



UNFOLDING YOUR VISION
INTO A RESPECTED BRAND



**SPECIALIZING IN THE ACTION & ADVENTURE SPORTS
INDUSTRIES & SURROUNDING COMMUNITIES.**

WILDLY CREATIVE is an *industry focused* full-service branding agency passionate about serving the action and adventure sports vertical. Our corporate culture is defined by the thrill and the deliberate, can-do attitude these sports demand. Our purpose is to deliver disruptive branding, strategic marketing, creative touchpoints, and influencing social media.

Industries outside of action and adventure sports come to us for our knowledge in this vertical to disrupt their competition by aligning their brand with this growing audience.

The planet, our clients, and talent benefit from the 100% remote work life balance. With our success we will give back to help the environment and the action and adventure sports communities.

We specialize in the action and adventure sports vertical.





Branding delivered by a proven team
of creatives and marketers

NEW OR REFRESH BRAND CREATION AND MARKETING

WILDLY CREATIVE will help you by refreshing your brand or developing a new one. Our team takes an informed and collaborative approach. We can author and build your brand's must have Mission Statement, Positioning Statement, and Value Proposition. We are experts at the following services.

Strategy

Create an overarching strategy that will help differentiate your brand from your competitors while developing a strategic and creative advantage.

Market Analysis

Using social and web analytics and competitive research, we will help determine the best possible approach for your brand that will increase your market share or build greater awareness and a deeper book of clients.

Naming

Create a name that is relevant, well positioned, branded, trade markable, and digitally available.

Messaging

Develop brand messaging that your audience will love and that positions you as the number one solution.

Brand Mood/Tone of Voice

Help you more deeply resonate with your target market/audience and create a meaningful, relatable, and consistent tone.

Logo and Identity System

Create and design your logo and brand appropriate client communication tools (business cards, email signatures, letterhead, signage and more).



- ⚡ Who are you?
- ⚡ Who needs to know?
- ⚡ Why should they care?
- ⚡ How will they find out?
- ⚡ Why is your brand needed?
- ⚡ What is your purpose?
- ⚡ Who are your top competitors?
- ⚡ How are you different?
- ⚡ Is your audience emotionally connected with your brand?
- ⚡ How collaborative is your culture?
- ⚡ What's your mission?

BRAND TOUCHPOINTS

WILDLY CREATIVE is an agency with a multi-faceted, talented team who work in concert remotely from all over the country. We are passionate about harnessing the energy inherent in the action and adventure sports industries and driving brand awareness with fresh, bold marketing strategies.

Website

Offering highly attractive, responsive, intelligent, searchable, and distinctive website design and development.

Landing Pages

Create and develop effective landing pages in concert with your pay per click advertisements and or email marketing that are focused and easily defined by the user for a robust click-through and conversion rate.

Email Marketing

Develop effective email welcoming, nurturing or sales campaigns based on building targeted email subscribers, intelligent outreach supported with A/B testing.

Digital & Print Advertising

Create content and suggestions for strategic placement of ads for print and digital platforms and banner ads.

Print Materials

Design and develop beautifully crafted brochures, posters, postcards, and sell sheets

Packaging

Create innovative packaging designs that are tailored to your brand, command top-shelf placement and look awesome online or in banner ads.



Our technical and creative team can help you succeed.

SOCIAL MEDIA & INFLUENCERS

WILDLY CREATIVE can identify and leverage the most effective and meaningful social media platforms for your brand. We know what works best in this space. We know how to create the best possible conditions for organic social reach, paid social or influencer marketing. We can help you negotiate this complicated and shifting landscape.

Social Strategy

Instagram, Facebook, YouTube, Pinterest, and all. We can develop a successful minded posting schedule for either organic or paid posts for the relevant social platforms that have the highest likelihood of increasing reach, awareness and conversion for your specific goals.

Brand Align

Create a solid social media strategy. Develop your approach for keeping your content fresh and current while growing visibility, increasing followers, driving traffic, and building relationships and possibly creating a community.

Brand Direction

Develop media and content plan to determine the best platforms, channels to suit your brand's immediate and long-term goals.

*It takes a team to get you from
the starting gate to the podium*





Twitter

Founded in 2006

336M

Monthly Active Users

How to use

- Share content and amplify campaigns via owned brand accounts
- Listen and analyze conversations for market insights
- Capitalize on real-time marketing opportunities
- Engage with influencers and their fan bases
- Provide ad hoc customer service

Risks

- Bots and fake followers can mute the impact of owned and paid posts
- Real-time conversation requires 24/7 management



Facebook

Founded in 2004

2.190B

Monthly Active Users

How to use

- Share content via owned brand pages
- Mine insights from billions of consumer conversations and behaviors
- Boost organic reach with paid content promotion and sophisticated targeting capabilities
- Provide customer service and shipment tracking via Messenger

Risks

- Savvy consumers tune out obvious promotional material, so branded content must be highly relevant to attract attention and shares
- Comment moderation may require significant attention and bandwidth



Instagram

Founded in 2010

1B

Monthly Active Users

How to use

- Share image and video content via owned brand accounts
- Create branded “stories” that autoplay in succession and disappear after 24 hours
- Boost organic reach with paid content promotion, which appears in user feeds alongside standard content
- Use image recognition technologies to surface your brand in user-generated content (UGC)

Risks

- Because native ads appear inline with organic content, promoted material must fit in aesthetically to receive consumer attention
- Bots and fake followers can mute the impact of owned and paid posts



LinkedIn

Founded in 2002

260M

Monthly Active Users

How to use

- Share content via owned brand pages
- Participate in conversations relevant to your brand’s area of expertise
- Establish thought leadership by publishing long-form articles
- Connect with prospective customers via Groups
- Mine insights from millions of conversations and user behaviors
- Promote content to boost organic reach

Risks

- Because LinkedIn is focused on professional networks, its utility is limited for B2C marketing



Snapchat

Founded in 2011

191M

Daily Active Users

How to use

- Share ephemeral video clips and images in real time via brand accounts
- Reach a highly engaged audience (DAUs open Snapchat an average of more than 18 times a day)
- Work with influencers who have established large followings

Risks

- User demographics may limit reach, depending on your target market; 78% of Snapchat users are 24 or younger
- Maintaining a steady stream of ephemeral content requires significant staff resources



Pinterest

Founded in 2010

200M

Monthly Active Users

How to use

- Share images via branded accounts
- Establish your brand’s aesthetic vision by curating boards of others’ pins
- Drive purchases with Rich Pins, which allow users to buy items they see in images
- Extend organic reach with paid content promotion

Risks

- User demographics may affect reach, depending on your target audience; 70% of Pinterest users are women



YouTube

Founded in 2005

1.58B

Worldwide Users

How to use

- Share video content via branded channels
- Engage with consumers via video comments
- Provide product support videos to help improve customer satisfaction and retention
- Use image recognition technologies to surface your brand in user-generated content (UGC)
- Boost visibility of your content via paid content promotion
- Reach new customers by working with influencers who have established large followings

Risks

- Creating quality video content can be more resource-intensive than other types of content



Blogs

Around since 1994

70% of Marketers

blog at least weekly

How to use

- Share long-form content with embedded images and videos
- Compete for mindshare from the 70-80% of consumers who ignore paid search results and go straight to organic results
- Create a “home base” for your brand’s voice
- Engage prospects and customers with regular posts that keep your brand top of mind
- Improve your site’s search engine ranking and build inbound link networks by using keywords throughout your posts
- Demonstrate thought leadership

Risks

- Company blogs rarely see significant organic traffic; you will need to drive clicks by publicizing your posts in other social channels



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