

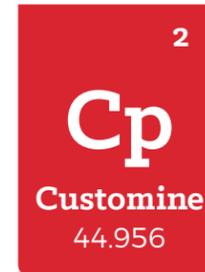
# The Molecule of Awesome™

Our full process for brand-powered growth



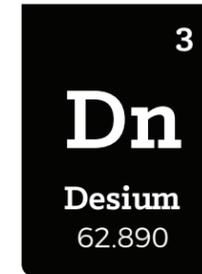
## Brand Persona

We have to know who you are to know who you want to bring in, and more importantly to know how to present your image. The worst things we could do is show potential clients something drastically different from what they'll get.



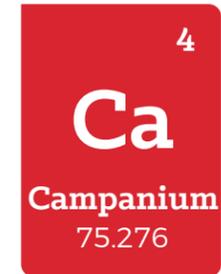
## Customer Persona

After we know who you are, we delve in and research who your consumers are. This step lets us build an in depth persona of exactly what your typical buyer looks like so that we can build our marketing campaigns around them.



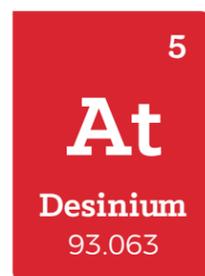
## The Design

At heart, we're a creative firm and using the information we gather from the previous steps, our team of skilled graphic design professionals works to craft visual systems and meaningful concepts that get to the core of what your demographic wants.



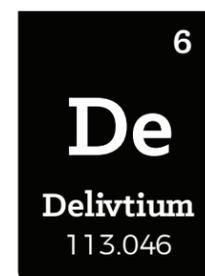
## Your Campaign

Now for the fun part. We use your brand personality and insights about your audience to develop a memorable campaign. This is your calling card, and the best ones grow and evolve alongside your brand.



## Asset Development

Graphics. Colors. Messages. Taglines. A good campaign is composed of these assets and more. Once the idea is pinned down, we bring it to life.



## Campaign Delivery

Where are your customers looking and what media do they use? After thorough research, we select delivery channels that will most effectively connect with your customers.



## Analytical Genius

Using Google Analytics and data from delivery methods, we closely monitor each campaign to ensure that you are reaching the right people. We are able to evaluate how ads perform, as well as acquire quantitative data which we use for crafting the next message.



## Optimize & Repeat

Staying memorable and relevant to your customers means being agile. As new data becomes available, we revise your campaign as needed and redeploy. Even a successful campaign needs to be monitored and nurtured.