



MARKETING AND MANAGEMENT **TOOLS AND SERVICES**

CARMELLA
SOCIAL MEDIA CONSULTING & DIGITAL MARKETING

CARMELLA

Carmella Consulting is a full-service creative digital marketing agency based in the cozy mountain town of Canmore, Alberta. With close to a decade of experience and continuous growth, we pride ourselves on delivering meaningful brand experiences to all of our customers. At Carmella, we offer unparalleled marketing strategies that are built on powerful insights from our team of creators, creative design without limitations, digital marketing solutions that boost user experience, campaigns that make brands famous, and social marketing that not only tells a story, but also connects with the audience in a meaningful and personal way.

Carmella Consulting

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MEDIA PRODUCTION

THE POWER OF PROFESSIONAL PHOTOGRAPHY AND VIDEOGRAPHY

Perhaps one of the most important components of advertising is having a stockpile of professional photography and videography of your product, space or services at your disposal. Custom photography and videography sets your advertising, website and social media apart from the rest. It is an essential piece in your marketing strategy.

WHY YOU NEED IT....

1. PROVEN HIGHER ROI

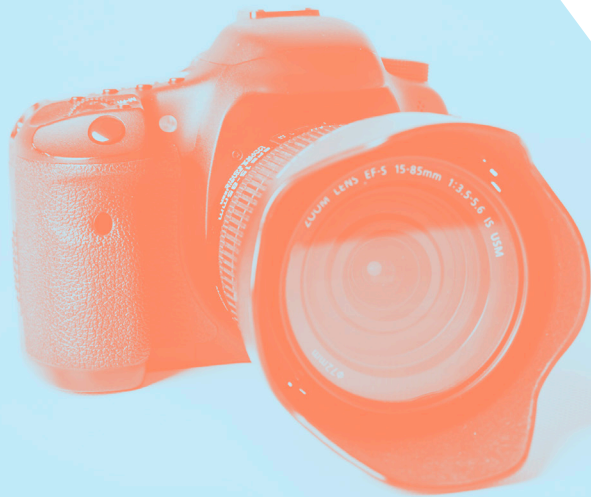
The photos that are available for you to purchase online are also available to everyone else in the world. This has caused stock images to acquire an extremely distinguishable look. Therefore, consumers are starting to recognize stock content and will quickly become less engaged with your brand. So if you would like to stand out from the crowd and have a higher ROI then invest in your brand and create your own unique content.

2. CUSTOM RESULTS

We will tailor all aspects of your media toward your marketing strategy which includes your vision, brand, and desired audience. By doing so you will be able to present your brand and tell your story exactly as you wish. Your own personal photos will give you the opportunity to humanize your brand and accelerate your rapport building, which is critical to both the sales process and to customer retention.

3. BOOST CAMPAIGNS

It is important to have many different images to market your brand. By creating custom imagery and videos you can run multiple social media campaigns, which will help to ensure greater success on your social channels and a higher ROI, whether being a courtesy of organic growth or paid advertisements.



MEDIA PRODUCTION

WHAT WE PROVIDE

1. CINEMATIC VIDEO

Cinema-quality video footage featuring high definition motion pictures, curated vignettes and seamless transitions that can be overlaid with logos, brand messaging and professional voice-overs.

2. PHOTOGRAPHY

Curated high quality photographs that will tell your brands story.

3. BRAND HIGHLIGHTS

A video highlight reel featuring a seamless slideshow of still images with the possibility to overlay logos, brand messaging and text, which creates an extremely dynamic visual experience.

4. GRAPHIC ANIMATION

Bring your logo or graphics to life with simple 2D motion graphics.

5. DRONE

6. 360 PHOTOGRAPHY AND VIDEOGRAPHY



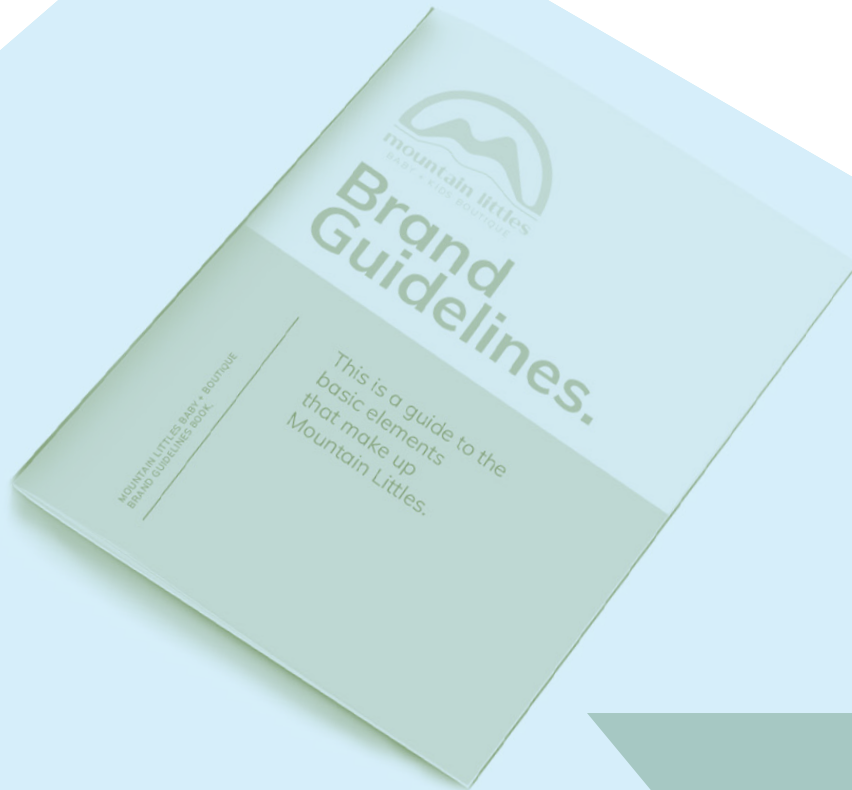
BRAND DEVELOPMENT

1. LOGO CREATION

Building your brand through logo design and professional services from start to finish. Our designers work with you one on one to create a high quality logo that suits your brand and represents who you are as a company. No templates, purely original designs, and quality guaranteed.

2. STYLE GUIDES

Provide you with logos and regulations for how they are used, including guidance for logo and colour use across your different channels. Learn to establish standards and consistency for typography and image usage. Lastly, identify editorial standards, including compliance to a broad manual style and brand-specific expectations.



WEB DEVELOPMENT

1. WEB DEVELOPMENT

Refers to building, creating, and maintaining websites. It includes aspects such as web design, web publishing, web programming, and database management. While the terms “web developer” and “web designer” are often used synonymously, they do not mean the same thing.

2. WEB DESIGN

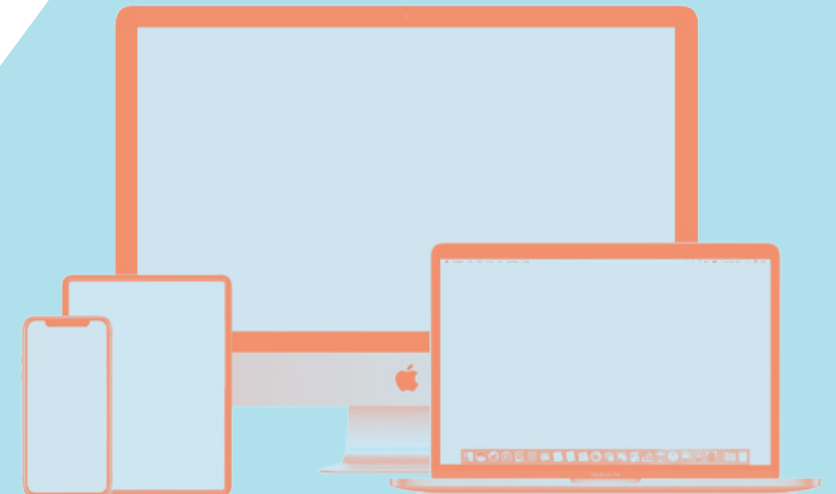
Encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design, interface design, user experience design, search engine optimization, and lastly authoring which includes standardized code and proprietary software.

3. SEO

Includes: Domain, Key Words, Site Audit, Marketing Insights, Organic Traffic Insights.

4. BLOGS

Blogging helps boost SEO quality by positioning your website as a relevant answer to your customers’ questions. Blog posts that specifically use a variety of on-page SEO tactics give you additional opportunities to rank in search engines and that way more customers will land on your site.



EMAIL MARKETING AND CRM INTEGRATIONS

1. NEWSLETTERS

When used correctly newsletters are one of the highest converting tools available to marketers. The first focus of a newsletter should be on storytelling, then being helpful and starting a conversation with the consumer, and the final idea can be a sales pitch. Open rates are higher and conversions are above the industry standard.



2. CUSTOMER RELATIONSHIP MANAGEMENT

We will set you up with the best CRM for your business. CRM is an approach to managing a company's interaction with current and potential customers. It uses data analysis about the individuals history with a company to improve business relationships with clients, specifically focusing on customer retention and ultimately improving sales growth.

DIGITAL ADVERTISING

1. BANNER ADVERTISING
2. SOCIAL MEDIA
3. PAID SEARCH
4. NATIVE ADVERTISING
5. DISPLAY ADVERTISING
6. LEAD GENERATION CAMPAIGNS



SOCIAL MEDIA MANAGEMENT

Managing your online interactions, content, and your presence across various social media channels. Creating and analyzing content as well as managing interactions and engagement with social media users.

Every piece of content that is generated by Carmella must pass the Carmella Litmus Test™. That content must be:

RELEVANT TO YOUR TARGET AUDIENCE. | TIMELY. DOES IT SOLVE A PROBLEM? | MEMORABLE.

WHAT WE PROVIDE:

1. SOCIAL MEDIA ACCOUNT OPTIMIZATION AND ENGAGEMENT
2. MONTHLY CONTENT GENERATION
3. MONTHLY ANALYTICS
4. SOCIAL MEDIA ACCOUNT MANAGEMENT
5. SOCIAL MEDIA CONTESTS
6. INFLUENCER RELATIONS



ARTIFICIAL INTELLIGENCE INTEGRATIONS

1. LIVE CHAT SUPPORT

Live support is a Web service that allows businesses to communicate, or chat, in real time with visitors to their Web site. These applications are commonly used to provide immediate customer support and information.

2. CHATBOT INSTALLATION



EVENTS

WHAT WE PROVIDE:

1. PLANNING
2. MARKETING
3. ONSITE EXECUTION
4. SOCIAL MEDIA REPORTER



DIGITAL RESOURCES

1. SOCIAL MEDIA STRATEGY

Is an essential way for companies to reach consumers and, when done correctly, it tells those consumers that their brand is active and focused on communication. The longer you wait the more you have to lose. Effective social media marketing can lead to more customers, more traffic, and more engagement.

2. DIGITAL AUDIT

A digital marketing audit is simply an inspection of all the practices, strategies, and outcomes that your business has utilized to improve or establish an online presence.

3. MARKETING PLAN

A marketing plan is a report that outlines your marketing strategy for the coming year, quarter or month. Typically, a marketing plan will include these elements: an overview of your business's marketing and advertising goals and a description of your business's current marketing position.

4. MARKETING CAMPAIGN

A comprehensive guide on how to successfully complete your marketing campaign as outlined in the marketing plan.



INTERESTED IN LEARNING MORE?

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GET IN TOUCH

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