



All The Things We Do To Make You Successful!



Website
Branding



Website
Design



Email
Marketing



Video
Marketing



Business
Consulting

EMPOWERING
Your Brand



Context Consulting Group, LLC

www.contextconsultinggroup.com/

2017

Need A Company To Get You Ahead...

First, we are pretty cool to work with... Why?

Because we get it! We understand what it takes to succeed in today's 2.0 digital economy and we will let you know that by sharing it through straight talk. Right from the start, we'll ask questions (plenty of them), to learn all we can, and be upfront about whether we think we can help your business, or not. If we don't think we can help — or if we think you might be better served by a different firm — we'll tell you. If we think you need to address other issues before embarking on a serious website branding and design effort — we'll tell you that too. Even if it means that we don't get your business. We are going to tell you the truth.

Second, we don't take just any project that comes our way. We're not a template factory that reproduces the same re-skinned website, marketing and branding, or email campaign product 100 times over. It means we give proper attention to all of our client's needs so that we can provide a unique online persona which matches their business goals. If we don't feel that we're right for a project, we won't take it and we'll tell you. We like to merge our client's experience in their field with our expertise in our field. When that formula is put in place, our clients are successful and so are we.

Third, from [web branding](#) and [website development](#), to building [business analytics](#) and email marketing campaigns to measure our client's business process and success, we know the critical importance that "context" plays in creating our client's online persona and business reputation. Your online persona and business must have contextual meaning, and that's what we provide for our client's website branding, design, and marketing built on contextual compass points.

Because every business is unique, and so too is it's branding and business process — especially niche businesses — we engage our clients and work with them to build personal and business [Compass Points](#) in conjunction with the business analytics of the [Zero Moment of Truth](#) that drive the success of their business and their professional careers.

All The Things We Do To Make You Successful

Want a REAL return on investment for your marketing strategies? We'll cut through the hype and the buzzwords to teach you strategies that get the results YOU need.

Greater Iowa City Metro Area | Business Consulting and Digital Marketing Specialists

Passionate about helping companies grow their web presence, Context Consulting has helped multi-sector companies acquire more customers and sales from the internet through customer segmentation email campaigns, video production and marketing, and website development. Context Consulting specializes in omni-channel digital marketing strategies and building engagement traffic through organic channels (Google, social and content).

Business Consultant

As an independent consulting firm focused on enhancing our client's Internet presence in this digital 2.0 economy, we understand that our clients need to have an exceptional public face and brand identity to stand out in their market. We accomplish this through a variety of methods focused on

business analytics such as market research and analysis, key performance indicators, and developing strategic compass points for our clients.

We meticulously create a digital business platform that is completely unique to our clients, appeals to their target audience, and becomes the foundation for their business growth and success.

Digital Marketing Consultant

Context Consulting develops and manages strategies for digital and integrated marketing campaigns for a wide range of clients in the real estate, financial mortgage, insurance, educational, economic development, technology, and holistic health sectors. We assist small to midsize businesses and startups engage audiences to grow their online presence and generate revenue growth.

Email Marketing Consultant/Provider

We build email marketing strategies for our clients that directly focuses on their customer demographic segmentation through push/pull email campaigns which emotionally capture their interest and call-to-action engagement. We professionally design every email to meet each of our clients' unique branding, and create message content specific to their customer's interest and need. These efforts are further enhanced by providing a robust email platform which can deliver over 60,000 emails a month to our client's database customers.

Photography and Videography Production

Creating Digital Ad-videos Relevant to Targeted Segments (DARTS) is one of the most successful elements of online digital marketing efforts we undertake for our clients. Producing short thirty second to sixty second branding videos, as well as longer educational and tutorial videos for our clients, is essential in today's online business economy. We shoot and produce both professional photography and videography in creative ways to optimize our clients branding profiles through omni-channel distribution and syndication, and apply advanced SEO strategies to further enhance our client's digital marketing profiles.

Call us to set up your "free" initial consultation...we're people...we'll work with you!



Direct Line: 319.936.7704

Visit our website www.contextconsultinggroup.com to learn more about all of the things we do...***to make you successful!!***

Context Consulting is a locally owned independent website branding, design, and consulting firm serving business professionals and small businesses within the Greater Iowa City Metro area.