

Welcome to Content Branding Solutions - Discover ▪ Content that Connects



# BRAND IMAGINEERING

CONTENT BRANDING SOLUTIONS ARTICLES

## What is a Creative Agency?

A How-to Guide to Find the Right Marketing Agency for You



Personalized Content ▪ Brand Imagineering ▪ Graphics ▪ Marketing ▪ Multimedia Design





We Communicate in Words, Images, and Actions for all your Content Marketing Needs

# What Is a Creative Agency?

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## A How-to Guide to Find the Right Marketing Agency for You By Content Branding Solutions

A creative agency is an organization that uses innovative strategies to help clients achieve their goals.

Creative agencies are sometimes called marketing agencies.

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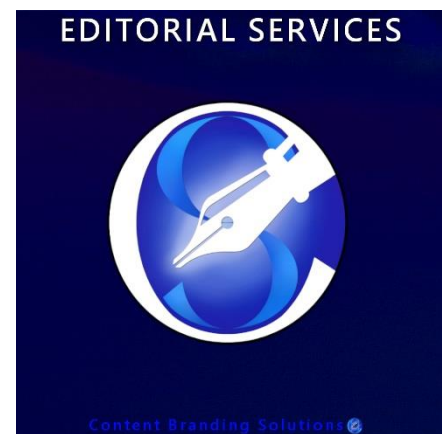
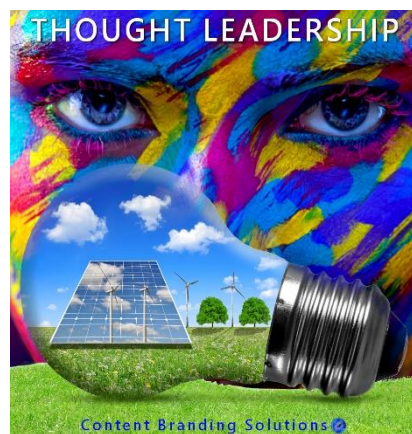
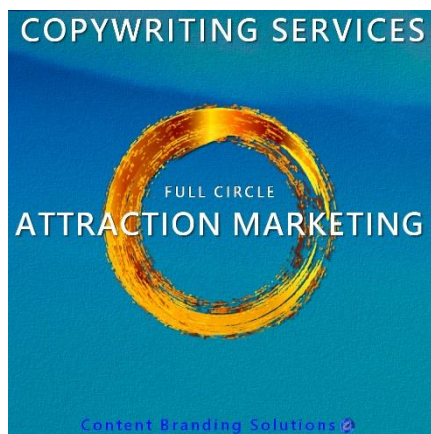


## Discover Content Branding Solutions ▪ Brand Imagineering ▪ Digital Creative Agency

We Imagineer Brands by repositioning You to give You a Competitive advantage by utilizing Branded Content, Images, and Graphics to tell Your Story and the Vision of Yourself You Wish to Portray.

**We are Experienced Content Writers. We have published content for multiple genres, including TV, Radio, and Multimedia.**

**We Write Blogs, eBooks, White papers, Custom Case Studies, and Emails with creative, eye-catching graphics. We share our love of Persuasive Words and Graphics to Empower You to Act.**



*Click an Image To Explore Our Skills*

**Discover why We are the Proven Team that will Get Results for You as Together We Imagineer Your Brand.**





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## What Is a Creative Agency?

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Content Branding Solutions imagineers brands. As a Creative Agency with Digital Agency expertise we offer various services under the umbrella of branding, digital content marketing, and advertising. If you need any creative strategy, content thought leadership work, or promotion, our content marketing strategists, brand hackers, and brand imagineering marketing tactician's will help you get it done.

### **A Creative Agency Shows You How to Create Your Marketing Strategy and The Best Ways to Define Your Marketing Tactics and Personalized Digital Experience**

**Creative Agencies often Specialize in one area more than another, but they usually provide:**

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#### **Strategy Services**

- [Advertising strategy and attraction Marketing Services](#) for Your firm's Personalized Digital Experience
- [Brand Strategy](#) and [Brand Refresh Services](#)
- [Content Strategy](#), [Thought Leadership](#), and [Editorial services](#)
- [Content Marketing Strategy and Plans](#)
- Social Media Strategy
- Personalized Digital Experiences

*"Thought Leadership and social selling is the art of positioning your brand in front of the market trends."*

*~ Cheri Lucking*

#### **Content Creation (AKA "Creative")**

- |   |   |
|---|---|
| ▪ Annual Reports                        | ▪ Copyediting for all media, from reports to books and websites |
| ▪ Industry-leading Case Studies         | ▪ Content Branding Solutions                                    |
| ▪ Thought Leadership Blogs and Articles | ▪ Content Planning and Publishing                               |
| ▪ Branding                              | ▪ Data Visualization  |
| ▪ Copywriting                           | ▪ Thought Leadership Books eBooks and Articles                  |
| ▪ Reports, White Papers                 |   |

**Creative Content - Thought Leadership blogs, Reports, White papers, Books, eBooks, and related articles.**



## A Creative Agency Imaginers Digital Experiences

Today's tech-savvy consumers have heightened expectations of brands, making personalized digital experiences critical to all successful marketing strategies.

Here's why:



**95%** of companies that saw 3x ROI from their personalization efforts increased profitability in the following year.<sup>i</sup>



**87%** of companies implementing web personalization have seen an increase in return on key metrics. Nearly half saw a 20%+ uplift.<sup>ii</sup>



**63%** of consumers expect personalization as a standard of service.<sup>iii</sup>



**80%** of consumers are more likely to purchase when brands offer personalized experiences.<sup>iv</sup>

*Content Branding Solutions Specializes in Personalized Content*

## What are **Personalized Digital Experiences**,

and why should I care?

Personalized digital experiences mean delivering relevant and targeted branded content to the appropriate audience. Brands can achieve this through targeted website messaging, blog articles, videos, email newsletters, or social media interactions that you know resonate with your audience.

Creating personalized digital experiences ensures that every touchpoint they make with your business speaks directly to their unique needs and addresses their pain points.

In today's increasingly competitive marketplace, delivering contextual and relevant customer experiences is critical to capture attention and meeting consumers' expectations.

When your prospects can easily and quickly see that you're the solution to their problem or need, your efficiency and bottom line skyrocket. In addition, personalization you stand out, build trust, drive engagement, and strengthen relationships.

FULL CIRCLE MARKETING







## Summary

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In short, a creative agency is a team of experts who can support your brand's strategy. In general, that includes a mix of the following:

- Art Director
- Creative Director
- Brand and Content Strategists
- Account Directors/Managers
- Producers
- Writers and Editors
- Videographers
- Web Designers and Developers
- Graphic Designers
- Content Distribution Specialists

Depending on the Creative agency's structure and strengths, agencies may collaborate with expert partners, such as a video production house or a YouTube influencer marketer.

*Reports ▪ Case Studies ▪ Blogs and Articles ▪ Branding ▪ Content Branding ▪ Copywriting ▪ Copyediting ▪ Content Planning and Publishing ▪ eBooks ▪ Graphic Design ▪ Presentations and Graphics ▪ White Papers ▪ Web Development and Design ▪ Photography – Image research and sourcing*



"A Picture Paints a Thousand Words."  
Let Us Paint Your World For You



## What is the Difference Between a Creative Agency and Other Agencies?

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A common question. Agencies often provide services that overlap with a creative agency; most agencies focus on one particular service or category.

### A simple overview:

- **Content Branding Agency:** Provides personalized digital services [based around attraction marketing copywriting, content, copy, and SEO](#) and is often driven by being a creative Agency. We call this Brand Imagineering.
- **Design Agency:** Offers design services for various visual mediums, including print and digital.
- **Digital Agency:** Focuses on digital marketing strategy, mainly SEO and lead generation.
- **Advertising Agency:** Focuses specifically on advertising (digital, TV, radio, print, etc.). It may or may not provide marketing services.
- **PR Agency:** Offers promotional and content distribution services to maximize brand awareness.
- **SEO Agency:** Focuses on various on-site and search marketing strategies and tactics to increase traffic and lead gen.
- **Social Media Agency:** Specializes in social strategies and, often, the management of social media accounts.

A creative agency like Content Branding Solutions often encompasses one or more of these services to give you as a client a competitive advantage in the marketplace.

## How Can a Creative Agency Help Your Brand?

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A creative agency provides many services, from [branding](#) to [attraction marketing copywriting, content, copy, and SEO services](#). So whether you need an expert team to fill in the gaps in your BD, marketing sales, or services team or take the reins entirely, you and your brand can benefit from a creative agency's help.





A Creative Agency will show You the Best Ways to get:

## 1. A Fresh Perspective

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It is hard to see the wood from the trees, or as Americans say, the forest from the trees, when you are busy and immersed up to your eyeballs in your brand details every day, all day long, day after day.

A creative agency can provide much-needed perspective to guide or improve your strategy and share fresh ideas to help you achieve your goals. For example, reading [7 Steps to Develop a Marketing Plan for Any Small Business](#) can help if you struggle to develop a marketing plan and strategy.

Alternately Content Branding Solutions' CEOs Cheri and Peter Lucking can orchestrate the marketing planning meeting to ensure you get the best ROI for your brand's dollars.

Jump-start Your Marketing Strategy

Take Action Call Now 303-362-0498 and We Will Help You

Drop Us a Line - Get the Competitive Advantage 

## 2. Expert Execution

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A creative agency is a team of talented strategists who can craft and execute your marketing strategies. From [editors](#) to [content creators](#), [website developers](#), and [designers](#) to execution of [monthly content marketing plans](#), creative digital content marketing agencies like Content Branding Solutions have the knowledge, expertise, and skills to produce content tailored with SEO just for you and your Brand.

**Do You want a Competitive Edge?**

**>>> Give the Experts a Call at 720-979-8555 <<<**

Our expert content strategists are immersed in Imagineering Brands every day. Hence, they know the [best conversion rate practices](#) that will improve the user's experience, [get the competitive edge with thought leadership copywriting and branding](#), and [get the best content with the most mileage ROI out of the content](#) we are creating.

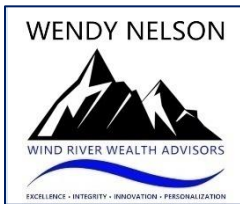
*Expert tip: You always want to work with a Creative Agency with references and endorsements from people and brands similar to you and your brand. (And if they do not have any, run!)*





We Communicate in Words, Images, and Actions for all your Content Marketing Needs

**As a Licensed Financial Planner, Wendy's Site [Wind River Wealth Advisors](#) had Stringent Compliance Restrictions;**  
**Our Team effort meant the Website passed the test with Minimal Changes.**



*"Content Branding Solutions has extensive expertise in the field of web design and implementation.*

*They took the time to research and study my company's needs and goals for my website, along with the many regulations required for my industry.*



*They worked very hard to explain every detail of the website build and made appropriate and industry-specific suggestions for my website's success.*

*Peter and Cheri are wonderful to work with, personable and professional with each step of the process. Their commitment and integrity are unsurpassed.*



*I strongly recommend Content Branding Solutions to build and implement your website!"*

*~ Wendy Nelson*

**[Find out more about How we Imagineered Wendy's Brand Refresh](#)**

### **3. Insider knowledge**

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**You know Your Brand inside and out, but how well do you know:**

- **Your industry?**
- **Your competitors?**
- **Trends in the marketplace?**

A creative agency works with multiple clients across multiple industries and researches your competition.

Consequently, those agencies have experienced insight into what works and does not. Our content Strategist, growth hackers, and marketing experts' tips and knowledge can drastically improve your results and evergreen ROI.





# BRAND IMAGINEERING NEWS

CONTENT BRANDING SOLUTIONS PRESS RELEASE

## The Top 30 Colorado Branding Agencies Announced

**Our Team would love to IMAGINEER YOUR Brand  
Together we Write, Market, Create, Coach, and Mentor for Success**

*Expert Tip: You benefit from other brands' experience, knowledge, and successes. A creative agency will build on the success to skyrocket your sales utilizing all the tools available.*

#### 4. Connections and Creator Networks

One of the most common reasons to outsource your content creation is that your brand does not have the knowledge, bandwidth, or resources to do the work to get results. However, getting proven results with content that is sure to attract, convert, close, and delight your targeted core income-generating clients is an art. It is the art of persuasive words and eye-catching graphics.

### BUILD YOUR BRAND TODAY

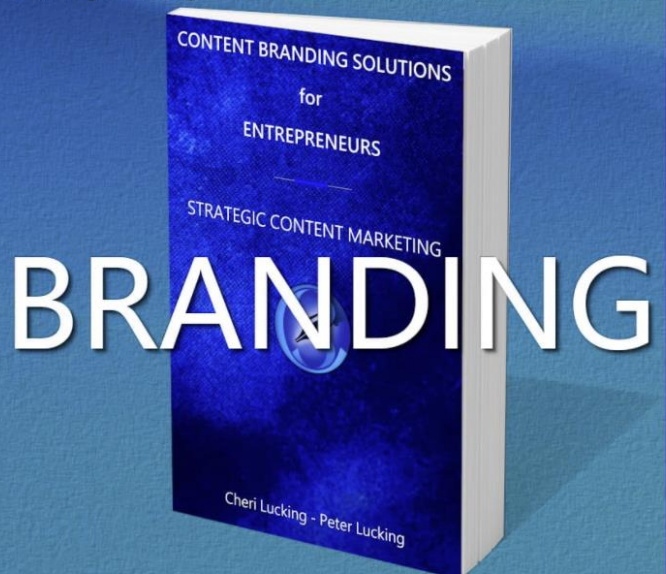
With CONTENT BRANDING SOLUTIONS Brand and Branding Services

Whatever your passion, our team of content strategists and **'Branding Knowledge Experts'** can unlock your future today. We are passionate about Helping You Build Your brand. That future can be built with CONTENT BRANDING SOLUTIONS Brand and Branding Services at your side, creating persuasive branded media marketing promotional materials.

Let's Work Together to **BUILD YOUR BRAND TODAY**; call 303-362-0498

- Brand Audit, Needs Analysis and Branding Brief
- Imagineering Your Brand - Brand and Branding Visualization
- Plant Your Flag with Brand and Branding Activation
- Create Your Branding Master Messaging Roadmap
- Strategic Brand Planning and Branding Content Strategy
- Branding Tactics – Implementation Methodology
- Brand Activation

Branding Knowledge Experts • Brand Visualization • Brand Activation



ContentBrandingSolutions.com



Content • Brand Imagineering • Graphics • Marketing • Multimedia Design



We Communicate in Words, Images, and Actions for all your Content Marketing Needs

## Persuasive Words and Eye-catching Graphics is the Art of **IMAGINEERING** Brands

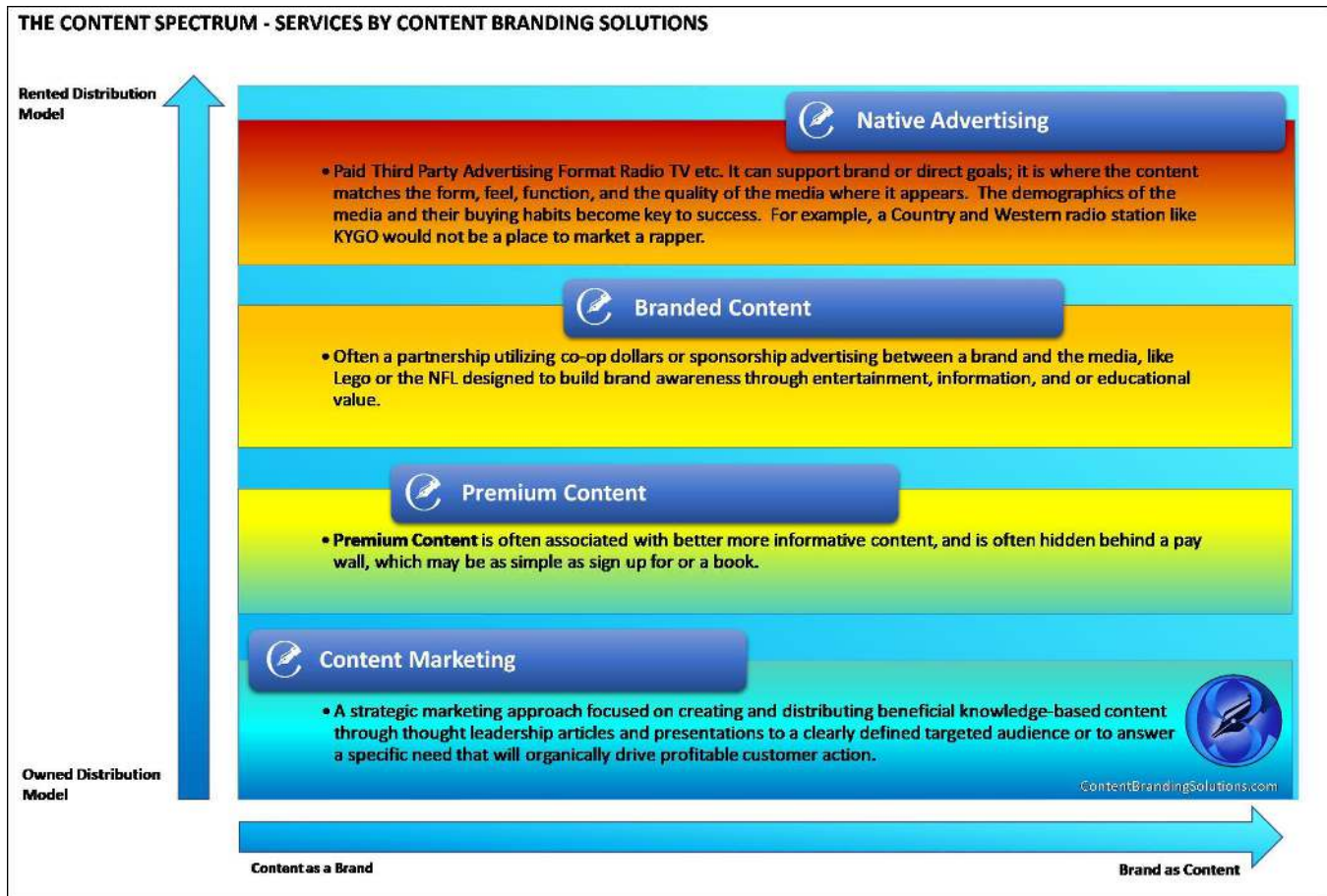


Image Source: © Content Branding Solutions | contentbrandingsolutions.com

**Content Branding Solutions IMAGINEERING Services Include**  
**Content Marketing • Premium Content • Branded Content**  
**We Outsource Native advertising to Network Expert creators.**

In addition to being well-rounded experts in multiple fields, a creative agency has an established network of expert creators. So whether you're looking for [website development and design](#), a [content branding agency](#), or a video production house to film and edit your latest video, a creative agency has the skills in-house or an expert referral who will get it done for you.







## 5. Speedy Production

Many brands struggle to execute their strategies because they don't Think **SMART** or have an effective Content strategy with the expertise or personnel to handle production and create the ingredients for success. It is understandable; why should a sole proprietor or small lawyer's firm have the expertise? They are experts in what they do. Hire experts to do what they do best.

A creative agency is an expert in multiple content and delivery methodologies, requiring different knowledge and resources. Therefore, not all agencies are created equal, and each has an area of expertise.

*Expert tip: Launching an Attraction Marketing Campaign or a successful **Content Marketing Plan** is challenging if you're new to **content marketing**.*



Image Source: © Content Branding Solutions | contentbrandingsolutions.com

However, a creative content marketing and branding agency like Content Branding solutions is a cutting-edge brand Imagineering machine accustomed to producing a variety of premium content quickly and efficiently at a price you can afford. As expert content strategists, they know the common roadblocks, mistakes, or pitfalls; after all, it's not their first barbeque.

## Content Marketing Builds Brand Awareness, Visibility, and Consumer Trust

*Expert Tip: People will be more likely to buy your brand if they know, like, and trust you.*



## OUR PROMISE as CEOs of Content Branding Solutions TO YOU

- **EXCELLENCE; We are TRANSPARENT and HONEST**  
All scope fees, charges, and expenses are clearly spelled out before we do business.
- **PERSONALIZATION, INNOVATION our Team is CLEAR.** We take the time to help you see the big picture on Content Brand Marketing.  
You will always know exactly where you stand, your options, and why we are taking action.
- **INTEGRITY; WE are CONTENT STRATEGIST and BRANDING KNOWLEDGE, EXPERTS**  
Everything we do for you is always in your firm's best interest.



### 6. Quality content

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Quality, consistency, and cadence are crucial to a successful content marketing operation. Unfortunately, many brands struggle to meet at least one of these, as often they fail to recognize that editing and editorial skills help create cadence and brand continuity.

There is more to a brand style guide than colors; the choice of words and images working in unison creates memorable moments in media.

As the industry experts, a creative agency can produce quality content in your brand voice and visual identity to produce equity at a high volume with a proven recipe for long-term evergreen success with a beneficial ROI.

**Content Branding Agencies are Invested in doing the best job possible  
Because when You Win, they Win.**

Hence, creative agencies with content branding capabilities will work hard to find the best innovative solutions for your brand, even if that means disagreeing with you or fighting for an idea they believe in.

Another bonus? They can also be your scapegoat. It was X-Y-Z's fault! This one may sound duplicitous, but we know how the world works. Outsource your blame.

Content Branding Solutions is an agency with honor and integrity. A team will work to avoid failure at all costs. But if things go wrong, sure, go ahead and blame us if it saves your job. And don't worry; we guarantee our work and will fix an error if we cause it. We always remember the client is always right even if they are wrong!

Finally, scoop them up like gold if you can find an expert in your field specializing in your particular industry or offering, whether you are a B2B or B2C. They will provide even more benefits to your brand, as they have expert insight and can provide suitable recommendations for your unique needs. So it is always worth checking the [about on a creative branding website](#) to see if they are genuinely innovative and the brand hackers you need.





### How Do You Know If You Need One?

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Not every small to medium business brand needs a creative agency or content branding solutions. You may not need the experts if you have a reliable operation or an in-house team capable of executing your marketing strategy and delivery tactics. However, If you *can't see the wood from the trees* and need a *fresh perspective*, you might consider using a creative agency,

#### If you don't have the following:

- **Resources:** Some brands find it difficult to execute their strategy due to limited means, accessibility, or availability. A creative agency can help support your strategy with the infrastructure you need.
- **Knowledge:** A creative agency is staffed by expert creators with the skills and expertise to create all types of content—and, most importantly, adhere to best practices.
- **Bandwidth and Staffing:** Your team may be bogged down with other projects, meaning your marketing projects are delayed or backburnered indefinitely. A creative agency can help you create consistent, quality content at scale.
- **Results:** If your current strategy isn't delivering the desired results, a creative agency can advise you on how to tweak, improve, or revise your plan. Remember, a fresh perspective *can see the tree from the forest*.

If you're still unsure if an agency can help you, CALL 720-979-8555 and chat with Cheri and Peter to help decide if you should try an agency or use a freelancer.

## Don't Want to work alone?

### Provide Your Target Audience with Personalized Digital Experiences

**Find Out How we can Help You - CALL 720-979-8555**

**Stop Shouting In the Wind.** Don't fall into the trap of "marketing just for the sake of marketing." Stop missing the mark, wasting time and resources with little to no outcome. Start connecting with meaning.





## How Do You Find a Creative Agency?

Cheri Lucking, CEO of Content Branding Solutions, has worked with hundreds of brands and Fortune 500 companies over her career in media advertising, radio, and TV marketing. Cheri knows what setbacks can befall a brand on the hunt for a good agency. Here are her recommendations on how to find the right partner to build a relationship with and grow.

### 1. **Know what you're trying to achieve.**

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First, you don't have to know the exact creative idea you want to be brought to life; that's why you're seeking a creative agency.

#### **Define the following Things before you hire a Creative Agency:**

- **Set Your Goals**
- **Define your Objectives**

The clearer your "**objectives, mission vision, and goals**," the easier it will be for your prospective agency to find the creative solution that's right for you. Together you will define the project scope and complexity, looking at multiple solutions to find the best way to do your project.

#### **The Creative Agency can help you define the scope and complexity of your project**

- **Scope and Complexity** are the work to deliver a working product, such as features and functionalities.
- **Resources** include budget, quality, and team members' expertise working to deliver and execute.
- **Time** is when teams will deliver to the market, such as releases and milestones.

**These three primary contract components will set the budget for your project.**

**If you are lost and unsure where to begin, drop us a line for a risk-free consultation.**





## 2. Look for a Portfolio of Work that Demonstrates Results

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Review their online portfolio, browse their website, and be sure to look at the following:

- **Endorsements, recommendations, and reviews.** Endorsements should be on the landing/home page.
- **Creative Style,** every creative design house has a style. Get a feel for their style, skill, and innovative approach.
- **Resources, skills, and background,** read their bios and the about, as it will give you an insight into who they are.
- **For the services they offer,** make sure you scroll through all pages to see how they present information and the depth at which they share their knowledge.

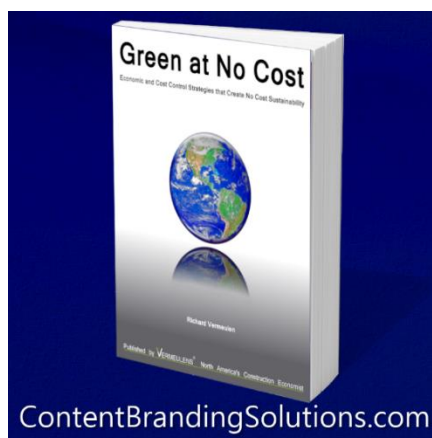
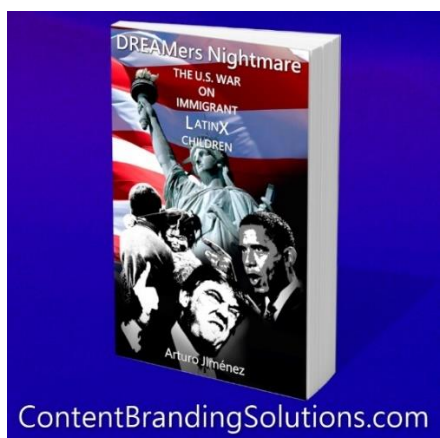
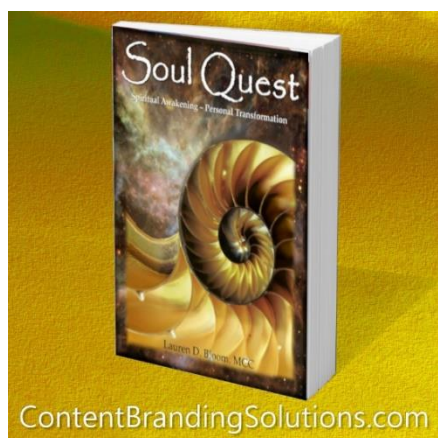
Go with your gut; it's a partnership; remember the sales mantra people buy people they know, like, and trust, so decide if they are a fit. Now give them a call and set up an online chat to ask questions and get to know them.

## 3. Find out if they Share their Expertise.

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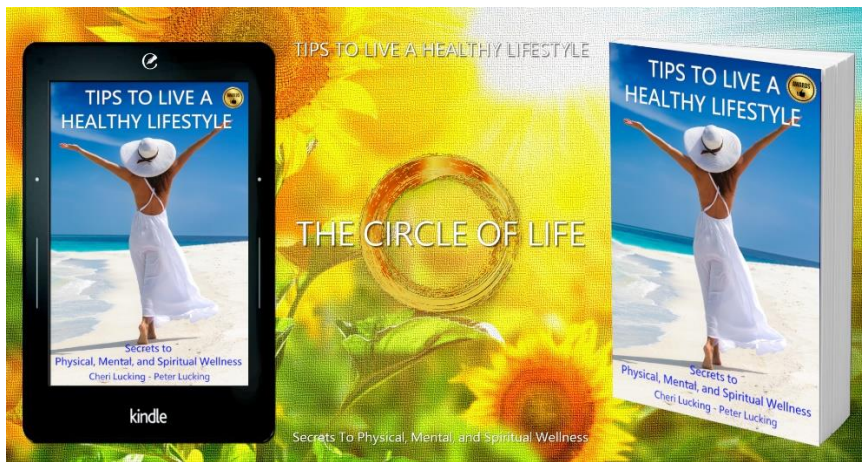
A good agency will invest in elevating its industry by sharing knowledge as an industry thought leader. Therefore, they should demonstrate their expertise through blogs, articles, books, contributorships, industry features, and other publications.

- **Their Blog, White Paper, and Article Content.** Are they industry thought leaders or followers?
- **Books** if they are content creators, editors, and marketers. Look at the examples below.
- **Authors, Contributor Authors, ghostwriting, and editors**





We Communicate in Words, Images, and Actions for all your Content Marketing Needs



**BOOK LANDING PAGES** - This willingness to share Your expertise—and be an active participant in your field - is always a good indicator that they are knowledgeable and confident in their work.

Sign Up for the FREE Monthly Marketing Webinar

The A-to-Z FREE Marketing Webinar of Marketing Strategies every last Thursday

Attend the FREE Marketing Webinar

101 MARKETING STRATEGIES a short "How-to Marketing" Series Based on Your Requests

You decide which "How-to" Marketing Series Interested You The Most, and We Will Cover It!

- "How to Create and Launch Your Website."
- "How to Build a Landing Pages that Convert."
- "How to Create a Marketing Plan."
- "How to Networking to Promote your Business."
- "How to Boost Conversions to Skyrocket Sales."
- "How to create successful Search Engine Optimization (SEO - SEF)."
- "How to utilize Low-cost and No-cost Marketing Ideas for any Business."

In 101 Marketing Strategies interactive Q&A, We will cover at least 10 of your questions, and Ways to Brand, Market, Sell and Develop Business (BD) with Intention and the Confidence of an Expert.

Find Out More About Our FREE Marketing Webinar with "Killer" Strategies to Boost Your Business from Content Branding Solutions Hosted by Cheri and Peter Lucking

Attend our FREE 101 MARKETING STRATEGIES

FREE end of month 101 MARKETING STRATEGIES Webinar every last Thursday

Attend the FREE Marketing Webinar







#### 4. Look at their Content.

---

Consider how they present themselves through their content. Review the agency's site and social presence to understand its personality, team, and values. You want to work with people you know, like, and trust, but you also want to ensure you're working with people who practice what they preach.

- **Attraction marketing requires great content. Do they provide [Thought Leadership services](#)? Can they create the content for you?**
- **If you are a professional, check their LinkedIn pages.** Do they share articles? Also, check their featured items and activity.
- **Do tier services meet your future growth needs?**

#### 5. Research the fit to your style; great work comes from collaborations and respect.

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No matter how comprehensive a firm's portfolio is, the most significant factor influencing your success is how well you work together. So take the time to research and talk to potential candidates to ensure they are a good fit and addition to your team.

### **A Content Marketing Agency is often More Invested than a One-Off Shop Or Freelancer**

You might be in awe of an illustration style but uncomfortable with its creative content and layout approach. Or you might be wowed by both their work and their values. You will not honestly know until you talk to them, so research upfront, then CALL and set up an appointment.

Contact The 'Branding Knowledge Experts' Today

Find Out what our Team of Content Strategist and 'Branding Knowledge Experts' can do for you You.

Call 720-979-8555 or Contact 

We recommend interviewing at least three agencies to get to know them in a casual and exploratory manner. Have three questions ready to ask them in advance to form the framework to guide your conversation and help you get the information you need. Here are a few good questions to ask:

- **Do you have the availability to take on my project?**
- **How much experience do you have in my industry or similar?**
- **Who will I be working with?**





- What does your creative process look like?
- How much work is produced by your staff vs. outsourced?
- Can you provide itemized pricing and a spreadsheet of costs associated with the scope of work?

Transparency is essential here, as scope creep by both parties can be a huge problem. You want to know precisely what you'll be paying for, especially if you develop a marketing piece like an eBook or presentation. If they can't provide that, move on.

**Cultivate a Positive Relationship, Build rapport  
Your agency should be Interested, Engaged, and Inquisitive  
with a**

***“je ne sais quo with a joie de vivre” that is positive and vibrant.***

*Expert Tip: If you aren't feeling those vibes from the start, look for a team of people that does make you feel that way. Remember that You and your brand will be leveraging the collective creativity and experience of the team on a journey to success.*

## **What to Do Once You Find the Right Partner**

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A good relationship is a true partnership, which means you're both responsible for showing up and doing your part. Luckily, you can do a few things to start on the right foot.

Decide who will do what and when the workload scope and complexity are upfront.

- **Scope and Complexity** are the work to deliver a working product, such as features and functionalities.
- **Resources** include budget, quality, and team members' expertise working to deliver and execute.
- **Time** is when teams will deliver to the market, such as releases and milestones.

We are always happy to talk shop if you're curious about how we work.

***"If you think it's expensive to hire a professional to do the job,  
wait until you hire an amateur." - Red Adair***







# Discover Content Branding Solutions

Brand Imagineering Digital Creative Agency

We DON'T JUST Create MEDIA CONTENT  
We will Help You IMAGINEER Your BRAND

[Check Out The Book launch Page - This Could Be You](#)





## Cheri Lucking

Cheri is a radio and TV marketing prodigy, serial entrepreneur, published author, and successful businesswoman.

**Let's Chat. Give Me a call.**

**Cheri is a professionally trained, certified business coach.**



Peter Lucking is an influential content strategist, designer, brander, marketer, motivator, and media maker—a marketing executive, entrepreneur, published author, and illustrator.

His goal is to help you Double Your Firm's income in just 3 Years with the proven "Full Circle" Marketing Techniques Content Branding Solutions Utilizes, Consults, and Teaches.

**Peter is a Top Person Ambassador.**





Cheri and Peter Lucking - Let's Imagineer the World for You



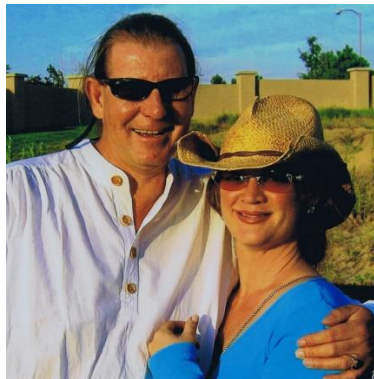
**We share Our "Joie de vivre" Driven by an Inquisitive Interest in Learning, Sharing, and Empowering Others**

## **BRAND IMAGINEERING** **from** **CONTENT BRANDING SOLUTIONS**

Discover Content that Gets Results and Builds Growth as it Creates Your Competitive advantage

**Let's Partner Together for a Successful Shared Journey and Experience.**

**Give us a Call Today to start the Journey 720-979-8555.**



**[Content Branding Solutions.Com](https://www.contentbrandingsolutions.com)**

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