



Company Profile

History

Imacomm was founded in 2003 with the mission of providing the community and beyond with exceptional websites, branding and marketing using a God-centered approach, with a focus on creativity. With a team of ten, we have created marketing campaigns and overhauled branding strategies. Our design and programming capabilities are extensive and include experience with multiple programming platforms. Imacomm's customers are small to major companies, entrepreneurs and everyday people. We have built a solid reputation for being innovative, honest and imaginative.

Branding

Imacomm's experience in branding has enabled us to inform and educate our clients on building successful brands. We do this by delivering remarkable corporate identities and communicating the company's message consistently throughout every aspect of their marketing.

Understanding that branding is not about whimsically creating logo designs, we implement for every client a customized, strategic brand analysis that identifies their company's goals, expectations and personality. We define their brand with a clear message that confirms their credibility by connecting their customers emotionally, motivating them to act physically and remain loyal to their product or service.

Imacomm's combined 12 years experience in graphic design has qualified us to rise as a leader in branding. It has been our privilege to create corporate identities for industries such as law firms, title insurance, restaurants, children's toys, commercial

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property, IT, chemical laboratories, medical staffing, aviation, classic automobile and cosmetic surgery.

Our *MISSION* is to establish every brand as a foundational cornerstone for our clients' continued marketing efforts. Our *ASPIRATION* is that every client takes their brand seriously no matter their size or revenue. Our *BELIEF* is that a great brand that makes a great company. As Kerry Light, Brand Strategist said, "The primary focus of your brand message must be on how special you are, not how cheap you are. The goal must be to sell the distinctive quality of the brand."

Websites

Imacomm's online expertise in building creative, functional websites has enabled us to deliver quality business solutions to our clients for a great value.

By intensely listening to our clients needs, goals and expectations, we strategically plan every stage of the project. This strategic planning involves drafting the architectural and creative design, implementing and testing functionality, and marketing the final product.

Since 2003, we have concentrated on delivering creative web design along with quality programming to help our clients improve their marketing efforts and business operations online. Our talented team's experience consists of branding, web design/development, quality assurance, search engine optimization and web application. We are a trusted partner with marketing firms, design agencies, programming agencies, IT companies and ad agencies.

Imacomm's client base is widely diverse including such industries as restaurants/cafés, children's toys, fine art, accounting, mortgage, custom home building, bakeries, interior design, music artists, IT, physical therapy and transportation. Our experience in these industries makes us highly capable in developing strategic solutions for improving their business operations.

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Imacomm's unique structure can meet any size project. Our partnerships can bring to the table the same expertise as a larger marketing or ad agency. And with lower overhead, that quality experience comes with a lower price tag for our clients. We can confidently say that we strive to make every project a portfolio-worthy project and it's by our creativity in design and functionality that makes us and our clients say "In Imacomm's house, creativity rules".

Web Marketing

Imacomm's experience in web marketing has enabled us to deliver high quality solutions in search engine optimization (SEO), email marketing, blogs, e-commerce and social media. These solutions provide additional support and value to our client's website and marketing strategy.

Since 2006, we have focused our attention beyond websites and into the web-marketing realm. In order to increase the rankings of our client's websites in search engines, we have implemented a highly effective SEO process. To further our web marketing efforts, we built our own custom programs for e-commerce websites and e-newsletters. By forecasting these web-marketing trends and quickly acting on them, we have stayed on the cutting edge in our industry, giving our clients great return on their web investments.

We also understand that SEO can go even further when combined with blogs and social media networking. Our custom designed blogs enable our clients to keep their websites fresh and updated and make it easy for them to stay connected to all social media networks. As Vint Cerf, "Father of the Internet" said, "The Internet is a place, an environment, made up of people and their myriad interactions. It is not merely a technology but a new way of cooperating, sharing and caring. Businesses that recognize the human aspect of the Internet will be more likely to find success in the artificial worlds of the Digital Age, for they will understand that the artificial is rooted in reality and reality is rooted in our hearts."

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