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Integrated Marketing Services

Integrity by Design uses best practice methodologies to ensure your projects are planned, managed, and completed as effectively as possible. We work with you to clearly understand your needs, your market conditions, and bring the best solutions to bear. We can support projects on an individual and modular basis or provide ongoing management and support. Please contact us to explore how we can help you succeed.

Marketing Services

IBD provides a complete set of strategic and tactical marketing services to support your service or product marketing. We team with you to provide a complete marketing solution masterminded to deliver exceptional results.

- Strategy/Planning
- Identity/Branding
- Business Development
- Direct Marketing
- Public Relations
- Advertising - Print, Internet, Outdoor, Radio, and Television
- Trade Show/Exhibits
- Event Planning

Creative Services

If your communications efforts require creative support we have extensive in-house and partner resources for every aspect of development.

- Graphic Design and Illustration
- Copywriting/Editing/Certified Translation
- Certified Translations
- Web Design
- Audio/Video
- Photography
- Sound and Animation Branding

Integrated Communications

At the same time your communications go through the design and development process they can be re-purposed for multiple document formats and outreach. IBD provides local, national, and international resources to provide the best value to our clients.

Electronic Communications

- Website and Multimedia Development
- Website Hosting
- Flash/Director Shockwave Presentations
- CD/DVD Production
- Interactive PDF Communications
- PowerPoint Multimedia Presentations
- e-Mail Marketing
- On-line Publishing

Print Communications

- Pre-Press and Post-Press
- Offset/Web Printing
- Print-On-Demand (POD) Digital Printing
- Variable-Data Printing
- Signage
- Packaging/Labeling
- Assembly
- Fulfillment/Distribution



Web Site Development and Hosting

Integrity by Design's complete on-line marketing support can provide a basic "brochure" site to a full scale automated on-line storefront to a large scale corporate Internet and Intranet presence. We provide complete marketing programs to get your site launched and noticed.

- Design and Planning
- Flash Components and Animations
- HTML, Java, PHP, SQL
- Website Management and Support
- Website Hosting
- eCommerce Store and Shopping Cart
- Website Marketing
- Search Engine Optimization

On-Line Print-on-Demand and Fulfillment Portal Services

Save time and resources by having all of your marketing materials available on-line. Imagine not having to purchase and inventory your printing projects in advance. This proven technology lets you design, approve, print, ship, and manage inventory of business materials from your own branded ordering site, as needed. The print-on-demand component allows you to create any printed document that has "variable data" capabilities so you can integrate staff contact information or marketing statements unique to each piece. You simply create a staff member's profile including contact information, photo image, and any other related components and they can order custom stationary, brochures, mailers, you name it, at will. All typesetting is done at the same time so it's made to order. This system allows for billing flexibility so you can be sent a centralized billing or individuals can pay with a major credit card.

The fulfillment component lets you manage and fulfill your pre-manufactured product or collateral inventory and distribute as needed. We can even integrate this with an on-line store so your customers can automatically purchase product on-line with a credit card and have it shipped. You just sit back and monitor your sales and your bank account is automatically deposited from each purchase.

One-to-One Interactive Direct Marketing

Increase the return on your marketing investment!

With the advent of variable data, print-on-demand and integrated database marketing you can now produce highly effective state-of-the-art print and Internet direct marketing. This system lets you create a promotional platform that integrates any personalization you wish including text, images, mailing components, and unique personal Web URL. By integrating your database with any qualifying information you can create a set of custom mailing pieces that "speak" to your consumer or business target. Integrated in the mailing piece would be a personal URL that they can look up on their browser. The pages that they view will deliver content just for them and allow you to track detailed responses.

Imagine the possibilities!