

# CREATIVE FIRMS



Need Flash animation to showcase your product or service and wow your customers?

*Yeah, we can do that!*

Need a website that gives your audience reasons to come back for more?

*Yeah, we can do that!*

Need compelling copy that captures your voice and tone?

Need help editing and publishing your book?

Need a musical score to enhance your film?

*Yeah, we can do that!*

## You need GigPros

We are a consortium of creative professionals who are fast on their feet and who offer a diverse palette of experience, expertise, and style. Unlike overpriced, impersonal agencies, we're right beside you all the way. We'll see your project through from start to finish and make sure you are satisfied with the result.

Choose from our wide array of à la carte creative services. We'll pull together just the right team for you. We want you to be successful. It makes you feel good, and it makes us feel good. Call it pride and professional commitment.

## How can GigPros do all that?

Yeah, we can do all that because GigPros is structured for maximum flexibility. When you come to us with a project, we assemble a handpicked team that has the personality, the vision, and the skills that are right for you. Our team members are fluid, dynamic, and versatile.

If you need to build a website, design a new logo, publish a book, or launch an event, we first find out who you are and where you're headed. After we get to know you, we line up the talent that will provide the best possible collaborative experience.

## How we work

We do business in a way that is unique and uncommon. Imagine a network of talented independent individuals and small companies that share the same way of looking at the world, love what they do, honor their peers and clients, and work together supportively and with integrity.

## That's how GigPros operates

We don't believe in the out-worn pyramid model of business where there's room for only a few at the top. It can get mighty lonely up there, and the only place to go is down. At GigPros, we're perched on a sweeping plateau with a breathtaking view. And there's room for everyone—clients, contractors, and managers.

We value equality, and we provide a platform for all our team members to shine and express their abilities. We value you, our clients, and we strive to give you more than you could ever expect. We guide you toward the decisions that will most benefit your business and enhance your life. We aim for the kind of synergy<sup>1</sup> musicians experience when they come together and create the perfect "groove."<sup>2</sup>

<sup>1</sup> *Synergy*: The working together of two or more things, people, or organizations, especially when the result is greater than the sum of their individual effects or capabilities and can bring about spiritual regeneration.

<sup>2</sup> *Groove*: The sweet spot of the feel and time in music that musicians strive for and that, once reached, creates an elevated, expansive state that carries the musicians along by its own impetus. Top form. Peak performance.

# CREATING SERVICES

## Web Design, Development, and Hosting

- Design and architecture — concept, layout, UI, photography for websites, landing pages, and blogs
- Programming — HTML and DHTML, database-driven backend applications, ecommerce (shopping carts)
- Content — SEO-friendly copywriting and editing
- SEO — keyword research, analysis, optimization of tags and content, tracking, reporting and analytics, search engine registration
- Social networking and blogging — WordPress implementations for blogs, Facebook, and LinkedIn fan pages
- Video for web and HD delivery — concept, design, shooting, editing, and optimization of videos for YouTube and other social networking venues
- Flash — portfolios, animations, and presentations
- Business technology — hosting, business efficiency tools, network configuration, and security assessment and consultation for small businesses

## Graphic Design

- Logos and corporate ID — brand identity, business cards, stationery, templates
- Print collateral — marketing collateral (brochures, datasheets, white papers), catalogs, mailers
- Presentations — PowerPoint, Flash
- Packaging design — product packaging, labels, CD covers
- Displays — posters, banners, trade show graphics, kiosks, point-of-sale
- Book design — book covers, interior layout

## Copywriting

- Web and interactive — website content, blogs, scripting for podcasts and Flash, email blasts
- Marketing collateral — brochures, datasheets, presentations, articles, case studies, style guide development
- Product marketing — white papers, case studies, catalogs
- Public relations — press releases, articles, speeches
- Publishing — ghostwriting for books and magazine articles, developmental book editing, copyediting, and proofreading

## Marketing

- Marketing plans — strategic and tactical
- Email campaigns — strategy, copywriting, design, HTML, execution, tracking
- Advertising — concept, copywriting, design, banner ads, print ads, media recommendations
- Social networking — blogging, Facebook, LinkedIn, Twitter

## Artistic

- Flash — concept, scriptwriting, storyboarding, voice-over and talent, production
- Editorial services — book writing and editing, proofreading, formatting, photography, cover design, publishing, printing, research
- Photography and postproduction — commercial, fashion, nature, artistic, portrait
- Music — composition, arranging, performance, recording, production, instruction
- Fine art and illustration — portrait, abstract, commercial art, commissions

*Yeah, we can do that!*



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