



## Here's what I can offer as a brand experience strategist...

### **BRANDSTORMS**

These include half day charrettes that allow me and your team to dialogue about your project and brand. From this session I come up with a brand DNA narrative that includes messaging and a pathway forward for how the brand is thought about, talked about and written about.

### **MESSAGING**

I create messaging about your project, your team and how that message is communicated to the community and target audience.

### **COPY WRITING/EDITING**

I write and edit website and advertising copy to express your brand in a succinct way.

### **PLANNING**

I create communications, marketing and programming from the inception through the life of the project.

### **NEW PROJECT PLANNING**

Alongside your team, I create an overall plan for your project while in its vision stage.

### **STRATEGY FOR OPENINGS**

You get one time to make a big impression. I assist with planning project openings that create that big impression and sets the tone for the inception and life of your project.

### **PROPOSAL VISION AND WRITING**

Off the shelf is never how you want to go, so I assist with crafting the unique copy and layout that sets your company apart.

### **PR AND COMMUNICATIONS PLANNING**

Public relations is all about sketching the picture and creating desire. This is imperative for any project. I am your word smith, planner and strategist for creating that desire through a perfectly sketched picture.

### **SOCIAL MEDIA MESSAGING**

Social media is word of mouth marketing. A social media plan and communications calendar is how you can get audiences to experience the brick and mortar that has yet to arrive.

### **EDITORIAL STRATEGY AND CALENDARS**

These are part of the communications planning and strategy. I create this for your team to fill in the gaps and either execute on my end or have your team execute.

### **EVENT PLANNING**

The devil is always in the details, and the details are so important to get right for having an event go off without a noticeable hitch. I am here for that!

### **DIGITAL, VIDEO, PHOTOGRAPHY, WEBSITE, AND PRINT ART LEAD AND DIRECTION**

I lead the art vision and direction of all creative from digital to print and anything else in between, and . . .

**I HAVE A TEAM** of independent contractors that assist with tactical execution items or I lead your internal team through implementation and execution. Together, we discuss the best strategy for you and create a plan.

**Marketing strategy** is the holy grail to the successful marketing of any project. Although the strategy might flux and planning may change, it is imperative to start with a strategic and documented plan in mind.



**KEO FRAZIER**

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