



## AS SEEN IN

**AUSTIN  
BUSINESS JOURNAL**

SMALL BUSINESS  
**FESTIVAL**



AUSTIN  
**UNDER  
FORTY**  
— AWARDS —

## ABOUT US

CAMIO is an Austin, Texas-based creative agency dedicated to helping businesses and individuals distinguish themselves with effective branding and position them for growth. We're honored to support clients annually on the "Inc. 5000" and "Fast 50" lists of the fastest-growing privately held companies nationwide. We started as a public relations firm and quickly grew into a full-service agency in order to serve our clients most effectively.

# OUR SERVICES

An agency designed to help you grow

## BRANDING:

We believe branding is the foundation of everything we do. Without it, our future efforts are less likely to be effective. We also offer strategic brand consulting to analyze and evaluate your brand and to make recommendations for improvements. Establish your unique brand story by defining a clear mission statement, vision statement, and core values for your brand. Clear and effective messaging is key to reaching your target audience in meaningful ways they will receive and respond to.

## IDENTITY DESIGN:

Develop core business identity branding materials to further incorporate your brand identity into every message you send. Even the colors and fonts you choose should represent your brand voice and convey its aesthetic.

### EXAMPLES:

- Brand Guidelines
- Logo
- Letterhead
- Email Signatures
- PowerPoint Templates

## PUBLIC RELATIONS:

Tell your brand story through public relations initiatives. We create strategic positioning of your brand with your stakeholders and in the media. This will promote your brand while also increasing engagement with your audience.

### EXAMPLES:

- Press Releases
- Media Outreach
- Philanthropic Efforts
- Sponsorships
- Awards & Applications
- Speaking Engagements

## SOCIAL MEDIA MARKETING:

Use the power of social media to stay in front of your audience with specific and targeted content. All social media platforms have their place - it depends on your product or service. We can help you build a strategy which adds value to your brand, helping you to save time and have a clear plan with your online presence.



## EMAIL MARKETING:

Using our in-house digital marketing automation platform (SharpSpring), we develop white-labeled emails for your brand with full media capabilities to include documents, videos, and other links. Additionally, we provide sophisticated analytics tracking such as open rates, clicks, and specifically who is engaging with your content.



## CONTENT DEVELOPMENT:

Build a resource library of materials both for everyday use and the occasional expansive "thought leader" piece. With your brand guidelines in mind, we develop materials suitable for print and digital use to help you spread brand awareness.

### EXAMPLES:

- Social Media Graphics
- Whitepapers
- Articles
- Brochures
- Sales & Marketing Materials



## WEB DEVELOPMENT:

A website is arguably your 24/7 sales team. What does your website say about you and your brand? We stay current on the latest trends in design, UX, and marketing automation. The websites we build, coupled with our in-house marketing platform (SharpSpring) enable us to offer powerful lead-generating tools and automation.

### WE OFFER:

- New Website Development
- Ongoing Maintenance
- Event Websites



## APP DEVELOPMENT:

CAMIO is a Certified Apple Developer. Connect with your audience in new and meaningful ways through the power of apps. We offer custom app development services, which have guaranteed placement on both the Apple and Google Play stores, an increasingly competitive space to access.



## CONSULTING:

Every brand is different, and our passion is developing bespoke solutions to help our clients grow. Individual consulting is available for those looking for that extra level of accountability and support to achieve their goals. We believe through ongoing relationships continuity breeds results.

## DID YOU KNOW? MOST BRANDS:

1. Remain complacent with growth
2. Outgrow their brand with outdated websites and key marketing materials
3. Have no intentional public relations strategies or efforts in place
4. Spend and lose money on unsuccessful "advertising"
5. Have little to no online presence
6. Experience growth or awards, but don't publicize

## THE RISK TO YOU:

-  The opportunity cost of poor branding coupled with ineffective strategic marketing and public relations campaigns is huge.
-  Outdated or confusing messaging stalls growth that you are uniquely positioned for.
-  When a potential Client or Business Partner does due diligence and your online presence is dated or lacks credibility, you may lose opportunities before they even present themselves.

## WE CAN HELP!

### ENGAGEMENT OPTIONS:

-  Custom Solutions
-  Project-Based
-  Retainer Packages

# CONNECT WITH US

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