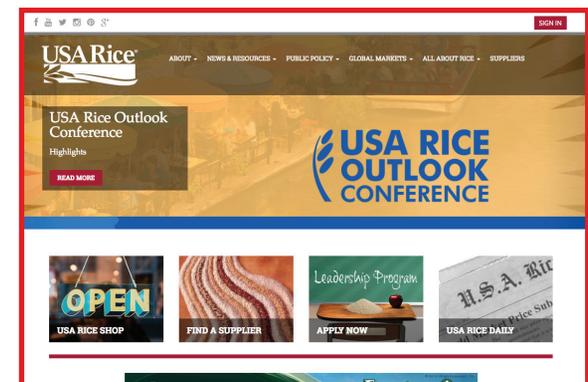
USA Rice Federation (Website/Social Media Campaign/Brand Strategy)

Challenge: The federation's membership website was difficult for its staff to maintain and offered a poor mobile experience, resulting in out-of-date information and a high bounce rate. Its public-facing site, Think Rice, was also cumbersome to maintain, built with over 40 templates and manipulation to the core framework that rendered basic functionalities useless.

Solution: A new build allowed for the new site to be mobile responsive, and offered a CMS to allow integration with the federation's proprietary software and Microsoft's Dynamics CRM. We continue to work with USA Rice on website modifications and software integration.

Next, we untangled the web of unnecessary and limiting code behind The Think Rice website, allowing the WordPress CMS to work as intended by allowing those with little to no development experience effectively manage their own site. We released the website with enhancements that improved user experience and SEO, and are currently building a new Think Rice website that will better connect consumers across the nation.

Results: More dynamic, relevant content led to 24% increased return traffic, and a 32% overall boost in site traffic.



CASE STUDY



Boosting Business & Community Spirit

Historic Manassas, Inc. (HMI) (Branding, Website, Digital Marketing)

Challenge: As an organization that manages many events throughout the year, it became difficult to improve the image and promotion year after year. Sponsorships were low, and the organization needed marketing support to increase turnout and overall understanding of the magnitude of HMI's role in the community.

Solution: Working with HMI, we were able to improve the popularity of their event and seasonal sponsorship through a renewed campaign, pricing structure and collateral rollout. We then built a comprehensive marketing plan for the organization, which outlined promotional schedules, tactics and budgets for each of their promotions and events.

To increase visitors to Historic Downtown during the holiday season, we created the "Do More Than Shop" campaign, which encourages visitors to experience the wealth of attractions that the district has to offer. The visuals of the campaign mirrored the rustic, hometown style we infused into the design of all of their annual and monthly events.

Finally, we introduced a complete re-brand of the organization that included a new logo, color palette, stationery, and re-vamped their existing website, to give it more visual appeal, robust navigation, better use of space on the homepage and more calls to action for visitors, businesses and residents.



CASE STUDY



“Tap Into the Taste of Prince William”

Visit Prince William County, Virginia (Social Media Campaign, Marketing Collateral, Brand Strategy)

Among the years of partnership between Imagine and the Prince William County Office of Tourism, some of our best work was the creation of the “Steins, Vines and Moonshine Trail”, an effort to place Prince William as a major destination for lovers of beer, wine and spirits.

We worked with Prince William County's Office of Tourism to develop the name, brand, collateral and destination marketing campaign to tie in the agribusinesses throughout the county.



“Imagine immediately understood our vision. Their expertise in campaign strategy, design and messaging is allowing us to build a cohesive brand around the breweries, wineries and distilleries in Prince William, putting our region on the map as a tasting room destination.”

- Ann Marie Maher,
Director of Tourism for Visit Prince William, Virginia



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CASE STUDY



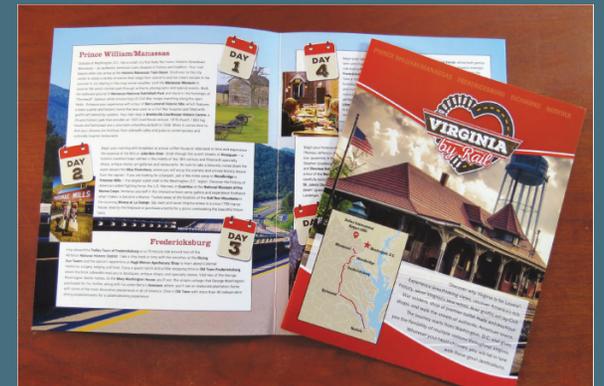
Bridging Virginia Communities Through Roads & Rail

Discover Prince William & Manassas, Visit Norfolk, Visit Fredericksburg, Richmond Region Tourism (Logo Design, Marketing Collateral, Brand Strategy)

Challenge: The individual destinations of Prince William County, Norfolk, Fredericksburg and Richmond are worth visiting in and of themselves. However, the natural beauty and small towns between them are also a sight to behold. To entice tourists to experience them all, the area's convention and visitor's bureaus decided to collaborate on a joint marketing initiative: "Virginia by Rail". A new brand had to be established that brought these partners together.

Solution: Working with the tourism partners, we developed a brand for the campaign that could be presented to bus tour operators, visitors that enjoy Virginia highways via motorcycle, among many other tourism sectors.

A suite of collateral presented the tour experience in a way that guided visitors through eastern Virginia from the DC metro area down to Norfolk. The response was incredible, and the tourism partners continue to promote "Virginia by Rail" as a premier program for truly experiencing the Virginia tidewater.



"I appreciate the time Imagine took to listen to our needs and the questions he asked to thoroughly understand our end goal. What we ended up with was beyond our expectation. They were able to incorporate all our wants into a brand that appeals to our various target markets."

- Mark Kowalewski, Director of Sales, Discover Prince William & Manassas



CASE STUDY



“Something Completely Different”

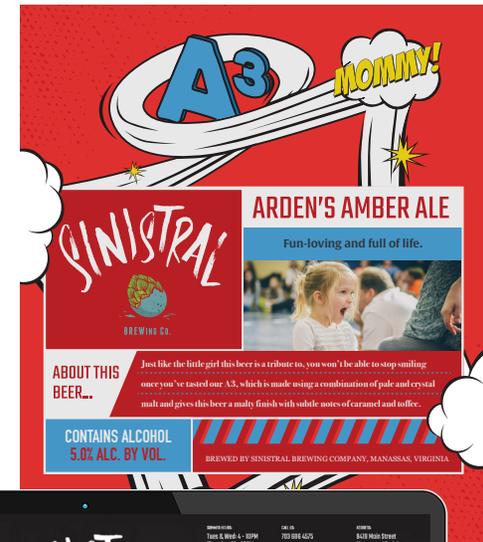
Sinistral Brewing Company

In the midst of the Virginia craft beer boom, local couple Blane and Stacey Perry wanted to pursue a craft brewery themselves. The first thing they requested from us was simply put, but a challenge to pull off. They asked for “something completely different”.

The local brewery scene had grown homogenous, with every warehouse-space brewery offering trivia nights and sticky tables. In an effort to set Sinistral apart, we re-thought everything from turning their outdoor space to an intimate concert venue, to more aggressive social media and high-end photography.

As Sinistral turns three years old, the Virginia craft beer wave has crashed and an increasing number of breweries are shutting their doors. But with more to offer than beer and a large, loyal following, Sinistral is thriving, perhaps by just doing something completely different.

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COURAGEOUS. STRATEGIC. CREATIVE.



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