

AGENCY OVERVIEW

DOCTORS FIGHT DISEASE.
LAWYERS FIGHT INJUSTICE.
WE FIGHT UGLY.

IMAGINE



We help our clients achieve their most ambitious growth goals through digital marketing that works.

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:

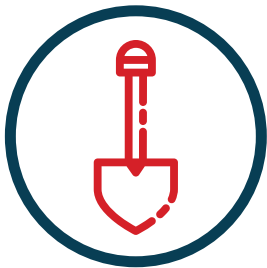
- An unquenchable thirst and curiosity to learn.
- A constant intellectual and creative urgency to make what we do of greater value to our clients.
- A willingness to take on fears and take actions that allow us to grow.
- An unwavering trust and respect for our clients and each other.
- The reality that we are our only real competition.

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





What makes us different?



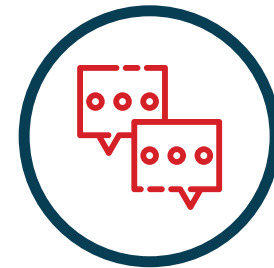
Our knowledge goes deep.

Every new client starts with qualitative and quantitative research, combined with years of experience in a limited number of industries. We prefer depth of knowledge over breadth - that's true expertise.



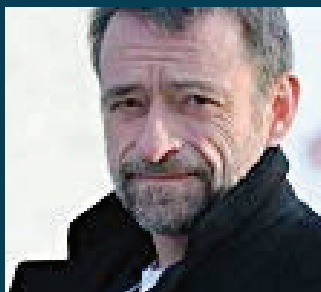
We're built for speed.

From streamlined project management to efficient client meetings, we're designed to help you outpace your competition without outspending them. We work at the speed of your business.



You're not just a client.

Let's face it - relationships drive business. The more meaningful the relationship between agency and client, the more impactful the work. When you become a client, you become a friend.



"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



Our Process

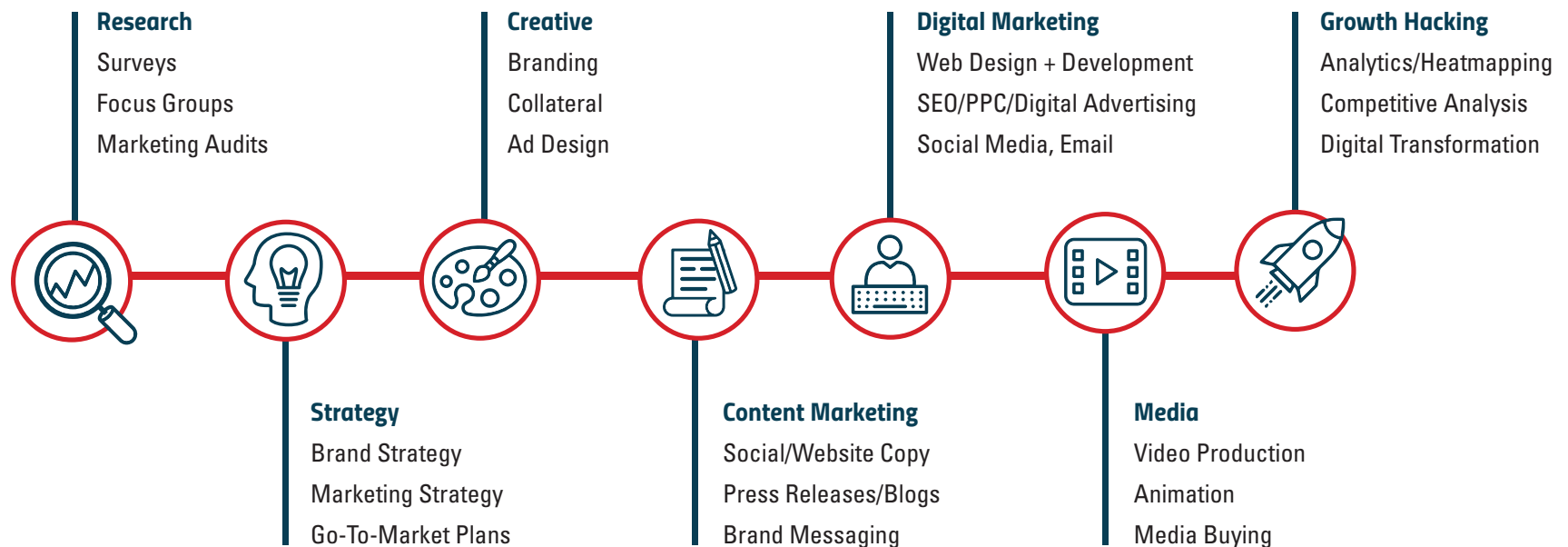
Below is our approach in creating impactful marketing. Refined over time, this ongoing process allows us to give our clients the best of our expertise, perspective and creativity.





Our Process

We provide one agency to handle your entire marketing program from research to integrated support and implementation.



Did you know?

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

Case Study



"Tap Into the Taste of Prince William"

Visit Prince William County, Virginia (Social Media Campaign, 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

Visit
PRINCE WILLIAM
— VIRGINIA —



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 higher-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.



Case Study



Good Work Sells Itself

Loveless Porter Architects (Branding, Web Development, Digital Marketing, Collateral)

Challenge: Founded in 1975, Loveless Porter built a strong reputation in Prince William County. But a change in principal ownership and heightened regional competition demanded more aggressive marketing.

Solution: Beginning with internal/external audits and a website re-design, we renewed the Loveless Porter brand. The brand's design assets are minimal, intended to provide a backdrop for the firm's work.

For the past four years, we've managed Loveless Porter's entire marketing campaign, from social media to newsletters to community involvement strategy and more.



The team at Imagine are highly recommended. As an architectural firm, we needed a fresh website that included creativity and ease of use. Imagine succeeded in meeting our expectations! I would recommend his team for any advertising and marketing services as well.

*Sean Porter, Principal
Loveless Porter Architects*



Case Study



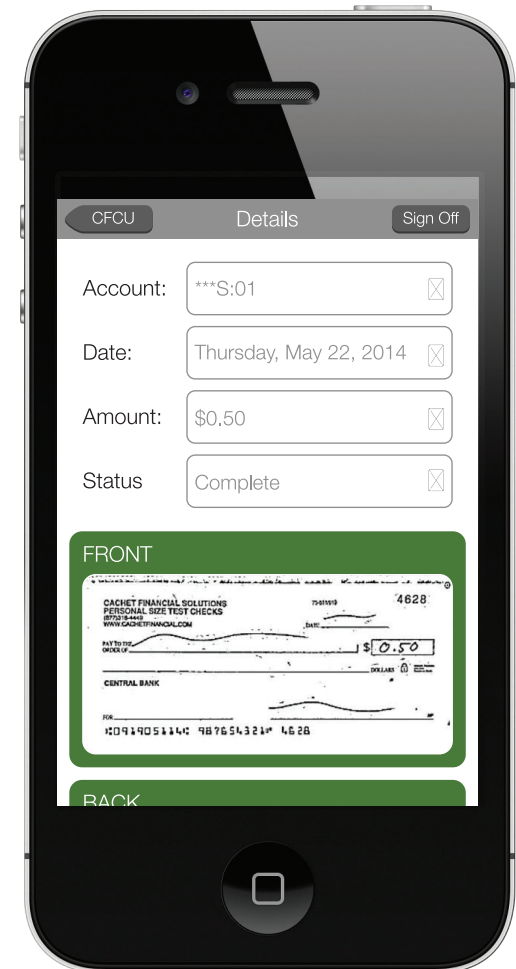
Insight Develops A Better User Experience

Congressional Federal Credit Union

Challenge: To better serve their members, Congressional Federal Credit Union pursued the development of a companion mobile app. Unsure about how the user experience should best be presented, they contacted us for a strategy.

Solution: We agreed that the best course of action is to determine how members currently use the CFCU website on their mobile devices. This data will help us in prioritizing areas of interest, offering links to frequently visited areas, and increasing simplification to an audience that wants to spend very little time banking on their devices. We used a combination of Crazy Egg heatmapping and Google Analytics to determine the content and structural layout.

We then designed the UX assets for development, and worked with CFCU to complete the design of the mobile banking app.



FEARLESS. STRATEGIC. CREATIVE.

 9415 West Street, Manassas, VA 20110

 703.457.6846

 info@imaginedc.net

 www.imaginedc.net

