

**MEDIA KIT  
2023**

**ITG  
MARKETING  
AGENCY**

**INNOVATIVE - TIMELESS - GROWTH**

**TERESA NELSON**



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ITGMARKETINGAGENCY.COM





# ITG MARKETING AGENCY

## ADVERTISING - BRANDING - MARKETING

*Empowering Businesses Through Strategic Advertising, Marketing, and Branding.*

ITG Marketing Agency, LLC is a dynamic and forward-thinking marketing partner dedicated to helping businesses unlock their full potential. Our mission is to guide businesses toward success by offering comprehensive and strategic solutions in advertising, marketing, and branding. We believe in the power of effective communication, creative innovation, and a tailored approach to transform visions into realities.

# STATISTICS

DEMOGRAPHICS: 25--65  
 TARGETED AUDIENCE 85% COLLEGE EDUCATION  
 62% WOMEN  
 38% MALE  
 DIVERSE ETHNIC BACKGROUND  
 INCOME RANGE: \$25,000 - \$100,000+

2023





# ITG **MARKETING AGENCY**

**ADVERTISING - BRANDING - MARKETING**

## Why Choose ITG Marketing Agency?

- Proven Track Record: Our team has a history of successful campaigns and satisfied clients across diverse industries.
- Customized Solutions: We understand that every business is unique, and we tailor our strategies to align with your specific objectives.
- Comprehensive Approach: From initial concept to execution, we provide end-to-end services to ensure a cohesive and effective marketing strategy.
- Industry Expertise: Our team of experienced professionals stays updated with the latest industry trends and technologies, positioning our clients for success.



# ITG **MARKETING AGENCY**

## 1. Strategic Advertising:

Our advertising services are designed to amplify your brand's visibility and engagement across various platforms.

- **Targeted Campaigns:**

- Precision-targeted advertising to reach specific demographics and maximize impact.
- Data-driven strategies for optimal audience engagement and conversion.

- **Digital Advertising:**

- Comprehensive digital ad campaigns spanning social media, search engines, and display networks.
- Expertise in PPC (Pay-Per-Click), social media advertising, and programmatic advertising.

- **Print and Broadcast Media:**

- Creative and impactful print ad designs for traditional media.
- Engaging broadcast media campaigns, including TV and radio advertisements.



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## 2. Marketing Solutions:

Our marketing services focus on understanding your market, creating compelling content, and engaging with your audience effectively.

- **Market Research:**

- In-depth market analysis to identify trends, opportunities, and consumer behaviors.
- Competitive intelligence to position your brand strategically in the market.

- **Content Marketing:**

- Tailored content strategies to convey your brand's story and values.
- Creation of high-quality, shareable content to enhance brand credibility and engagement.

- **Social Media Management:**

- Social media strategy development and execution.
- Community building, content scheduling, and real-time engagement across major platforms.



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## 3. Branding:

Our branding services are aimed at creating a unique and memorable identity for your business.

- **Logo Design:**

- Custom logo creation that encapsulates your brand's essence and resonates with your target audience.
- Iterative design processes to ensure your brand logo aligns with your vision.

- **Brand Strategy:**

- Comprehensive brand strategy development aligned with your business goals.
- Positioning, differentiation, and brand architecture to establish a strong market presence.

- **Brand Identity Development:**

- Crafting a cohesive visual identity, including color schemes, typography, and imagery.
- Guidelines for consistent brand representation across all touchpoints.







# ITG MARKETING AGENCY

## Client Testimonials

"ITG Marketing Agency doesn't just create ads; they craft experiences that resonate with our audience. Their innovative approach has significantly boosted our brand's reach and impact." - Millenium Jaguar

"The team at ITG Marketing Agency took the time to understand our unique challenges and goals. The results speak for themselves - increased brand awareness and a growing customer base." - Wellsfargo

Working with ITG Event Planning was a stress-free and enjoyable experience. Their creativity, professionalism, and commitment to excellence make them our go-to partner for all future events. Thank you for turning our vision into a reality" TGI Fridays

The team's professionalism, responsiveness, and commitment to our vision made the collaboration seamless. We are grateful for the role ITG Advertising Agency played in making our concert a memorable and successful event. We look forward to future collaborations and recommend their services to anyone looking to elevate their concert promotion game." The Silent Partner



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## Contact us:

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