

# SUNDRAGON

## About Us Key Focus Areas

At Sundragon, we leverage over 20 years of marketing, branding and strategic planning to provide our clients with the best advice and creative solutions to expand their brand presence and ensure revenue impact.

Our team consists of experienced brand strategists, visual pioneers and digital marketing specialists to help companies grow through building positioning strategies, market segmentation modes and unique target market approaches.



### Brand Identification

Exploration of who we are, what we do, and how we deliver to create a brand story, mission and values. Creative development of name, logo and overall look and feel to convey the brand story.



### Strategic Positioning

Corporate business and product positioning, growth planning, messaging architectures, strategic concept visualization.



### Markets Planning

Market Segmentation, marketing-sales alignment strategies, marketing and selling platforms, marketing optimization

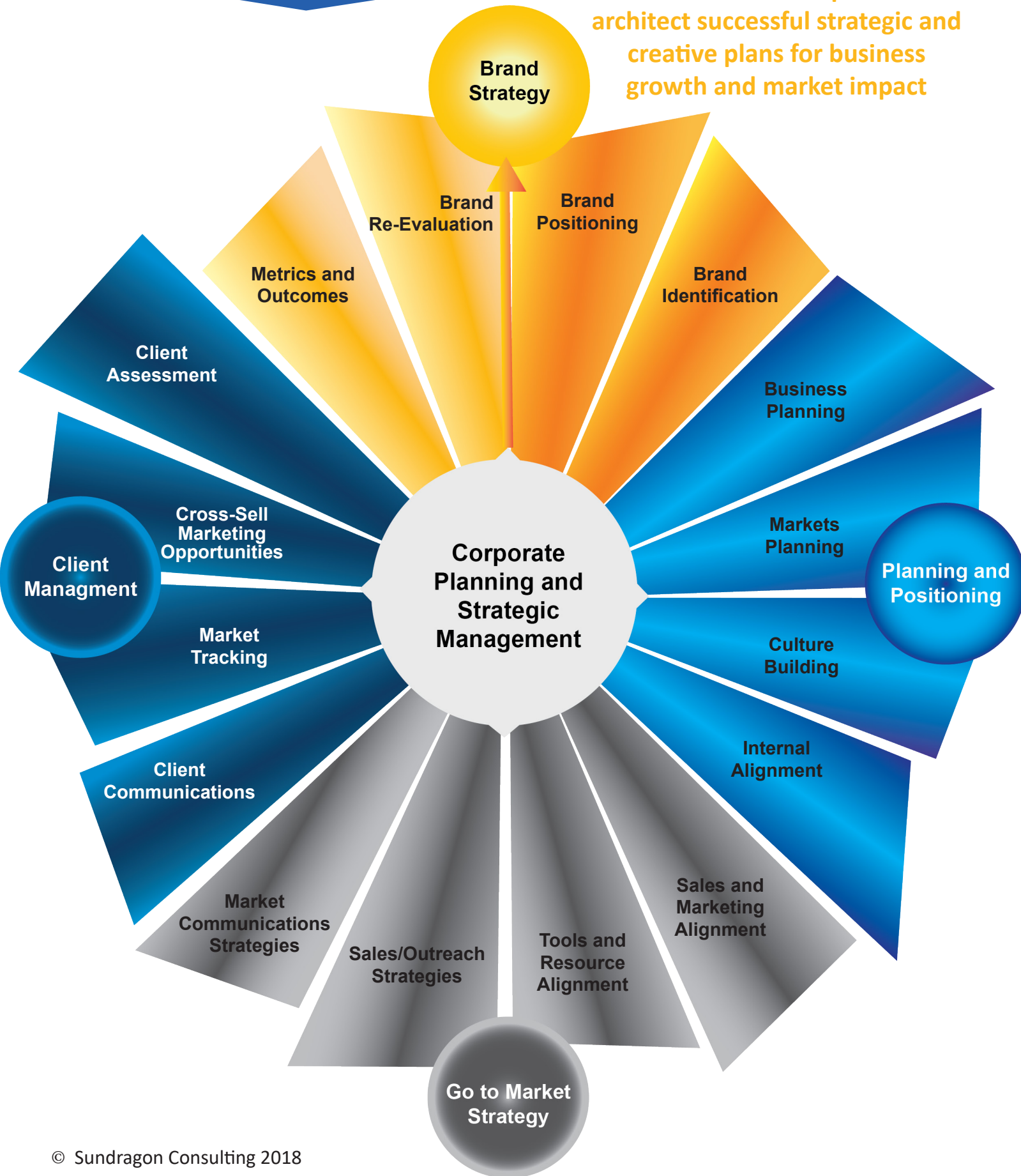


### Digital Strategies

Website design and programming, targeted social media campaigns, SEO, CRM

# Strategic Brand Process

We work with companies to architect successful strategic and creative plans for business growth and market impact



# Core Client Objectives

## Solutions



### Rebuild the Foundation

Solidify current relationships and markets while continuing to deliver and improve current offerings



### Enhance Offerings

Stretch product/service offerings to create closely related solutions



### Transform the Space

Reinvent and disrupt categories while pushing into new or untapped markets



IMPACTS



### Broaden Your Base

Cross-sell and enhance current relationships



### Extend Your Reach

Enter new known/established markets while pursuing relationships in current markets



### Position for Growth

Explore new business, solutions and distribution channels



Market Relevance

Business Growth

Organizational Alignment

Brand Awareness

Unified Culture

**Learn More**  
*Contact Us*



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