



BRAND IDENTITY

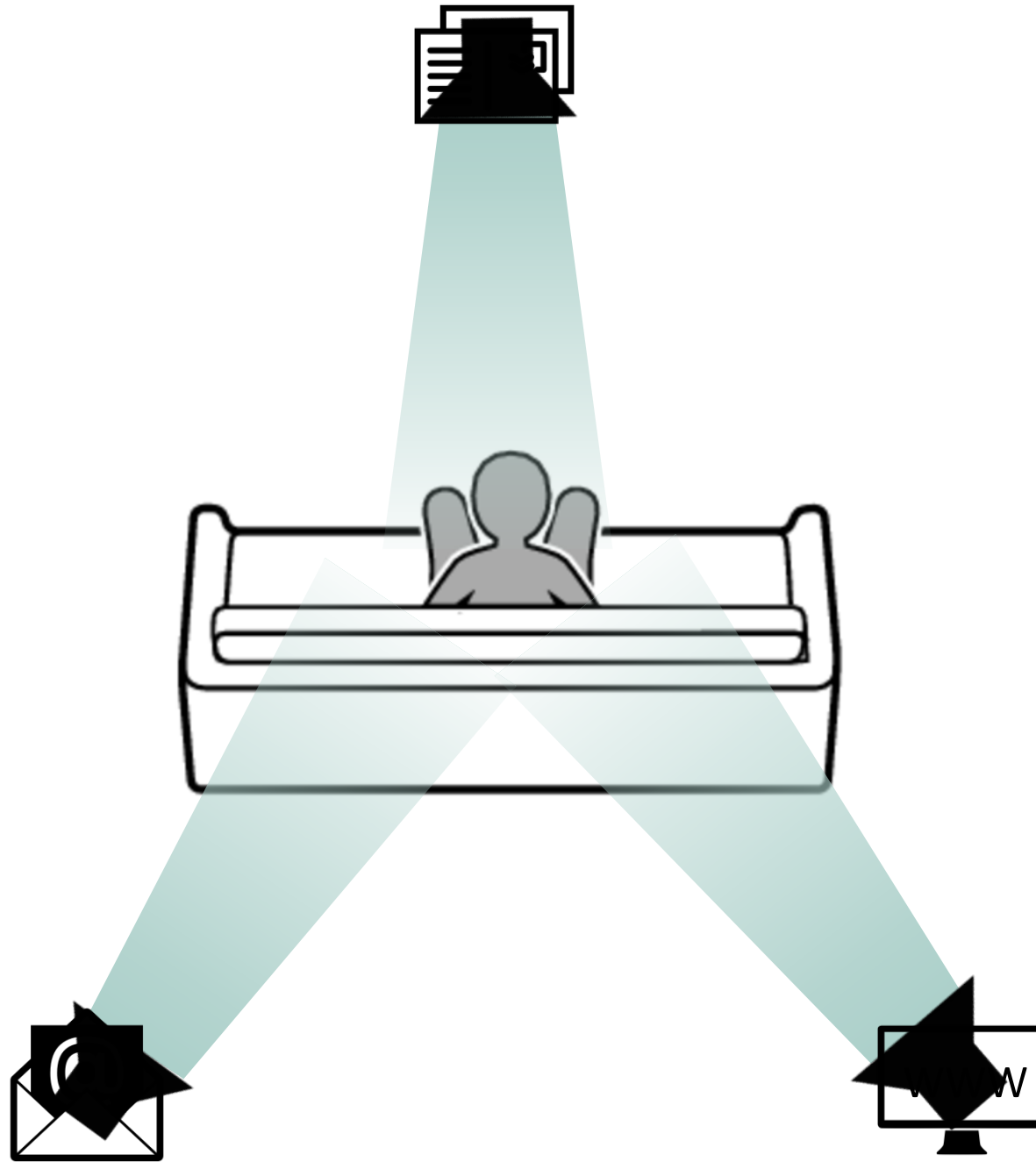
Strategy first!

Unique value proposition

Tagline/slogan

Logo

Surround Sound Marketing



**AMAZING
SHAREABLE
E
CONTENT**

Display ads (print/digital)
Paid search
Paid social
Native

Paid

Website
Social media
Email
Collateral
Press releases
Blog posts
Webinars
Events
Studies/surveys

Owned

Media coverage
Speaking engagements
Interviews
Social engagements
Influencers

Earned

