

YOUTUBE VIDEO MARKETING

TOP 5% LINKEDIN

FLEET GRAPHICS

PRIMARY BRAND MESSAGE



WEBSITE + MOBILE BRANDING

FEATURE ARTICLE - BUSINESS IN FOCUS

**Relationship-based.
Technology-driven**

IDEOGRAPHIC STRATEGIES INC **ISI**

AXIS TECHNICAL SERVICES Relationship-based. Technology-driven

Highlights:

- Strategic Brand Marketing Plan
- Brand Roadmap
- Primary Brand Message
- Video Marketing on Youtube
- Email Marketing
- Fleet Graphics
- Website Branding and Development
- Press Releasing + Public Relations
- Search Engine Optimization Strategies
- Social Media Integration
- Agency of Record

Ranked as the 5th fastest growing company in BC, AXIS Technical Services Inc. selected ISI as their brand marketing agency in late 2009. Established in 2005, AXIS has extensive expertise in providing integrated communications systems.

With AXIS' goal to position itself as a BC industry leader in fiber optics with the latest technology and equipment, ISI's role was to develop AXIS as the leading industry expert to existing and potential customers. ISI's plan for AXIS was to create a brand experience and brand roadmap, which differentiated AXIS from its competitors as a "Relationship-based, Technology-driven" organization.

... We have completed various brand-marketing projects with exceptional results... AXIS' brand marketing strategies (online and traditional) implemented in the past two years has exceeded 1,850% return on investment.... We highly recommend Garrett and the team at ISI as a results-driven agency focused on taking companies to the next level of business development.

— Joana Barbulescu, Director of Business Development / President

The objective was to establish more credibility and value-add products and services. Phase one included revitalizing the website, branding the AXIS fleet, broadcasting email marketing into AXIS' brand distribution channels, and implementing SEO strategies for ongoing business development.

