

2021 / *CAPABILITIES*



**NORTHBOUND
STUDIO**



WE CREATE ONE-OF-A-KIND ENGAGING CONTENT.

In any creative project that we are involved in, before designing anything, we assemble the best minds, hands, and technology. We develop an exclusive team structured around the needs that you as a company, organization, or individual specifically have. We do this to ensure that you will receive the best possible outcome, an outcome that is custom-tailored to you and your brand story. We want to become an extension of your team to create visual tools that add value to your business.

1 / BRANDING

2 / CONTENT CREATION

3 / COMMUNICATION

4 / PROMOTION

5 / GROWTH

6 / PROCESS

7 / CONTACT

1-2

BRAND

STRATEGY *REBRANDING*
CONSULTING *ART DIRECTION*
DEVELOPMENT *LOGO*

UNDERSTANDING, INSIGHT, COMPASSION. These words help describe empathy, a word that is often misused and often misunderstood. Brand empathy is understanding your customers' needs from their perspective, not your own, and doing whatever you can to help.

We want to help you create an intentional, empathetic brand that can serve as a compass for any marketing or greater business decisions you may encounter, and

ultimately guide you to the choices that will make you more successful.

Your brand is not just your logo. It's not just the name of your business. It is a visual and verbal representation of your business. It's what your clients and community think of when you come up in conversation. This makes a successful, mission-focused brand invaluable.



CONTENT

GRAPHIC DESIGN

WEB DESIGN

VIDEOGRAPHY

CONSULTING

PHOTOGRAPHY

PRINTING

WE DON'T JUST MAKE GREAT-LOOKING CONTENT. We make content that solves your problems, or helps you reach your goals. Before we design or build anything, we get to know you and your goals and then we make the tools you need to get there.

In order to achieve anything, you must first set a goal. In business, that goal is your mission statement; your unique approach to problem-solving, and how you

empathize with your clients. When done right, your mission statement is your compass for all marketing. It's your guide, and your goal. We are experts at compass and mission statement calibration.

Once you know who you are, it's time to tell the right people. We develop brand tools that will help you tell your story to the right people and help them decide why you are the best choice to solve their problems.

3-4



COMMUNICATION

COPYWRITING
PR
MARKETING

SOCIAL MEDIA MANAGEMENT
SOCIAL MEDIA STRATEGY
EMAIL MARKETING

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PROMOTION

WORKSHOPS
CAMPAIGNS
EVENTS

MAILING
TRADE SHOWS

PUT YOUR MISSION-FOCUSED BRAND TO WORK. We are ready to use your brand and messaging strategy to successfully promote your business and events.

Have a trade show coming up? Do you have all the materials you need to knock it out of the park? We can help. From banners and booth layout to flyers and videos, Northbound has you covered.

Our combined knowledge of social media, traditional marketing, and design come together to produce the perfect promotion storm.

We have successfully promoted and planned events, hosted workshops in partnership with local businesses, and run social media and email campaigns.



GROWTH

SEO

INBOUND MARKETING

MARKETING AUTOMATION

GROWING YOUR BUSINESS CAN FEEL LIKE YOU'RE ROWING UPSTREAM. With our strategic marketing plans, we'll be right there with you, helping you navigate rough waters.

We develop our brand and marketing strategies with growth in mind. We implement a concept called "Growth-driven design." Growth-driven design is essentially work produced one step at a time.

Your goal — and our goal for you — is to grow as a company and reach your ideal customers. Maybe the website you can build today isn't going to be the website you plan to need in two to three years. We will build your brand and tools in a way that can accommodate future needs and functionality, so that when you have grown, you won't need to start from scratch. You'll be halfway there already.

PROCESS

1 / RESEARCH

We get an understanding of who you are, what your company is, and who you are targeting. Our goal is to capture the emotion of your brand.

2 / DESIGN

Based on the background and research, we collaborate to create a piece that is unique and expressive.

3 / REFINE

Working with the client, we refine and polish the design to produce the desired end result.

You come to Northbound to solve a problem. Here's how we do that; but not just that. We want to become a part of your team. That means we're in it for the long haul. We love partnering

with small businesses and helping them navigate their brand so that they can grow and achieve the goals that seem far in the distance.

7-8



START YOUR JOUR

CREATE@NORTHBOUNDSTUDIODESIGN.COM

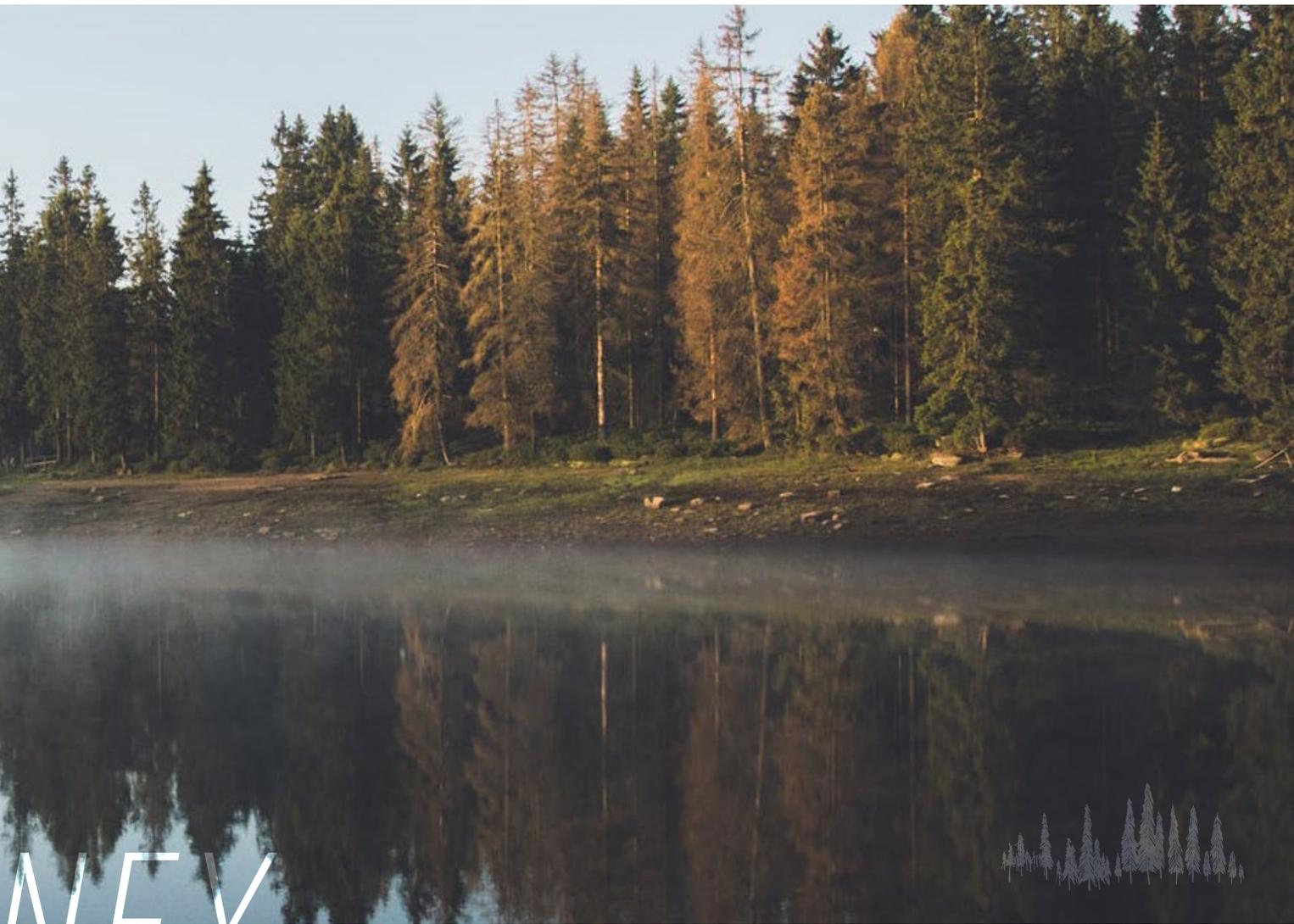
NORTHBOUNDSTUDIODESIGN.COM

616-644-3768

DISCOVERY QUESTIONNAIRE

Interested in working with Northbound Studio?
Please fill out our discovery questionnaire to give us
a head start on becoming experts about your business!

NORTHBOUNDSTUDIODESIGN.COM/QUESTIONNAIRE/



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MEET THE NORTHBOUND TEAM

JORDAN HIEMSTRA
Principal, Creative Director

AMY HANCOCK
Project Manager

MALLORY BOLIN
Art Director, Designer

HANNAH KAMPS
Social Media & SEO Specialist

