

# THERE'S ALWAYS A JOB TO DO.

Every product serves some kind of need for its consumer. Ours is keeping your mind off of marketing your business and on developing it.



## CONTACT

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*\*All Ole Cup teams must meet with us for one thirty-minute session (maximum four sessions)\**

## POTENTIAL SERVICES

## WHY CARE?



### Primary Market Research

Hear directly from future consumers through interviews, product tests, or surveys.



### Secondary Market Research

Make decisions based on large-scale demographic data, competitor profiles, and market segmenting.



### Logo Design

Collaborate on a company logo through an accelerated process of ideation, drafting, and proofing.



### Copywriting

Define your brand's personality through its distinct voice and vocabulary.



### Social Media Strategy

Utilize social media to connect with your audience through ads and organic reach.



### Lead Generation & Outreach

Connect with future consumers and begin to form meaningful relationships.

### Defining your Market

Even the best product won't sell if there's no one to buy it. In order to sell, you need to know who wants your product, where they are, and why they like it.

### Building your Brand

Once you know your audience, you can begin to talk their language. Communication is the key to positioning your product through building brand values, visuals, and voice.

### Growing your Reach

The rubber meets the road where communication really happens. Deciding what methods and mediums are best for your brand can make or break a new company.

## PAST CLIENTS

