

# What We Do & How We Do It

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*"Our goal is creating a campaign that will maximize the opportunity for you to achieve your business goals"*

## Who is Deuce42 Marketing

*By Jonathan Lord*

Deuce 42 Marketing is a newly formed marketing agency operating in South, Florida and The Bahamas. Deuce 42 Marketing was created by experienced and well-versed professionals from different industries such as- Sales & Advertising, Event Planning, Business Development, and Web design/Graphic Design.

The founders of Deuce 42 Marketing have worked on well-known projects and worked with prestigious companies both in the U.S and The Bahamas. While most of our services are done in-house, we partner with the best companies for our Social Media Optimization, business legalities (licenses, policies and procedures), and some content development.

We understand that there is a growing over saturation of marketing agencies and that each one of them is saying how they can make your business grow. In truth, some of them actually can do that , but for the most part it will either be highly expensive, or the results won't be what you expected. Which is why we will always consult with your business needs figuring out three important factors- your desired business goals, your services/products, and your budget. This is why you will never see a price prior to our team sitting down with you. Our goal is creating a campaign that will maximize the opportunity for you to achieve your business goals. Because we value our name we will never take on a project that we feel we cannot execute to our standards. Thus, we developed a motto that *"Your business, your goals, our success"*

## The Services we offer

Deuce 42 Marketing prides itself on results, quality, effectiveness, and cost efficiency. Our services encompass all of aforementioned as we deliver them to you.

- Marketing plans
- Printing services (*shipping included for Bahamian businesses\*\**)
- Search Engine Optimization
- Social Media Optimization
- Graphic Design
- Web Design
- Small Business Consulting

*“Results, Quality, Effectiveness, and Cost Efficiency”*

We use website developmental innovations to produce the most accurate results when it comes to SEO and SMO. Social Media accounts for over 60% of marketing today and businesses have thus made it oversaturated. Not only will we use this technology to place your business in the right area, but we will also design a social media campaign ( SMO Campaign).

Our print services are done in-house via our South Florida facility. We offer Quality and Cost Efficiency in printing products. The way we provide quotes is that we have you send us what is you're looking for (type of products, design, quantity, need for) and we will then respond with at least 4-5 different options. The reason we do this is to help find you the best possible rate and product guaranteed. For all Bahamian accounts we offer free shipping\*\*.



## Social Media Optimization



## Tell us your goals!

### Campaigns

At Deuce 42 Marketing we create campaigns for each client. We do this so that we can create timelines, goals, expectations, and progress reports, in which our clients can track themselves. An example of a campaign would be the following;

One of our clients, a small boutique hotel in Freeport, Grand Bahama wanted to increase business. We sat down with the owners and after evaluating everything, we designed a campaign that included - website restructuring, graphic design, partnership opportunities with airlines and travel agents, and a 30 second short video. Due to the style of hotel we figured social media wouldn't be the main focus as the demographics who would more likely stay at the hotel wouldn't be heavy social media users.

Another campaign we had was for a single event in which we developed the campaign with heavy social media activity, multiple graphic designs, and some planning and logistics.

## Social Media/Internet/ Marketing

According to a recent study, “the internet accounts for over 80% of marketing today...”. It is crucial to have an internet-marketing campaign. But it is important to have the right campaign. Because of the 80% plus internet usage for marketing, that makes it saturated. Which means that for your ad there are one million more. A study showed that on average a person sees “500 ads per day”. Most of these ads get lost in translation, it is only the really great ads that stand out. It is important to understand who you're marketing too and how to structure your ad to reach that particular market. At Deuce 42 Marketing we will guide you in the right direction having create campaigns dedicated to your product/service and your businesses goals.

It's important to understand the concept of Social Media Optimization and Search Engine Optimization. The key thing to understand is that SMO in particular takes - time, consistency, good content, and creativity. Operating a good social media platform can really boost your business as today “over 61% of consumers use social media as a part of their purchasing decision”.



*Caption describing picture or graphic.*



*SMO & SEO*

**“It is important to understand who you're marketing too and how to structure your ad to reach that particular market”**

We pledge to deliver the best service and most accurate results. Our goal is see you achieve your businesses' goals.

We have put in place procedures that allow for you as our client to gain the satisfaction of working with us. We start by a free one-hour consulting session where we get to know you and your business. During this free session we ask you questions related to your services/products and your goals. Once we've completed the free session we will then respond to you with a detailed

campaign. Once you've reviewed the campaign and if its good enough for you, we'll then proceed.

Depending on the type of campaign, you will receive monthly and/or weekly progress updates on the goals we've set. For example, if your campaign consists of a 6-month campaign with the goal of reaching 15K social media platform followers, we will send monthly updates on the increased following along with insights on your page even the content being posted.

## Letter from the President

I know it can be challenging spending money on advertising your business because there's no real guarantee on your return. As a small business owner, I also know that trusting a company that tells you they can grow your business is difficult as well, especially considering the industry being saturated with marketing firms and brand specialists.

The truth is, we won't help your grow your business, what we will do is help you achieve individual business goals that in time could help you grow your business. Our goal is to work with you every step of the way, even after our campaign has ended.

You may see us talk about goals and campaigns a lot and that's because we have built our [the founders] individual careers on goals. From our events, small businesses and investments, we each had goals that we used as platforms. Thus, we treat our clients projects the same, with passion and understanding. We take pride in what we do and enjoy the success of our clients reaching their goals.

I wanted to personally thank you for your time, and on behalf of the Deuce 42 Marketing family, we look forward to doing business with you.

Sincerely,

Jonathan Lord  
President & CEO

