

ROI EQUATION™

Expectations

$$\text{\$} + \text{💡} + \text{👤👤👤} = \text{↗️} \text{🏢}$$

Mandatory Marketing Budget

New Marketing Ideas

Sales Team Promotes New Marketing Ideas

Exceptional ROI

Undoubted Business Growth

Repeat Every Three to Five Years

Typical Outcomes

$$\text{\$\$\$} + \text{💡} + \text{👤👤👤} = \text{📉↗️} \text{🏢}$$

More Than Expected Marketing Investment

Lack-luster, Uninspired, Cookie-cutter Marketing Ideas

Sales Team Resistant to New Marketing Ideas

Sketchy and Undefined ROI

Business As Usual

Communicreation™

$$\text{🏢} + \text{👤👤👤} + \text{\$\$} + \text{💡} = \text{🚀}$$

Alignment of Corporate and Client Values

Sales Team Inclusion and Buy-in

Marketing Budget Clarity

Bright, Focused, and Effective Marketing Ideas

ROI TO THE MOON!

Perception is reality, no matter the view.

Communicreation™ sounds alien. Because the results are out of this world.

Your brand WILL move people—to or away from you. A brand message that speaks earnestly and transparently builds a community of customers devoted to your business. And these communities are the provenance of stable and continued growth. If you're bringing thoughtfulness and a deep understanding of human buying behavior to your company message, you might be Communicreating™.

Communicreation asks essential questions like:

- Are your brand's foundations built from common values versus your value alone?
- Is your brand being identified, or are you meaningfully identified with?
- Are you listening to your employees and customers and letting them tell you if you're right or wrong?
- They want to buy in, but are you telling them why and how?

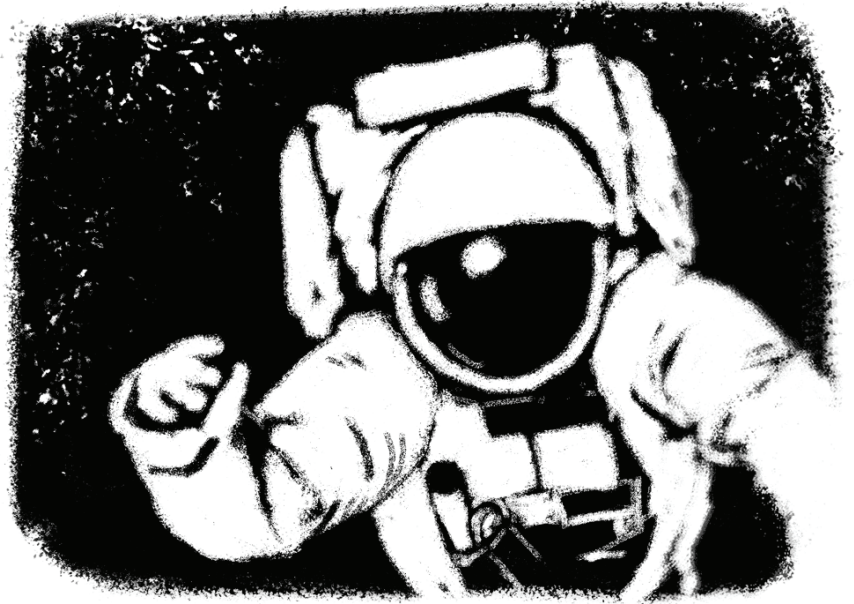
Communicreation fosters loyalty. Communicreation builds trust. Communicreation motivates enthusiasm.

It's time to replace annoying, shallow brand interactions with interesting, sensitive, helpful ones. You may feel that you can't afford the extra consideration, but what you really can't afford is to remain tethered to where you are.

Ready to take one small step? Let's chat.



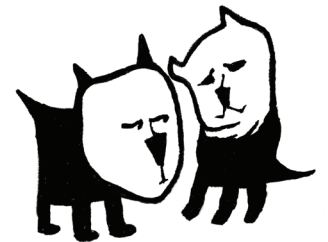
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Additional thoughts from a creative lunatic.



Drive marketing ROI.



What do you want from me?



The best worst pizza in town.



It's not who's best. It's whose left.