



SWEETWATER
MARKETING

WE SEE YOUR PATH TO SUCCESS.
IT STARTS HERE.



SWEETWATER
MARKETING

OUR VALUE PROPOSITION

SweetWater Marketing sees your path to success. We collaborate with you to pinpoint the challenges keeping you from reaching your marketing goals and deliver the solution needed to succeed –

ALL WITHIN ONE COMPANY.

This means you get relevant marketing ideas tailored to your business, executed quickly and effectively. From start to finish, from problem to solution, SweetWater is your single source for all your creative and communications needs.

Consider us an extension of your marketing team. If you have a limited marketing budget and few internal resources, SweetWater has the talent and expertise to deliver on-time and on-budget, while exceeding your expectations.

LET US HELP YOU INCREASE YOUR MARKETING REACH TODAY.

Your link to success:
www.sweetwaterglobal.com



We work in small, uniquely crafted teams, using our experience, research and data, and a collaborative environment to determine the best course of action for your campaign.





BRENDA PEARCE
Founder & CEO



LET US HELP YOU REALIZE YOUR PATH TO SUCCESS.

Through the years, we've learned that listening to our clients and discovering their goals and dreams for their brand is what makes a successful marketing campaign.

We partner with our clients to develop sales and brand awareness campaigns that dynamically adapt to your shifting needs. Whether you need a simple multi-touch campaign or a more comprehensive marketing strategy, we have the people and processes in place to drive your business forward.

SweetWater Marketing is a team of highly motivated marketing and digital strategists, content designers and writers, developers, and analysts who love what we do. We are experts in our field with experience across vast core disciplines to create your unique multi-touch, business-building campaigns.



The SweetWater Team

YOU ARE OUR FOCUS.

SweetWater approaches every company the same way, whether you're a non-profit or large global organization. Our focus is on you – your audience, your unique selling propositions, your goals.

Marketing campaigns are tailored to your needs, which means starting with what you want to accomplish, setting baseline goals, and then planning and executing so you see results. Our team leverages thoughtful strategy, thorough research, and open communication to create awareness and generate bottom-line results.

Through our 6-Step Approach, we craft a unique campaign for your business that maximizes your return on investment.





LEARN MORE AT WWW.SWEETWATERGLOBAL.COM

FIND A SERVICE FOR YOUR NEEDS

Choose exactly what fits your needs and budget.

The image shows a woman from behind, writing on a large whiteboard. She has long brown hair and is wearing a black long-sleeved shirt. The whiteboard is covered in hand-drawn wireframes and notes. On the left, a wireframe for a 'Sweetwater Team' page is shown, with sections for 'Slider #1 Photo', 'Headshots', 'Bio', and 'Experience'. On the right, a wireframe for a 'Home' page is shown, with sections for 'Photo Gallery', 'Scout Guide', 'Ceremonies gifts', 'Core values', and 'Footer'. Arrows and handwritten notes connect the two designs, indicating a flow or relationship between the pages. The word 'AFTER' is written in large blue letters at the top left of the board.

FIND A SERVICE FOR YOUR NEEDS

Choose exactly what fits your needs and budget.

The image shows a woman with long brown hair, seen from behind, writing on a large whiteboard. She is wearing a black long-sleeved shirt and a gold watch. The whiteboard is covered with hand-drawn wireframe diagrams for a website. On the left, a vertical layout includes a header with 'SWEETWATER TEAM' and a 'Slider #1 Photo' label, followed by a large placeholder box with an 'X', a list of 'Intro's/working', 'ABOUT Brenda', 'BIO', 'EXPERIENCE', 'Contact info', and 'Footer'. On the right, another layout includes a 'Home' header, a 'Photo Gallery', 'Scout Guide book', 'Ceremonies gifts', 'Core values', 'Contact info', and 'Footer'. Various annotations in different colors (pink, orange, blue) are scattered around the diagrams, such as 'Logo's on ALL TOP Left', 'Headshots', and 'goals, vision, who we are'. The woman is currently writing 'Logo's on ALL TOP Left' in pink marker.

WE PROVIDE A FULL RANGE OF MARKETING SERVICES.

- **Branding Identity**

Let us handle your corporate messaging, logo design, and usage guidelines to ensure your brand delivers a clear and cohesive message.

- **Marketing Strategy & Plan**

Creating a cohesive, strategic approach to drive business is our expertise. SweetWater will build a custom plan that meets your marketing needs.

- **Campaign Development**

We provide in-depth marketing campaign recommendations and strategies for amplifying your message and maximizing your budget through various mediums and outlets.

- **Content Creation**

We all know content is king. Rely on our copywriting and design services for original, targeted communications for print, web, and social outlets, as well as press releases, video scripts, email, newsletters, and more.

- **Social Media Strategy**

We strategically leverage a variety of social media platforms and design and write compelling posts and campaigns to connect you with your audience and influencers.

- **Digital Strategy**

Let us help you achieve your organization's goals through carefully selected digital marketing channels that support your over-arching marketing campaigns.

- **Email Marketing & Automation**

We create and automate email marketing campaigns to send targeted, engaging messages to your customers while complying with anti-SPAM laws.

- **Web Design & Development**

We design and develop high-quality, SEO-rich websites, providing the best viewing and interaction experience across a wide range of devices.

- **Tradeshow & Event Management**

Events are effective, but often time-consuming. SweetWater has vast experience planning and executing all the details needed for a successful event, allowing you to focus on engaging your customers.

- **Multimedia Design & Production**

Tell your company's story through video. We ideate and create exciting assets like videos, robust PowerPoint presentations, and mixed media to catch your audience's attention.

- **Photography**

Need a custom photo shoot? Corporate headshots? Product stills? Let SweetWater Marketing handle all your professional photography needs.

- **Promotional Merchandise & Apparel**

We provide you with the best possible promotional products, apparel and services for your company by partnering with industry leaders.

Learn more about our services, the packages we offer, and our team members at www.sweetwaterglobal.com.



SWEETWATER
MARKETING

CONTACT US

Huntsville & Chattanooga Offices
Office Phone: (256) 617-2092
E-Mail: hello@sweetwaterglobal.com

Website: www.sweetwaterglobal.com

