



Our Marketing Services



In today's fast-paced business environment, companies of all sizes are seeking innovative ways to maximize their marketing efforts and boost their brand visibility. By outsourcing marketing services with Larson Gross, your business can save time and resources while tapping into the expertise of our skilled professionals who can help you achieve your marketing goals. Whether you're looking for social media support or a new website, Larson Gross can help.

Our Approach to Serving You

Getting to know you and your business is fundamental to creating a lasting relationship. We're curious by nature, asking questions and listening at the onset of our relationship to ensure we're providing valuable solutions that help you focus on your growing business and achieve your organizational goals.

After we've identified areas of strength and opportunity, we'll have a collaborative dialogue to create a scope of work that fits your unique needs.

How We Can Help

Learn more about our Marketing services:

Social Media

As part of our social media services, we will manage and optimize your social media profiles across various platforms such as Facebook, Instagram, LinkedIn, and others. These services can include market research, competitive analysis, persona development, and the creation and scheduling of posts. By leveraging these services, you can effectively build brand awareness, engage with your audience, drive website traffic, and ultimately increase your digital footprint. Additionally, social media services allow you to gain valuable insights into your target audience's preferences and behaviors, which can inform future marketing strategies and improve your overall business performance.

Email Marketing

Email is still an excellent way to reach your audience. With email marketing, we use tools to design visually appealing emails, segment email lists based on subscriber behavior, track email performance metrics such as open rates and click-through rates, and even automate email workflows.

While snail mail still exists, email offers a convenient way for your business to communicate with your clients and customers, promote products, services or events, build brand awareness and drive traffic to your website.

Website Design

Our team can help build your business a new website that effectively communicates your unique story to your target audience. We will work with you to create an exceptional online experience for your prospects that effectively showcases your brand with attention-grabbing graphics, smart UX/UI, and catchy copy balanced with proven SEO strategies to improve your digital reach.

Product Positioning

April Dunford describes positioning as "the act of deliberately defining how you are the best at something that a defined market cares a lot about." As the saying goes, *you can't be everything to everyone*, so let us help walk you through some positioning exercises that will give your team a new perspective on who you are and what you're selling so customers will get it, buy it, and love it. Walk away with resources you can use again and again as your business continues to innovate, offering new products and services to your customers.

Digital and Print Design Services

With our in-house creative team, we can help your business with various design projects that run the gamut, such as employee email signatures, professional slide deck templates, proposals, client-facing collateral (i.e., brochures), custom swag design, and so much more!

Photography & Videography

Photos and videos can make or break your businesses' brand. We can connect you with exceptional professionals that will help elevate your visuals to the next level!



Interested in learning more? Reach out to **Jaemi Allen, Marketing Manager** at 360.746.3946 or by emailing jaallen@larsongross.com.