

ALISHA FORRESTER SCOTT AND JESSE LOPEZ PRESENTS

GET WHAT YOU **NEED**

THERE'S SIMPLY NO EXCUSE.

TAP
AGENCY

II.

PROJECT SERVICES
NEW MEDIA AND
WEB MARKETING 2.0

TAP
AGENCY

WE ARE YOUR SUPERSTAR TEAMMATES

LET US GUIDE YOU THROUGH THE
WORLD OF WEB MARKETING WITH OUR
PROFESSIONAL AGENCY SERVICES



**WE CROSS OFF
YOUR TO-DO LIST**



**WE KEEP YOU
FULLY INFORMED**



**SERVICES ARE
TIME TRACKED**

YOU'LL LOVE OUR SMARTS...



- Researching
- Brainstorming
- Concepts
- Organization
- Mapping
- Advising
- Designing
- Planning
- Coaching
- Authoring
- Direction
- Production
- Advertising
- Marketing
- Publicity
- Optimization
- Training
- Tech Support



OUR PRODUCTION TEAM INCLUDES:

- Visionaries
- Marketers
- Producers
- Technicians
- Directors
- Designers
- Authors
- Trainers
- Researchers
- Coders
- Managers
- ...and More

"DAILY" AGENCY SERVICES

COMMUNITY CREATION AND MANAGEMENT

degree of difficulty: 3

CONTENT EXECUTION

degree of difficulty: 2

E-MAIL DELIVERY AND OPTIMIZATION

degree of difficulty: 4

INFLUENCED ID AND OUTREACH

degree of difficulty: 2

SEARCH AND SOCIAL ADVERTISING

degree of difficulty: 3

SOCIAL LISTENING AND REPUTATION MGMT

degree of difficulty: 2

AGENCY SERVICES *Specialties.*

GUIDANCE



We Are Your Guides & Teammates.

DAILY SUPPORT

Onsite and remote project production work

Regular meetings, informative and pitch presentations, staff and event training, and general work flow support.

OPPORTUNITIES

More ways to get involved and meet our network

Special business workshop experiences, direct referrals, and JV networking.

AGENCY SERVICES *Specialties.*

GUIDANCE



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IDEAS

All-things conceptualization and design

The actions and/or processes of forming a sustainable concept or idea of something. Also deciding upon the look and function of it. And, typically by making a detailed rendering of it.

SCHEDULES

Creative projects planning and management

Project planning (part of project management), mostly relates to use of software, schedules, charts and reports. Using these tools to plan and subsequently report on progress within the project environment, is our ongoing commitment. To begin, a project scope will be defined, and the best methods for finishing the project will be discussed and determined. Overall, we “are in charge” of the planning and execution of vital projects.

AGENCY SERVICES *Specialties.*

GUIDANCE



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PRODUCTION

Advertising and traditional marketing

We are engaged fully in the activities and professions of producing attractive advertisements and campaigns for fine holistic products or services. Traditional marketing is a broad category, incorporating vast forms of advertising and marketing. Traditional marketing is recognizable to most consumers, and encompasses the ads that we consume, every day. Offline, these marketing strategies most often include: broadcast, print, direct mail, and telephone. In most scenarios, online marketing is vastly less expensive than offline marketing.

INTEGRATION

Social media and brand marketing integration

We work to align websites and applications that enable your consumers to create and share content, and participate safely in social networking. Our Integrated Marketing approach requires creation of a unified and seamless experience for consumers to interact with your brand or enterprise. Our major goal is to combine and refine ALL aspects of modern marketing communication, such as: advertising, sales and promotion, public relations, direct marketing, and social media. We use a smart mix of tactics, methods, channels, media, and activities, so that we do not waste energy or botch communications.

AGENCY SERVICES *Specialties.*

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WWW

Website creation and computer coding

Our web development work involves structuring and developing web sites for the Internet (World Wide Web). These full project services include developing the simplest and most sustainable pages, text, web-based internet applications, online businesses, and social network platform services. We are working with genius computer coders (computer science), and we work only with top technicians, processes, science-based software, and platform structures.

PUBLIC RELATIONS

General communications, publicity, and consumer affairs

Mindful of tone, underlying signals, science-based marketing writing, and tracking of consumer behaviors, we aim to give out the right information about a product, person, or company for advertising or promotional purposes. We love developing materials and creating authentic information. Our team is filled with experts in sharing thoughts, exchanging compelling messages, or providing easy-to-understand information, utilized for gaining publicity.

YOU'LL LOVE OUR JV COMMUNITY

We Are Members Of A Professional Services Collective
With Locations Across North America And The Globe.
We Are Your Advocates In The Global Marketplace.



**If You Can Imagine *It*
We Can Build *It***



**WE RUN A TIGHT SHIP AROUND HERE!
WE WORK WITH HOLISTIC
COMPANIES THAT ARE SERIOUSLY
INVESTED IN THE OUTCOME OF OUR
WORK. WE LOVE OUR CLIENTS!**

Alisha Forrester Scott

FOUNDER & PARTNER AT TAP AGENCY CONSULTING AND PR

Thank You for your interest... Let's keep talking!

