



## Services

Our strength is helping businesses get to the next level. We accomplish this by differentiating you in the marketplace and creating a strong brand foundation on which we can build a marketing action plan that gets results.

We are internet and digital marketing strategy experts and we use other media to drive traffic to your site and pre-sell your business. For your benefit, we have access to the massive resources of our WSI franchise, the largest internet marketing company in the world.

### The following are some of the services we offer:

#### Branding

- Business naming
- Logo development
- Taglines
- Marketing Plans
- Branding strategy
- Brand Execution

#### Internet Marketing

- Consulting
- Website design & development
- Social Media Campaigns (Facebook)
- Search Engine Optimization - SEO
- Pay-per-click - PPC
- Mobile & E-mail marketing
- Website Hosting & Maintenance

#### Print Advertising & Marketing

- Direct Mail
- Business cards
- Tent Cards
- Print ads

#### Specialties

- Healthcare & Veterinary Marketing
- Non-Profit
- Finance
- Retail

### Owners/Business Partners:

Howard Deskin & Anne Moss Rogers

**Anne Moss** has over ten years experience in healthcare marketing and website development. She is a branding, advertising and copywriting specialist as well as an information architect with over 25 years experience. Agencies on her resume include The Martin Agency in Richmond, VA. Anne Moss graduated from UNC Chapel Hill with a BA in Journalism and concentration in advertising, marketing and copywriting.

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**Howard** was formerly a CPA, has a B.S. in Accounting and an MBA from Virginia Tech. He spent 23 years at Wachovia Securities and its predecessor firms managing strategic business and technology initiatives for the Finance and Business Services Groups. Howard focuses on the business aspects of Impression Marketing as well as driving visitors to your site and converting visitors into customers.

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