

CLOSEUP Agency

DIGITAL BRAND PRODUCTION

GO MOBILE

Searches on Mobile devices are on the increase, pg 2

GO iPad

Pads are the next internet wave, pg 12

GO eSTORE

Grow your business while keeping costs down, pg 6

GO DISPLAY

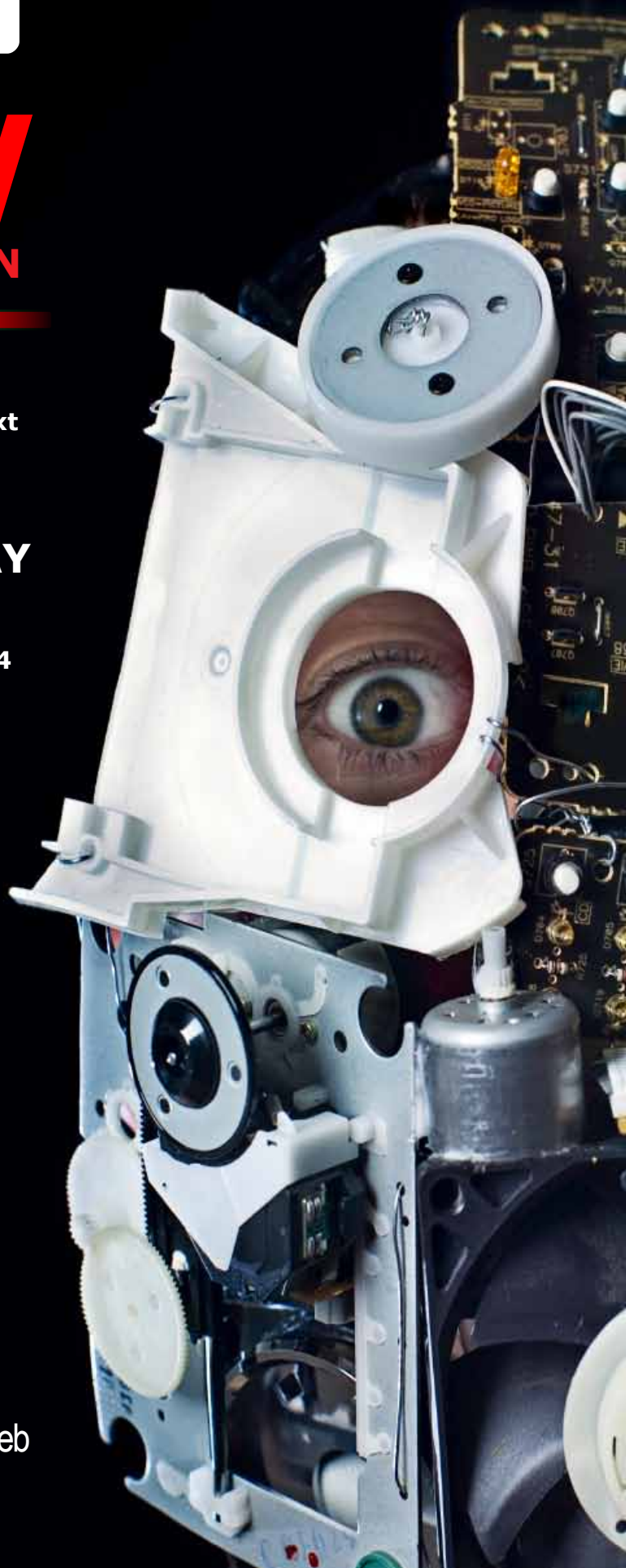
Use Digital Ads that follow your consumers, pg 14

Attracting Today's Consumers

Successful Online Strategies &
Tactics Increasing Awareness of
Your Brand & Business (INSIDE)

PLUS

What's expected to take to stay ahead of your web competition in 2013 !!!



CLOSEUP AGENCY CONTENT



4 BEING MOBILE RESPONSIVE

sales & searches of mobile devices have overtaken desktop PC's - are you mobile optimized?



12 IPAD CULTURE

incredible opportunities to take advantage of the latest trending marketing channel

4 GO MOBILE

Attract a growing segment of new customers.

5 SHOW THEM, WOW THEM

Use impactful imagery that speaks your customers' language.

6 OPEN ANOTHER STORE

How eCommerce can easily increase your bricks & mortar business.

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See how managing Social Reviews can have a Huge Impact on your business.

8 ONSITE EVENT COVERAGE

No better way to multiply your Brand's presence and goodwill.

9 HUGE HIT

Why Digital Magazines can be a cost effective wide distribution & engaging communications channel.

10 FRESH ENGAGING CONTENT

Giving customers the content they're searching for so they find you on the web.

11 KEEP THEM IN THE LOOP

Technologies to keep Brands "Top of Mind" with consumers.

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Taking advantage of today's most popular communications channel.

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Dealing with required communications to Employees & Stakeholders.

14 TELL THEM, FOLLOW THEM

Using cost effective online advertising to move consumers to your Brand.

15 FIT YOUR MATERIALS

Purposing materials for maximum engagement on today's screens.

HI,

Welcome to our Agency, CLOSEUP Agency is Digital Brand Production, making your Brand stand out online!

I am personally excited with today's digital environment opportunities for Brands to make an impact that resonates with customers and break through the noise. At CLOSEUP AGENCY we understand what it takes to bring Brands to market and make them successful, since we've been there!

TIME FOR THE NEXT LEVEL!

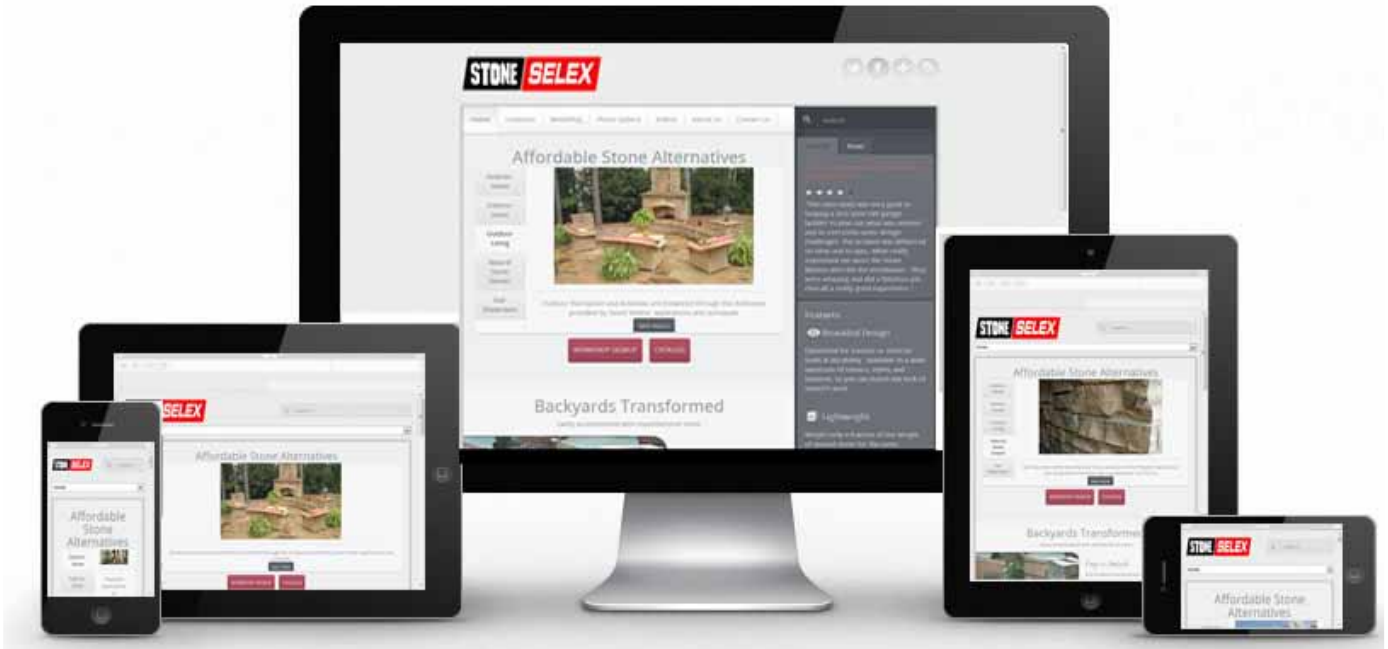
We showcase some of our successful strategies & tactics to increase awareness of your brand inside this brochure - let us help you take advantage of these opportunities!

AJ Marek

AJ MAREK, CLOSEUPAGENCY.COM

Partner





ATTRACT CUSTOMERS GO MOBILE!

To attract all those Mobile Users your web-site must be capable of being seen and navigated easily on mobile devices

The idea of responsive web design is to have a layout that's not bound to a particular screen size, but instead adapts flexibly to different device resolutions. In our website builds we use Mobile Responsive frame-

work tools including a fluid grid system, fluid images and media, CSS media queries, breakpoints and corresponding JavaScript functions.

29%
of mobile users are open to scanning a mobile tag to get coupons

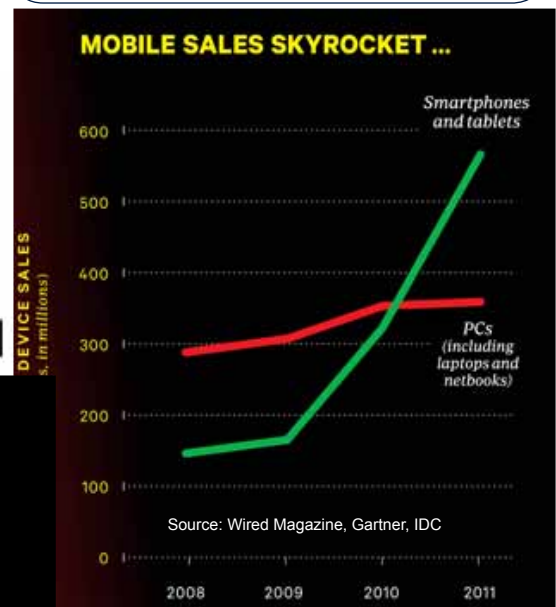
86%
of mobile internet users are using their devices while watching TV

IN A CORNER

If your website is only **USABLE** on a desktop PC, then you're missing opportunities

According to WIRED Magazine sale of Mobile Devices overtook Desktop PC sales sometime back in 2011. This means that your customers are now predominantly mobile, in their internet searches, in their receipt of email, and their online activities. If your internet presence is not optimized for these

mobile devices, then you're leaving money on the table!
So you have a choice - get a mobile specific site, make your existing website mobile responsive so it adapts automatically to desktop PC's, iPads, iPhones and smartphones, or do nothing. What will your competition do?



2013 DESIRE GIRLS CALENDAR

Costa Rica photo shoot directed by CLOSEUP AGENCY at Playa Jaco, Copacabana Desire Hotel

Photos, & videos, generate the highest interaction as they draw a consumer in visually, are easily digestible and can elicit an emotional response quickly. Using photos & videos is the way to easily increase interaction rates with customers.

SHOW THEM! WOW THEM!

Impact sells! Photos generate 200% more interaction than plain writing - this means that your marketing **MUST** be visual and image based ... with higher levels of interaction the more disruptive and impactful your photos are.

IMAGES SHOULD SPEAK YOUR CUSTOMER'S LANGUAGE

By someone seeing themselves, or someone with similar characteristics in an image or video on your site, you've taken that first step in cognitive association that reduces

the perceived risk a consumer has in dealing with your Brand. In this sense, if what they see are images containing people like them enjoying or taking part in your products and services, on a very fundamental level there will be an enhanced level of comfort. Images should be utilized not only to showcase your products and services, where truly one image can often be worth a thousand words of text, but also as an associative device to convince consumers to trust and engage with your business.

CLOSEUP Agency's more than +125,000 client YouTube Views in only 3 months



OPEN ANOTHER STORE

You can use modern electronic commerce through the World Wide Web as a storefront that can be set up with less investment and ongoing commitment than its bricks and mortar alternatives.

WHY ECOMMERCE?

Whatever you sell you can sell to a wider audience and with lower operating costs if you have an online store. CLOSEUP Agency can help you create a professional, cost-effective online store, selling whatever you want, whenever you want. With lower overhead than physical retail store locations, online stores attract more customers because customers know they can get things faster and cheaper on the Internet than by shopping in person. This means that your new ecommerce cart can become the ticket to the sales growth you've been looking for.

GROW YOUR CURRENT BUSINESS

If you sell online, that doesn't mean that you should close your physical store location (if you have one). Many people will continue to shop in person - in particular, stores with a high level of service, community, and uniqueness will continue to do well, but generally retail stores (particularly small businesses) are particularly vulnerable to sales slumps. In the next ten years, the competition among retail stores will be fierce, with many retail centers closing down. Having the best ecommerce solution available may be all that keeps many stores in business during this time of shrinking stores.

LOWER INVENTORY REQUIREMENTS

Online stores are a great way to boost your company's sales. You might only have retail store space for a limited amount of products, but with an ecommerce business you can store products in a warehouse and ship them out before they even enter the store. You can also use an online store to sell additional products, which you can choose to keep and inventory in your retail store. If you do it this way, you might want to have employees fill online orders during the times of the day when the store doesn't have many customers. When online orders start coming in quicker, you can hire a part time employee to fill orders (coming in once or twice a day, or as needed). Small

business ecommerce solutions can expand your customer base quickly and introduce new products in a cost-effective way. By using an ecommerce solution, you can keep daily (or even hourly) inventories of products and sales, and take orders online 24 hours a day without hiring additional sales staff.

KEEP COSTS DOWN

You can usually sell to online customers cheaper than you could in a physical store. Instead of keeping products displayed on store shelves, you can store them in a warehouse or budget office space. Instead of taking every order personally (or paying someone to stand around in between customers), you can take orders online constantly, at no additional cost. With an ecommerce business, you can also operate 24 hours a day in a cost effective way. You don't have to pay employees to work around the clock, on weekends, or on holidays. Effective ecommerce solutions perform the work of several employees, for a fraction of the price.



SOCIAL REVIEWS RMaking YOUR REPUTATION

MENTIONS

Are they excited about your Brand ... or something that you competition did ????

Like it or not, SOCIAL REVIEWS are here to stay! Nowadays you no longer have a choice but to have a Reputation strategy or you will be at the mercy of those who are controlling reviews about your business!

INTERACTIONS

Are you tracking who is interacting with your Brand online and why?

WHAT TO LOOK OUT FOR



FACEBOOK & TWITTER

The usefulness of these standard social networks has now been brought into question ... BUT you still have to monitor what is being said about your Brand and must have a Page presence because these networks are Searchable

PINTEREST & GOOGLE+

These new kids on the block - which are receiving a lot of attention and must be dealt with not only to increase traffic to your sites but also since Google has integrated G+ into its search results - good strategies for those that know how to use these networks

LINKEDIN

For B2B and higher end B2C there is no better social network to optimize your presence than on LinkedIn - strategies and tactics are key to developing both a searchable presence and one that attracts business interest - +500 Connections is the current street cred you need.

ONSITE EVENT COVERAGE

There is no better way to generate excitement and goodwill than have your event covered by CLOSEUP Agency - with photo and video crews that catch your Brand in action! Whether it's a product demonstration, an employee event, or shareholders meeting, the opportunity to memorialize an event for later distribution is a fantastic method to increase your Brand's Goodwill. You want to convey the impression of the viewer being there, experiencing the event as if they were right there in person!

ENGAGEMENT SETS YOUR ROI

It's the benefit of being able to speak one to one and one to many through the medium of video event production that makes dollars and cents sense - so whether it be an instructional video or a call to action PSA, keynote address or other event that is designed to motivate, encourage or explain - Onsite Event Coverage by CLOSEUP Agency is the means by which you can take the impact of that one day and multiply it exponentially, for an incredible return on investment.

HUGE HIT

NBC SERIES

CLOSEUP AGENCY's Digital Magazine fan supplement to NBC's adventure dating series shot in Costa Rica (in English & Spanish)

DIGITAL MAGAZINES. When you want to tell a story with impact and with wide distribution for little expense, there's no better way than through a digital magazine

Create digital interactive content, including digital magazines, photo albums, catalogs and e-books. Digital Magazines offer publishers the unique opportunity to easily spread their content around the world, saving money traditionally spent on print and distribution.

RICH CONTENT BRANDING

Digital Interactive Magazines also encourage readers to interact for access to additional content. For example by clicking to play content in the form of video, slide shows, and flash animations or by registering online for membership in a fan, professional or special interest group.

TODAY'S PAD & DESKTOP CONSUMPTION + THE ENVIRONMENT

Digital magazines are particularly suited to mobile and desktop readers, and of course benefits the environment through almost negligible resource use and carbon footprints.





FRESH ENGAGING "I AM SEARCHING FOR YOUR" CONTENT

Sometimes you just need New Eyes. Your content sells you, represents you and most importantly moves your customers to do something ... to Listen, to Search and to Buy. This is why your content to be effective must be optimized for what your customers are searching for.

It all starts with Research into what phrases your customers are actually using to search for your Products & Services - you want your customer's search results to reinforce exactly what they are looking for - use CLOSEUP Agency to craft your content to reinforce your customers needs, wants and desires ... the first stage to earning your customers' Trust and their Business.

KEEP THEM IN THE LOOP

When they visit your website, app or social media channel you have a live prospect - it's the perfect time to grab them for ongoing connection and remarketing!

So once you have a visitor or live enquiry what do you do with it? With today's web technologies what you can do is continue to market and remarket to them with **Automated Outreach, Autoresponders** and **Newsletters** that continue to place your brand in front of prospective consumers' eyes.

Keeping your Brand Top of Mind can be an easy and effective process - for instance, for those consumers that don't make an immediate decision to buy you can keep them in the loop with regular touchpoints, whether it be by way of social media, emails, newsletters and more!

Best of all much of **the process can be automated for maximum efficiency and effect**. CLOSEUP Agency can show you how to easily make remarketing and keeping in front of your consumers an integral part of your marketing.

Easily create and manage
custom business apps for
iPad and iPhone



IPAD CULTURE

Taking the world by storm, The iPad form factor is the newest and fastest growing segment of online content distribution

It's not an exaggeration to say that the iPad has revolutionized the personal computer market - it's immersive, enjoyable and personal - making the mobile computing experience particularly attractive to consumers. The enormous impact of this innovative approach to mobile media distribution has been seen in its unparalleled success! Can you afford not to be a player in this market?

CUSTOMERS USE MORE & SPEND MORE

The iPad is increasingly being used for eCommerce where *"Many retailers report that already half of what they con-*

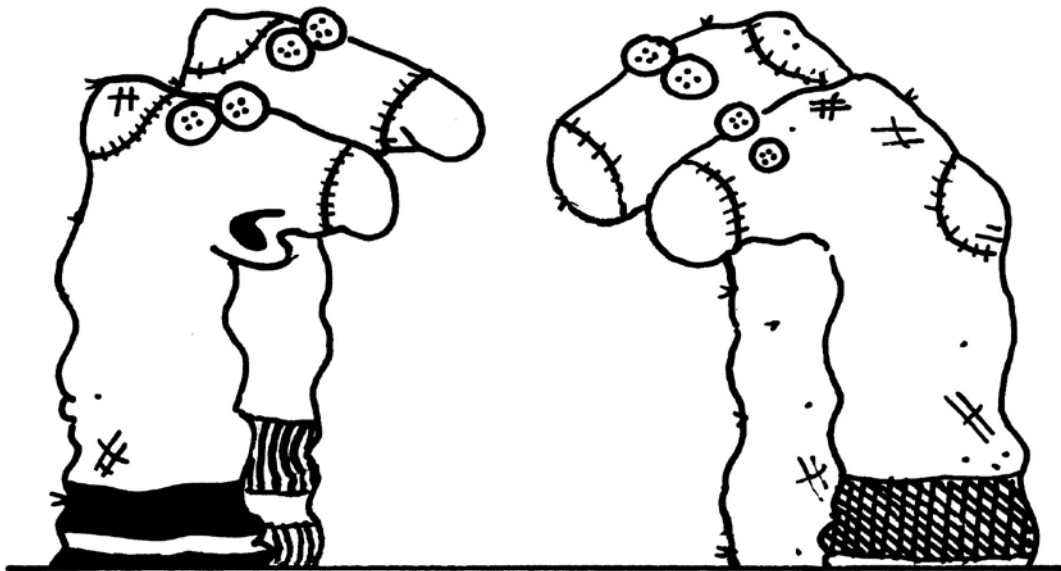
sider to be mobile traffic is coming through tablet devices." (Forrester Research). Using specially tailored apps, the iPad can be an exceptional tool for generating revenue from eCommerce on both a B2C and B2B basis - its vivid, tactile approach to online shopping is one that retailers are now beginning to exploit - *"The iPad is the first mobile device where eCommerce really flourishes"* according to Google's Head of eCommerce Sales, Munjal Shah. For example, in the past year eBay has reported that shoppers using an iPad spent on average 50 percent more than PC users.

TARGETING OLDER DEMOGRAPHICS

Majority of iPad users come from older demographics, with ages ranging from 30 to 54. They are mostly male with a wealthy status, looking for meaningful and functional tools. These implications are enormous for market opportunities as well as ease of use considerations - to the point where iPad app development can and should be looked at as an independent business channel.

INTERNAL / EXTERNAL APPS

Whether an App is for training your employees or to attract new customers, consider App development through CLOSEUP Agency with its integration of cutting edge design and user experience considerations, to make your App outstanding!



HARDIN

"I say we decide by a show of hands."

WIDENET COMMUNICATIONS

Employee Newsletters, Policies & Procedures, necessary communications so everyone has an effective voice & action

communications so as to meet business requirements and risk management.

So when it's got to be done, have CLOSEUP Agency construct the channel, organize the content and configure your trackable content delivery. ■

Whether required by regulation or as a means of dealing with your employees or other stakeholders, there is no better way to engage these individuals than to have your content available in a dedicated web portal. This content can be made shareable and archived to allow for future ongoing viewing, and download - in addition your content can be referenceable for ongoing training and information purposes - thereby maximizing your communication distribution.

INCREASING ROI

By using a write once - deploy many strategy, every piece of your communications can be viewed as a renewable resource. Additionally, digital communications allows for both collaborative commenting for development purposes and usage compliance tracking.

RISK MANAGEMENT

From employee portals to regular newsletters, CLOSEUP Agency understands the need to tailor content for online training, corporate policies / forms accessibility, and regular

BELOW

Using an Employee Portal to eTrain, eTest, deploy company policies & forms, + as a standalone reference forum resource





TELL
THEM
FOLLOW
THEM

Do you advertise online? Online advertising is **incredibly cost effective** because you can only pay when, and if, a prospective customer clicks on your ad.

Ad networks include Google's search and display network, Bing/Yahoo's search network and Facebook's placement ads, with **highly targetable demographic and geographic serving**. Ad opportunities also exist specifically for mobile devices, which have consistently shown higher click through rates than for traditional web channels.

Images sell! Display ads are therefore more effective than text only ads ... and can be made **context sensitive to follow prospective consumers** as they surf based on their search habits, for maximum effect! Let CLOSEUP Agency plan, produce and place your online ad campaigns.

”
**Disruption, Orientation,
Imagery, all required for
Today's Visual Impact &
Communications**
”

GibSanPools.com



ABOVE

Corporate brochure opti-
mized for online viewing
impact and delivery

FIT TODAY'S BROCHURES, MENUS & MARKETING MATERIALS

Do your marketing materials show well on today's computer screens? Are they in landscape format to take maximum advantage of screen size? Is the text easy to read on a monitor without having to magnify? These are all very real considerations in making today's communications effective - where the user experience is paramount!

You should first and foremost consider how your prospective customers will consume your content and adapt accordingly - one size no longer fits all! For instance, if your consumers are primarily online, your materials should fit today's monitors and be easily viewable on laptop screens, with impactful graphics supporting easy to read text and minimal scrolling.

Speak with CLOSEUP Agency to see how easily your content can be adapted and purposed for maximum online effect.

CLOSEUP Agency

DIGITAL BRAND PRODUCTION

OUR SERVICES

Aerial Photography	Online Reputation Management
Autoresponder Programs	Photo & Video Shoots
Blogging & Social Bookmarking	PR & Press Releases
Business Presentations	QR (Quick Response) Codes
Digital Promotions & Coupons	Search Engine Optimizations (SEO)
Increasing Visitor Traffic	Social Intelligence
Linking Programs & Strategies	Social Network Marketing
Local Optimization Strategies	Social Proof Marketing
Loyalty Programs	Targeting North America
Mobile Friendly Websites	Virtual & Augmented Reality Marketing Applications
Mobile Marketing	Website Engagement Techniques
Newsletter Programs	Website Design & Refreshing
Online Brand Development	Website Marketing

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