



TEN56  
brand development

*"Developing Your Brand Inside and Out"*

Believe  
in the  
**Never  
Before!**





The "***never before***" impels us. We believe that reaching a new goal, never before realized, is one of the coolest feelings on the planet.

It is a place that allows us to re-write our history. It raises our bar forever and instills an uncommon satisfaction and confidence in ourselves and our teams.

**It is truly a special place.**

***We want to help you get there.***

# BRANDING ON THE INSIDE



Effective Brand Marketing starts **within** the walls of an organization. When employees embrace a company's core values and believe in its vision they become strong advocates and even ambassadors for that company.

***“The more employees champion the cause or product of their company, the happier they will feel about both themselves and the work they are doing.”***

Employees need a reason to believe in their company and the motivation to remain loyal to its brand. The more employees champion the cause or product of their company, the happier they will feel about both themselves and the work they are doing.

TEN56 provides the seminars, conferences, training, coaching, and regular consultation needed by companies struggling to keep their employees happy, willing advocates of their product or service.

We want to help you create a culture inside your organization that motivates your team and keeps them fully engaged and excited about meeting the goals you have established for your company.



# BRANDING ON THE OUTSIDE

Building your brand effectively on the outside is key to becoming successful. Marketing encompasses a wide range of services from graphic design, logos and printed materials to digital, email and web based solutions to the numerous and ever-changing facets of social media. By staying current with trending technologies TEN56 can provide the best solutions for your next marketing campaign and your ongoing marketing efforts.

*Our brand building strategy takes place in four phases:*  
Examine - We analyze each client's needs and offerings, taking into consideration the company mission, competitive reach and target audience. This helps us best represent your business as we begin to implement a custom marketing strategy.

Explore – Following this initial examination, we then explore the best options and opportunities for helping you reach your goals. We work to develop a branding strategy that incorporates print and digital mediums to ultimately provide your own custom solution according to your budget.

Execute – Once this strategy is in place we execute! By collaborating with your company's onsite team members, TEN56 can effectively carry out the new marketing campaign. Executing a strategy is most effective over the long term, however we can also provide short-term campaigns that promote a particular product or service.



Enjoy - Once we review the results and make any necessary adjustments, we enjoy the ride with you! TEN56 regularly analyzes marketing data to make sure your solution is working for you and contributing to your bottom line.

Building Your Brand: *INSIDE*

# DEVELOPING YOUR TEAM

## 01 Team Building

Even in an age of technology, people still desire personal communication. We want to talk to a real person. We want to interact with someone that can answer our questions and help us fix a problem while providing courteous service and caring respect.

Successful organizations also understand the importance of first building a brand on the inside so that outside marketing efforts are the most beneficial. Let TEN56 help you cultivate this within your organization. We provide:

Workshops specifically geared toward team building and based on both your company needs and vision include:

- Living out the Organization's Vision
- Providing "Best in Class" Customer Service
- Life-Planning
- Cultivating Teams
- Leadership Skill Development

## 02 Inspirational Events

Our memories define us. They make us who we are. How many times has a sound or a smell brought us back to place or an event stored carefully away in our mind?

When we try to define our identity we search our memories and identify with what we find. Our memory is one of the most powerful influences over our lives and our decision-making ability.

With that knowledge, organizations need to provide team members with memories that will both fuel them towards reaching their potential; and will inspire them to love their work. As a result, these positive experiences will encourage positive growth within an organization.

Ten56 can create an inspiring memorable event that can become a defining moment and lasting memory for your team. Some examples include:

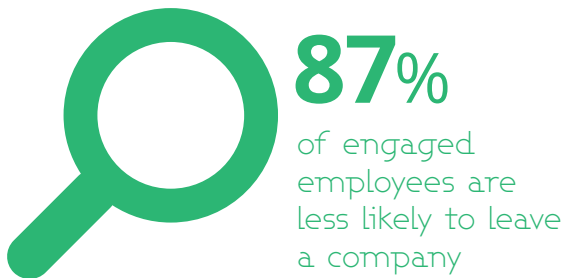
- Vision Dinner
- Team Appreciation Banquet

## 03 Vision Coaching

TEN56 can provide coaching strategies for helping you develop and communicate your company vision within your organization.

Whether you already have a vision or need help developing one, TEN56 will help you make it captivating. Does your vision fire you up? Does it make you excited and ready to take on Goliath? Let us help you get it there.

Once established, how will you communicate it throughout your organization? Vision has to be communicated constantly and in various forms. Because business and life move so quickly often vision evaporates. It is important to keep it front and center daily. Let TEN56 help you develop a successful strategy.



## Building Your Brand: *OUTSIDE*

# MARKETING SERVICES

### SOCIAL MEDIA MARKETING

In today's marketplace if you're not using social media to tell your story you're missing out on a huge opportunity. Social media networks allow you to directly interact with the individuals who are looking for your expertise. These networks also provide a wealth of knowledge about your potential customers not only letting you tell your story, but giving you the opportunity to hear theirs. Don't know how or where to start? Let us help you craft your social media strategy so you can stand out in the crowd.

Need a website? We help you through the process while creating a user interface that is easy to navigate, and a positive experience that will leave a lasting impression. Each design is carefully thought out with your vision, goals and target audience in mind. We want to help structure a website that fits your company's brand and provides your visitors the products and services they seek.

### WEBSITE DESIGN

### GRAPHIC DESIGN

In need of a new business card? Struggling to create a new logo design? Is your Facebook page looking a little out of date? Do you want to redesign your brochures? Is your twitter profile "jacked-up?" We love design! We know people are instantly moved when they see a great piece of artwork. It is simply human instinct (and part of that memory making process). We will create a visually enticing design for any of your print or digital media projects.

Having the ability to deliver information right to your customers' inbox is a privilege you simply can't pass up. Let us help you create an engaging E-newsletter. We will work with you on developing an E-mail platform that is consistent in design, rich in content, and is a delight for your customer to open.

### E-MAIL MARKETING



# MARKETING PROCESS

## Marketing Plan Creation

At Ten56 we believe marketing plans should be built with a “first-things-first” mindset. Our planning process will help you build a plan that has a strong foundation and that will stay relevant in an ever changing marketplace.

We dive deep into what it is you do, how you do what you do and most importantly **why** you do what you do. We then are able to construct a focused plan sure to attract those that are dying to find you!

## Marketing Director Program

More and more businesses are trying to stay lean. Outsourcing is one way many choose to do that. Instead of having to budget for a marketing labor force we will be your marketing department. You can utilize our skills only when needed.





# OUR STORY

The Ten56 team is a group of passionate individuals who have worked in a variety of creative capacities with multiple businesses over the years.

Recognizing the common need for outstanding brand-building we came together to fill that void. Businesses can be really good at what they do, but often they need help building their brand.

They want people to find them and they want their product to meet the customer's needs, but for whatever reason they are not reaching their goals. Enter Ten56!

The Marathon analogy

Several of us on the Ten56 team run marathons. A marathon requires extensive training and discipline but the reward is so worth the commitment. There is nothing like approaching that finish line!

We relate the marathon experience to business. Success requires a significant commitment, much like a marathon, but reaching our goals makes that commitment worth it.

We believe that if you focus on and strengthen the inside of your organization, your brand-building efforts on the outside will be infinitely more effective. We're passionate about helping you grow your brand inside and out. Ten56 not only caters to your external marketing needs: branding, design, research, and advertising; but also helps you focus on strengthening the inside. Through our workshops, team building or coaching we can help you create a truly special organization.

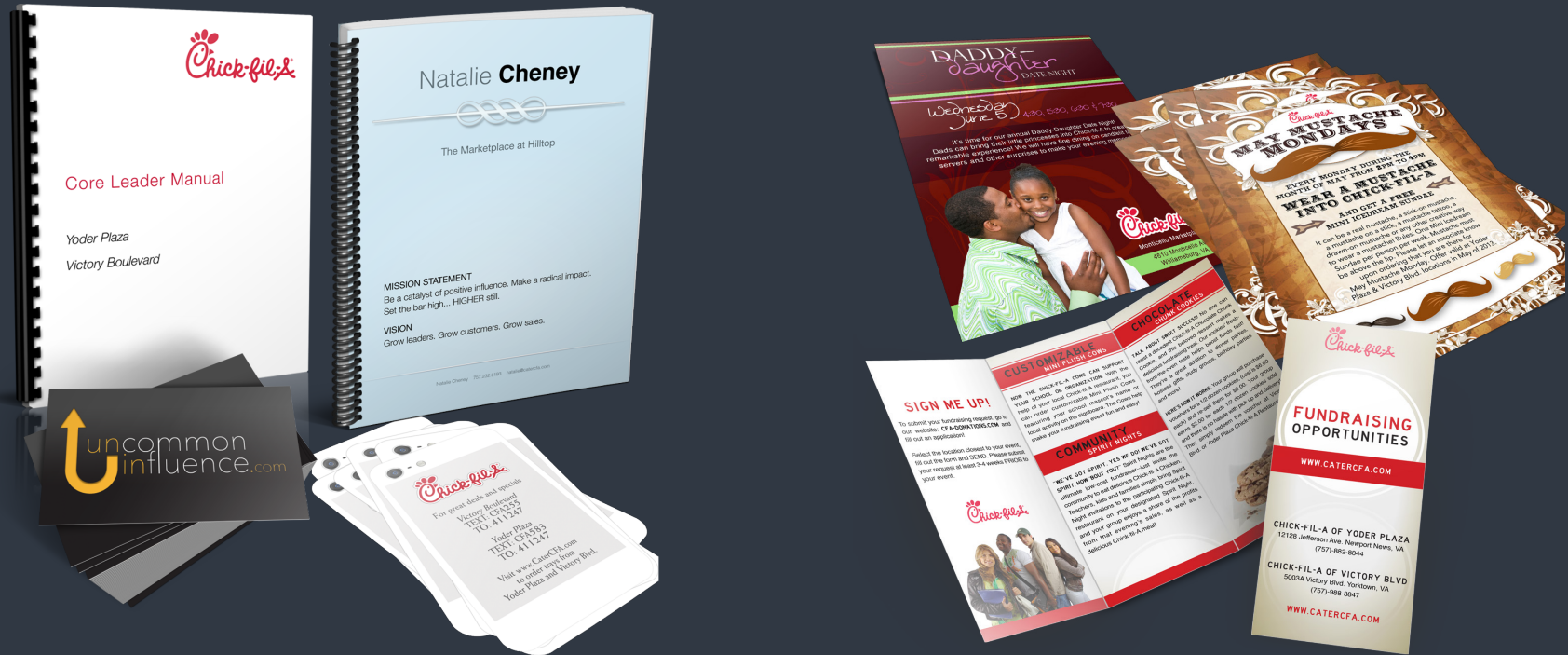
By the way, the last crucial part of a 26.2 mile marathon is 1056 feet. That last 1056 feet is an incredible place, Ten56 wants to help you get there.







# SHOWCASE



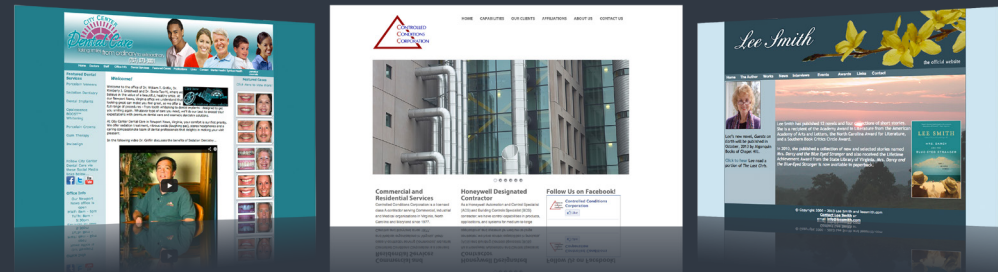
TEN56 specializes in print and graphic design for all your marketing needs. From company reports and proposals to marketing brochures, business cards and postcards, we are your one-stop shop for print media. Our experienced and professional graphic designers have been in the business since the early 90's and have kept up

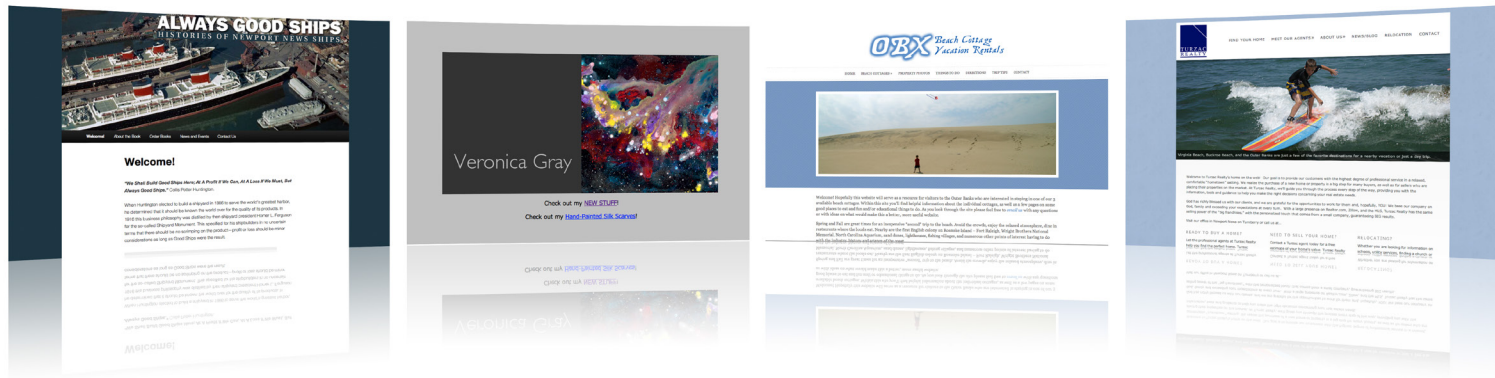
to speed on current trends in media, marketing and advertising. We research both your customer base and your company product and service offerings to find out the unique way that you stand out from the competition. The print marketing that we generate capitalizes on those strengths.





Digital Media is our specialty. From presentation design to website design to online event registration, TEN56 can create for you that beautiful, clean, functional and easy to navigate digital design. We love Prezi and Wordpress and relish the opportunity to create beautiful design for your next presentation or online presence.





Logo Design  
 Wordpress Design  
 Social Media Marketing







unique  
experts **seo** videography  
facebook event production  
hosting team building  
brand **twitter** print media  
creative creativity social media  
web **brochures** blogs  
business card design websites wordpres  
**logo** brand building  
event planning  
posters graphic design instagram  
team design fun  
**design**



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