

Hanson fact sheet.

Hanson Design can help you realize your marketing and business objectives by creating cutting-edge web and mobile marketing solutions — that are innovative, measurable and proven to have a positive impact on your sales performance.

CAPABILITIES

Strategic Planning

- Market research
- Online surveys
- Web Analytics
- Client Web Audits
- Competitive Web Audits
- Site Plan Development
- Organizational Strategies

Technology Services

- Client consulting
- Content Management Systems
- Quality Assurances
- Systems integration

WEB SERVICES

Specifically to the Web, Hanson offers:

- Complete website assessment
- Brand development
- Audits and analysis
- Web-based strategies
- Web-specific creative (photo, image, page layout and graphics creation)
- Copy/content development
- Copy editing
- Programming
- E-commerce backend programming
- A custom Content Management System (CMS) allowing you to make changes to your site
- A Search Engine Optimization (SEO) plan that insures a high level of search results and helps drive traffic to your site.
- The backend analytics that deliver the marketing and site-visit data that you want

Digital Marketing

- SEO – Search Engine Optimization
- E-mail marketing
- Viral Marketing
- Social Media Marketing

Content & Design

- Ideation
- Concept Development
- Style Guide Development
- Asset Development
- Brand & Identity Systems
- Content Creation – Copywriting
- Content Editing

WHY HANSON

Hanson brings over 20 years of successful brand development and the real-world experience that is the key to a winning marketing strategy in any media. Our proven brand and creative strategies, coupled with our powerful digital marketing capabilities and proven methodology guarantees all of your marketing and business objectives will be realized.

NOTABLE CLIENTS

- Pernod Ricard
- Radian Group, Inc.
- AstraZeneca
- Sodexo
- GBCA
- JPMorgan Chase
- ZeroWater

CONTACT INFORMATION

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