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BRAND & SERVICES GUIDE

COMPANY STATEMENT :

At The Peterson Marketing Group, we believe in the power of authentic storytelling and innovative strategies to transform brands. Our mission is to connect businesses with their audiences through compelling narratives, strategic insights, and creative excellence.

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CRAFTING IDENTITIES THROUGH CREATIVE EXPRESSION

PREPARED BY

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JAQUANNE PETERSON - FOUNDER

Owner and Founder of The Peterson Marketing Group, Jaquanne Peterson has been carving out a niche for himself in the design world for years

PERSONAL PHILOSOPHY

“We are blessed with two ears and one mouth for a reason. In order to truly help a business reach their goals as a consultant, it is crucial to listen and take genuine interest in that unique business’s story. Only then can we build a strategy around that, which is where true consultation begins.”

250+

Clients Served

WELCOME

-

Early on, I recognized that creativity is a spectrum. Through our technical prowess and discipline, we simply choose which outlet to tap into it with. Creative expression is at the forefront of all services we offer through the Peterson Marketing Group.

HELLO!

-

Would you laugh if I told you that I was a brand consultant way before I knew what a brand consultant was? As a child, I had a knack for art. I loved for my friends to describe a scene or an idea to me and then I would challenge myself to draw a picture or create a story around it. It wasn’t very good at the time, *but humble beginnings, as they say!* Who would have known that I’d have the privilege to build multiple businesses around this concept?

Through many twists and turns in my professional career, including obtaining a **Bachelor of Science in Entrepreneurship/Business Administration** as well as an **MBA in Marketing**, I’ve been fortunate to be able to use my passion for creativity to help others.

With my first business, **The Web Design Spot**, I leveraged my knowledge of building websites to introduce many business owners to the digital ocean that we know and navigate today. Over time, I realized that building a visually appealing website was only the first step. While important in itself, it was much more important to develop and bring out the unique story, or what I call, “The Why” for that business. The website was only the platform to accomplish this, but I soon realized that it was much more valuable for a business owner to have a one-stop-shop that could integrate web design, graphic design, digital marketing, and more to all work toward that common goal. From there the Peterson Marketing Group was born.

OUR COMPANY

MISSION

At The Peterson Marketing Group, our mission is to empower our clients by crafting innovative and personalized marketing solutions that resonate deeply with their target audience. We are dedicated to understanding each customer's unique story and vision, transforming them into compelling narratives that drive engagement, build brand loyalty, and achieve measurable success. By fostering collaborative partnerships, we aim to inspire creativity, deliver exceptional value, and exceed expectations at every touch-point.

ABOUT US

115+ | Clients Served

250+ | Total Projects

16+ | Years in Business



WE ARE DEDICATED TO
UNDERSTANDING EACH
CUSTOMER'S UNIQUE
STORY AND VISION.

Key Performance Indicators

Measurable Brand Awareness.

Verifiable Boost In Engagement.

Sales & Increased Revenue.

SERVICES PROVIDED

WHAT WE DO

No man exists on an island. Alternatively, The Peterson Marketing Group's core competency is that we leverage the top professionals and talent across all mediums to ensure that we not only meet, but exceed your project goals. You work directly with us to uncover your unique business needs, and we in turn work with our team of specialists to complete the task at hand.



CONSULTATION

BRAND MGMT. & CONSULTATION

Optimizing your reach, refining your brand, driving engagement, & more.



WEB DESIGN

WEB DESIGN & DEVELOPMENT

Responsive web design services incorporating the very best-in-class UI/UX practices.



MARKETING

DIGITAL MARKETING

Digital marketing services to drive engagement across the most popular platforms.



SOCIAL MEDIA

SOCIAL MEDIA MANAGEMENT

Growth & engagement strategy focused on building awareness to your social media channels.



SEO

SEARCH ENGINE OPTIMIZATION

Improve website rankings for targeted keywords and organic traffic growth.



CONTENT

CONTENT MANAGEMENT

Generating and scheduling brand-relevant content to drive engagement.



DIGITAL

DIGITAL DESIGN

Digital advertisements & banners, social media graphics, email templates, & more.



PRINT

PRINT DESIGN

Business cards, brochures, posters, banners, flyers, magazines, packaging design, & more.



REAL ESTATE

REAL ESTATE MARKETING

Property marketing materials including Offering Memorandums, Flyers, Look Books, & more.



LOGO DESIGN

LOGO DESIGN

Logo design & research focusing on brand awareness. Including brand guidelines & style guides.

SERVICES PROVIDED

DELIVERABLES: WEB DESIGN

WEB DESIGN & DEVELOPMENT FOCUSING ON A COHESIVE BRAND IDENTITY AND THEME. WE DEVELOP WEBSITES SUITED FOR E-COMMERCE, LEAD GENERATION, APPOINTMENT BOOKING & MORE.



SERVICES PROVIDED

DELIVERABLES: PRINT DESIGN

PRINT DESIGN FOCUSING ON A COHESIVE BRAND IDENTITY INCLUDING COLOR, FONT SELECTION, ART WORK, & MORE TO DELIVER A POWERFUL, EASILY RECOGNIZABLE BRAND EXPERIENCE.



SERVICES PROVIDED

DELIVERABLES: DIGITAL DESIGN

SOCIAL MEDIA GRAPHICS, BANNERS, AND POST TEMPLATES TO ELEVATE YOUR BRAND'S DIGITAL PRESENCE. LEVERAGE CONSISTENT BRANDING ACROSS ALL CHANNELS WITH COHESIVE DESIGNS.



SERVICES PROVIDED

DELIVERABLES: REAL ESTATE MARKETING

WEB DESIGN & DEVELOPMENT FOCUSING ON A COHESIVE BRAND IDENTITY AND THEME. WE DEVELOP WEBSITES SUITED FOR E-COMMERCE, LEAD GENERATION, APPOINTMENT BOOKING & MORE.



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Opulent Towers

New Arrival

Units available now in Miami's newest condo development minutes from the beach.

[INQUIRE NOW](#)

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REFIRM

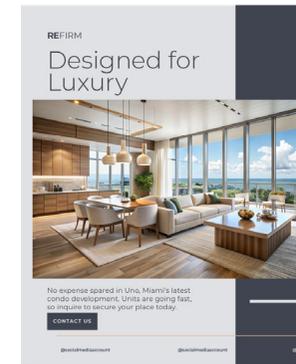
Top Quality

With selected Material

Designed by world renowned architects. Meticulous with no expense spared.

[CONTACT US](#)

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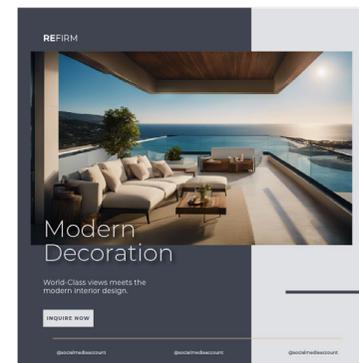
REFIRM

Designed for Luxury

No expense spared in this Miami's latest condo development. Units are going fast, so inquire to secure your place today.

[CONTACT US](#)

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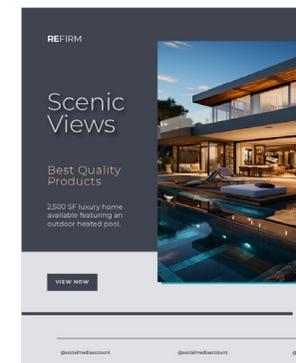
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Modern Decoration

World Class views meets the modern interior design.

[INQUIRE NOW](#)

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REFIRM

Scenic Views

Best Quality Products

2500 SF luxury home available featuring an outdoor heated pool.

[VIEW NOW](#)

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OUR PROCESS

WHERE IT ALL STARTS

ALTHOUGH WE PROVIDE A RANGE OF SERVICES FOR OUR CLIENTS, CONSULTATION IS WHERE IT ALL STARTS.

We understand that some of our clients prefer a hands-off approach and need very little direction. They know what they want and they come to us to get it done. We are more than capable of tackling these types of projects.

However, for most; web design, graphic design, digital marketing, etc., are just means to a greater goal. That goal may be driving brand awareness, increasing sales & interaction, or building stronger connections with their customers. In these cases, taking the time to understand our clients, determine what their measurable goals for success are, and what is the best strategy towards achieving this are invaluable.

DISCOVER

Through consultation, we gain a deeper understanding of the client's goals, target audience, and unique value propositions.



STEP - 01

UNDERSTANDING CLIENT NEEDS

We believe in the opposite of a "one size fits all" approach, instead prioritizing understanding and assessing our client's needs before all else.



STEP - 02

PLANNING & EXECUTION

Once we have a plan in place with specific, measurable goals, we work with our clients each step of the way. Ongoing consultation provides opportunities for feedback, allowing us to shift and pivot in real-time.

STRATEGIZE

We then develop a customized solution, tailored to the specific needs of the client, leading to more effective and relevant marketing initiatives.

EXECUTE

That strategy becomes an action plan which we constantly measure and adjust in real time to ensure performance and achieve higher results.

CLIENT TESTIMONIALS



Our client's success is our commitment. We don't stop until they receive proven results. Many of our clients have been long time partners for years, coming to us whenever they have a marketing or branding need.



DOREEN MALCOLM

FOUNDER, LDM INSURANCE SERVICES

The Peterson Marketing Group provided excellent service, guidance and knowledge in all areas of marketing, promotions, website creation, logos and more to assist with the re-branding and growth of my organizations.



CRAIG ASH

OWNER, N.C.P.P.K

When given the task to help us design, construct, and launch the website, The Peterson Marketing Group demonstrated creativity, ingenuity, and "cutting edge" technical skills in this endeavor.



RASHIDA ALLEN

OWNER, MANSIONS & CHAMBERS

The Peterson Marketing Group have created 2 websites for me, I love them. We were able to work well together, it was easy to hone in on my vision and for them to bring it to life.

OUR COMPANY

CLIENT TESTIMONIALS



LELA FAIRCHILD

EXECUTIVE ASSISTANT

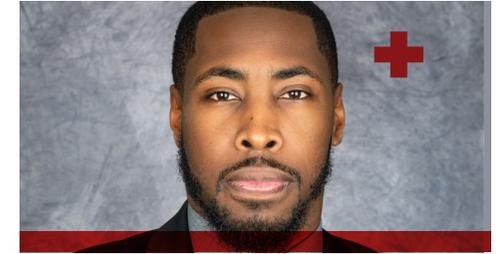
The Peterson Marketing have always displayed a high degree of integrity, responsibility, and creativity.



BRETT BRIDGENS

CLIENT ENGAGEMENT SPECIALIST

When it comes to me needing assistance of any kind at work, there truly is none better to rely on other than The Peterson Marketing Group.



MARCUS DURHAM

OWNER, GIVE & GO MOVING CO.

TPMG were very professional and detailed about our website. What we envisioned for our website is exactly what we they created.



JEROME KELLERHALS

OWNER, THE BONSAI SUPPLY

The Peterson Marketing Group created, designed and managed my website. I will hire them for any web job without a doubt.



DAYA MAURICIA

OWNER, BE UNBEWEAVEABLE

The Peterson Marketing Group is very professional, responds quickly and will always give their honest opinion.



DEETRA DURHAM

FOUNDER, EMPOWERED TO THRIVE

Jaquanne is very talented, highly experienced and easy to work with. I would highly recommend the Peterson Marketing Group.

THOSE ARE GREAT, BUT WE WANT YOU TO BE OUR NEXT TESTIMONIAL.

01.

SET UP A FREE CONSULTATION

Contact us today to schedule a free consultation which will give you the opportunity to learn more about what we do, our services, terms, and more. However, more importantly, we will have the opportunity to learn all about you, your goals, and how we can help your business.

02.

WE CREATE A CUSTOM PROPOSAL FOR YOU

After our initial consultation, we will take that information and develop a customized proposal for you; outlining your objectives, our strategic approach to achieving them, pricing, time-line, & more. Once you are ready to move forward, we will present you with a formalized acceptance agreement/contract and then work can begin.

03.

COMMUNICATION ALONG EVERY STEP OF THE WAY

Working together, we set reoccurring touch-point meetings where we measure results and decide if adjustments are needed. Our commitment to clear, consistent, and transparent communication sets us apart and ensures that you are informed and involved every step of the way.

At The Peterson Marketing Group, we don't just offer solutions; we build partnerships. Our focus on communication ensures that you feel confident and empowered throughout the consulting process. Let us help you achieve your goals with the clarity and collaboration you deserve.

CONTACT US TODAY TO LEARN MORE ABOUT HOW WE CAN WORK TOGETHER TO MAKE THIS NEXT YEAR YOUR BEST YEAR FOR YOUR BUSINESS.



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