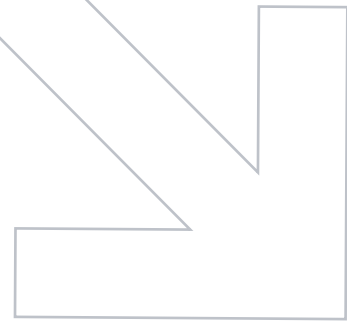




TRANSMYT

Marketing, Creative, & Communication Solutions



TRANSMYT

Communications • Creative Services • Interactive Media • Consulting

Sit back and take a moment to get to know us a little better. At Transmyt, who we are directly translates into success for what we do... Our methodology, innovative design and strategic development enable us to develop strategies that drive our clients to the forefront of their industries.

Transmyt is a full service marketing and creative agency. We specialize in the design and deployment of permission-based digital communications and internet-based marketing solutions. With eye catching designs, superior functionality and innovative technology, we lead the way in the development of digital campaigns.

Whether you're looking to increase traffic to your website, generate leads, or convert your existing marketing initiatives into real growth for your business, Transmyt is the best choice to help you achieve your goals. Our skilled and creative workforce and our dedication to client satisfaction can develop marketing strategies and programs that will propel your company to success



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Communications • Creative Services • Interactive Media • Consulting

Communications

Email Marketing, Text Message Marketing, Direct Mail, Public Relations, Copywriting, Marketing Campaigns, SEO / SEM

Creative Services

Graphic Design, Art Direction, Trade Show Support, Ad Production, All Online / Offline Collateral

Interactive Media

Corporate Websites & Portals, Intranets & Extranets, Internet Application Development, SEO / SEM, AJAX Development, Flash Animation & Action Scripting

Consulting

Brand Management & Training, Strategy Consulting, Media Buying, Identity Development & Training, Event Planning

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Communications

⊕ E-Newsletters and E-Blasts

We use integrated Internet programs to convert business objectives to an online space. Our strategists specialize in understanding our clients' goals and applying them online through intelligent planning, content development, information architecture and media tactics — a winning combination of creativity and technology. Our deep understanding of the online space helps our clients deploy truly integrated Internet programs that connect online and offline advertising with their site's back-end tracking and marketing applications. The end result is an online marketing infrastructure that has greater utility, accountability and return.

⊕ Communications Strategy Planning and Development

Are you looking to break into the digital world with your marketing strategies? E-newsletters have proven to be one of the most effective marketing tools a company can incorporate into their marketing strategies. Not only does it provide great brand recognition with your existing client base, but it is also a successful tool for attracting new business as well. When executed properly, email continues to convert at impressive rates. It is an effective way to round out your overall marketing efforts and increase conversions. For more information on the deployment of permission based e-newsletters and marketing solutions, contact us.

⊕ Direct Mailings

If you are interested in sending out postcards for a special event, then make effective usage of our full design and delivery capabilities. Not only will we design your card but we will print it, process your recipient list and see the job all the way through to the drop at the post office.

⊕ Copywriting

Your business image, as reflected in your concepts and messages, is a strong indicator of your market positioning and performance. A powerful and impressive image can have a tremendous impact on the way your customers perceive your credibility and respond to your campaigns, messages and products.

+ Campaign Tracking, Reporting and Optimizing

The capability for real-time tracking and reporting of click and conversion results of email and advertising campaigns is essential to e-marketing success. It can translate into tremendous savings by minimizing resources spent on non-performing impressions and placements. Our serving and tracking technology are the best around and generate easy-to-read reports that can display short-, mid- and long-term campaign results with minimum set-up. Add to this our rapid trafficking procedures and aggressive cancellation clauses, and our team has the ability to help an organization discover viable online marketing channels with a minimum amount of time and expenditures.

+ Media Buying

We pass all media costs through to our clients with no markup. This means we can pass through net prices at an open rate of + 20%. This helps clients save tremendous amounts of money, especially when we are called on to negotiate and manage large single property buys.

+ Public Relations

We have collaborated with our partners at Spotlight Communications to bring you cutting edge public relations services that will get your company the media attention that it deserves.

+ Mobile Marketing

Expand Beyond the Desktop and Inbox. Mobile phone marketing has rapidly emerged as a powerful component of any interactive marketing mix. Over the past several years it has proven its value and ability to drive cost effective response from a premium demographic. While not a standalone marketing channel, mobile phone marketing provides an opportunity for interaction with users who may otherwise not be able or willing to interact.



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Creative Services

+ Creative & Art Direction

Creative & Art Direction is a key component of our creative services department. Under the creative and artistic vision of Founder Jeremy Mays, the Transmyt design team has met the diverse challenges our multi-industry client base with grace, form, and function and has produced some extraordinary results. You may hear...What makes your product or service different or special? What do your customers want? Who is the target audience? Questions which help Transmyt develop the most effective results possible. Identifying, understanding or establishing our clients' brand identity, marketing strategies, as well as learning their sales model and business model are vital steps of our approach to any creative project. We need to understand all the elements currently in place as well as plans for the future, to plan an effective marketing and communications strategy.

+ Corporate Identity & Branding

The secret to producing a successful corporate identity is to fully understand the company's objectives, values, and vision. We work intimately with our clients to thoroughly understand every facet of their enterprise.. The outcome is a unique design that reflects our client's character and differentiates them from the competition in their industries.

+ Marketing Campaigns & Strategies

By utilizing our print and online marketing abilities, we develop campaigns tailored with a precise message. We increase market awareness and create long-term customer relationships through repeated exposure to target audiences.

+ Annual Reports & Print Collateral

The annual reports and print collateral we create are visually compelling designs that capture the essence, ambition, and atmosphere of our client's corporation. Engaging images and color schemes make the information visually appealing and enjoyably readable.

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Interactive Media

+ Interactive Media Production

Leave a Lasting impression on your visitors with stunning animation. Our interactive media team are experts at creating Rich Internet Applications (RIA's) with AJAX (Asynchronous Java Script and XML), Flash, Action scripting, XML, XHTML, CSS, and Firefox-based applications. Additionally, we have complementary skills in audio, video, and a variety of media software.

+ Corporate Websites & Portals

Obtaining a detailed understanding our client's business strategies, customers, and competition allows us to establish a unique and cost-effective web presence that builds and reinforces their brand and educates their clients. This in turn improves customer relations and provides an increased return on investment.

+ Intranets & Extranets

We specialize in creating and implementing intranets and extranets. Information is centralized so that employees, contractors, partners and clients can gain secure access to relevant data at any time.

+ Application & Software Development

Our capabilities for designing and developing applications and software range from fully integrated content management systems to e-commerce applications. Each solution provides easy to use functionality and completely fulfills our client's design specifications. Interactive Marketing & Multimedia Our rich media capabilities range from corporate presentations and flash demos to video editing and mobile communications. The multimedia elements we produce for our clients provide the added dimension and interactivity that keeps their customers informed, promoting brand awareness, and helping them build a solid market reputation.

+ Search Engine Optimization (SEO)

Our Search Engine Optimization Services are series of processes utilized to improve your website's visibility in search engines, with the ultimate goal of increasing the number of sales/leads generated, or improving brand awareness among consumers.



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Consulting



⊕ Strategy Planning

Any successful marketing campaign implementation must begin with a carefully constructed, comprehensive long-term plan. Transmyt's approach to marketing and interactive solutions development is based on this philosophy; we believe winning ventures begin with a fundamentally sound strategy and a clearly defined scope. Whether the goal is a Web site, a corporate intranet, multimedia presentation, brand management, promotion or a combination of any of these solutions, the elements must be supported by a solid foundation.



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Contact Us!

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