



**KEOS**  
MARKETING GROUP  
online media ■ events ■ strategy ■ data

**NONPROFIT**  
**RESOURCE**  
marketing with a purpose



B U I L D . M A R K E T . P E R F O R M .

## **Keo Frazier, Principal, Keos Marketing Group**

Expertise in Brand Marketing, Market Research, Online Media (SEO/SEM/PPC/Ads), Social Media Networking

Ms. Frazier has an innovative mindset and is a strategic thinker. She has been involved with a number of marketing, media and research projects that hone in on her skills in market research, market analysis, and strategic marketing implementation. Ms. Frazier brings an expertise in internet marketing, branding, and social media execution that deliver the results that builds awareness, generates leads for customers, and builds business. Ms. Frazier began her career in research graduating from Cornell University, a research institution, with a degree in Psychology. She began her marketing career by starting a marketing promotions company in the height of guerilla marketing. She has worked on brand promotions projects such as the United TED Airline launch and Super Target fresh produce awareness campaign. After dissolving her first company she excelled as the Market Research and Analytics Director at a Denver based and internationally acclaimed marketing agency. With this agency she worked on high profile clients such as Banner Health Hospital, the State of Wyoming Business Council, and the City of Plano Texas to implement strategic market research and develop marketing strategy for business growth. At this agency she pioneered the internet marketing department including implementing search engine marketing tactics, email marketing campaigns and social media networking practices.

After her stint at this agency she again allowed her entrepreneurial wings to take flight and she started another company focused on market analytics, online and traditional media, email marketing, search engine optimization, social media networking and brand management. Ms. Frazier combines all of her expertise under one name Keos Marketing LLC and two companies [Keos Marketing Group](#) and [Non Profit Resource](#). From consulting on marketing strategy to building a promotions marketing company to analyzing markets through research to elevating brands and delivering marketing results that are cost effective, she has proven skills in leadership, execution and profitability.

Keos Marketing Group focuses on having a niche for marketing real estate, although her clients range from non-profits to education to restaurants to real estate. Ms. Frazier leads her company in providing the most strategic results for all clients. A few of Keos Marketing Group current clients include Metropolitan State College of Denver, Forest City Stapleton / Fitzscience, Civil Technology, Xpedx.

Ms. Frazier is a Colorado native and takes pride in her civic duty of leadership and giving back to her community. Her philanthropic involvements include the following organizations: Community Health Charities Board Member, Cornell Alumni Vice President of Philanthropy and Community Service, Downtown Denver Partnership Transportation and Development Council Member and Chair of the Design Review Workgroup, Youth Philanthropy Foundation Youth Advisory/Program Board, Five Points Business District Board of Directors, Kempe Champions Board Member, Leadership Denver Alumni, Urban Land Institute Marketing Committee Chair and Young Leaders Group Executive Board Member.

Denver Business Journal 2012 40 under 40 winner and ColoradoBiz Magazine Top 50 Minority Owned Companies.

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For more information about Keos Marketing LLC visit our websites Keos Marketing Group and Non Profit Resource:  
<http://keosmarketing.com>, <http://marketingyournonprofit.com>

To learn marketing tips and innovations visit Keos Marketing Group blog. <http://blog.keosmarketing.com>

**About Keos Marketing Group:** Keos Marketing Group believes in performance and results oriented marketing. We create solutions that are competent in the areas of business, technology, and strategic marketing. We are committed to being an integral part of our clients' businesses and see ourselves as an extension of their efforts. We are committed to creating creative solutions that generate new customers as well as demonstrate loyalty to existing customers. Keos Marketing Group is committed to creating marketing strategies that perform for your business. You can view samples of our work in the [About Us](#) document.

Case Studies: [Social Media Marketing Case Studies](#), [Social and Event Marketing Case Studies](#), [Search Engine Marketing Case Studies](#), [About Us Examples](#)

Strategic Market Analysis and Implementation: [Market Research Study for DIA](#), [Metro State Social Media Marketing Plan](#) and [Handouts](#), [Denver Law Social Media Plan](#)

Strategic Marketing Landing Pages (websites): [www.EducatingColorado.com](http://www.EducatingColorado.com), [www.mscd.edu/ImpactColorado](http://www.mscd.edu/ImpactColorado), [www.mscd.edu/MetroStateSuccess](http://www.mscd.edu/MetroStateSuccess)

Strategic Marketing Landing Pages (flat images): [Educating Colorado Home](#) and [Interactive](#); [Impact Colorado Home](#) and [Secondary](#); [Urban Impact Home](#) and [Secondary](#); [Metro State Success Home](#) and [Secondary](#)

Conference Presentations: [Social Media Marketing](#), [Beyond Your Brand](#), [Housing Colorado 2009](#), [Housing Colorado 2010](#), [Nurturing Leads](#), [Introduction to SEM](#)

[Our team](#) consists of our fearless leader, [Keo Frazier](#); flawlessly creative print and web designer, [Crystal Hatch](#); business process extraordinaire, [Sheree Frazier](#); brilliant web programmer, [Dave Varing](#); and magnanimous social media guru [Chloe Frazier](#).

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Below are a few testimonials about the work of Keo Frazier and Keos Marketing Group. Download our most recent email newsletter that [highlights key accomplishments](#).

"The staff has the talent and perseverance to provide the highest quality service at a very reasonable price. I would recommend Keos services for all of your marketing needs." Donna Meallet, President, [Seeds For The Future](#) (click to view the completed project)

"Thank you for all the help you have provided us when we desperately needed it. You were definitely a godsend and made our lives much easier. I will continue to recommend you to anyone in need of SEM and PPC services." Erica McCutchan, Marketing Manager, Northeast Indiana Regional Partnership

"Keos Marketing Group was incredibly understanding of the unique challenge that we faced of being an unknown startup that required web traffic to build success. Keos Marketing Group was very considerate of our budget limitations. They laid out a very clear, and impactful, roadmap that showed us day to day online interactions with [our site](#) and content. Their recommendations and strategy outlined was vital to our online traffic, which grew 200% within a few weeks of Keos Marketing Groups involvement." Josh Fuller, Chief Marketing Officer, FantasyPro.net

"Working with Keo Frazier of Keos Marketing Group has been a pleasure. She is by far one of the most diplomatic and efficient project managers I have worked with. I find her approach to be very refreshing in that she values each of her clients and contacts equally by producing trust with them in her communication. She is always extremely polite and diplomatic with projects and I appreciate her concise direction and thorough explanation of projects. I would absolutely work with her in the future and would recommend her to anyone needing a competent and professional project manager." Crystal Hatch, Graphic Designer

Review [Keos Marketing Group Blog](#) for helpful marketing tips and information.  
Websites [Keos Marketing Group](#) and [Non Profit Resource](#)  
Email [info@KeosMarketing.com](mailto:info@KeosMarketing.com) and [info@MarketingYourNonProfit.com](mailto:info@MarketingYourNonProfit.com)

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