

Harness the power of relationship based marketing

Let's develop a marketing plan.

Our process differs from other agencies, and we call that process **BRANDEVELOP**. Effective marketing is not about jumping through hoops, it is about having a plan and executing that plan.

BRANDEVELOP exists to help small businesses reap the benefits of consistent, targeted marketing.

During our initial engagement, we get to know you. It's as simple as that. We cannot effectively market your company in any way without immersing ourselves in your business and culture.

Once trust is established, an annual marketing plan is put into place. We then break that plan down into monthly, actionable goals. Knapp Media then assists you in executing that plan each month. Small businesses all around the Cedar Valley are experiencing growth with **BRANDEVELOP**. Is your business next?

Our heritage can be traced back nearly 30 years, although our roots are in video production, our business has expanded into a full service marketing agency.

We discovered a gaping hole in the marketing landscape in the Cedar Valley. While great marketing resources abound in our area, great marketing that caters to small businesses did not. Until now.

From film to facebook, from graphics to google, Knapp Media is a full service, relationship-based marketing agency. We are fiery passionate about small businesses.



4 steps of BRANDEVELOP creating marketing strategy

1

Sow: This is where we plant the creative seed, and develop our relationship. Only then can we confidently move forward.

2

Grow During this phase, we will craft your annual marketing plan and then break it down into bite size, monthly chunks.

3

Harvest: This is where your marketing plan flourishes because we have become your strategic marketing partner.

4

Reap: Experience what it means to flourish in your market when the fruits of our branding comes to roost.

GOALS!

Execution and followthrough are what **BRANDEVELOP** with Knapp Media brings to your small business.



www.knappmedia.org

If you are interested in learning more about Knapp Media, the customers we serve, and the services we offer... Click on over to our website knappmedia.org and see firsthand how we are changing the marketing landscape in the Cedar Valley.