



**Marketing, Software &  
Creative Design That  
Empowers Your Business**

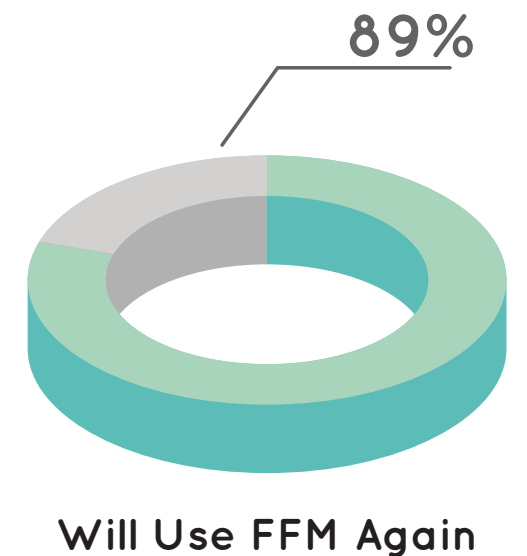
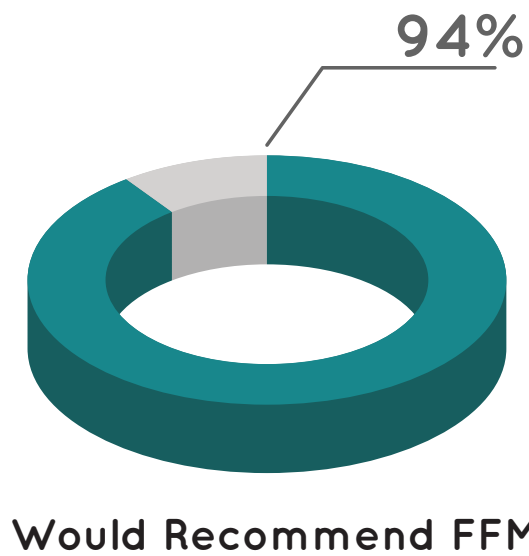


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# Make 2019 Your Business' Most Profitable Year Yet

What did our 2018 Customers Say:



Fresh Focus Media customers save on average \$37,500 within the first year of integrating Fresh Focus Media Diamond Support Plan.

**References Available Upon Request**



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# Strategic Execution that Delivers Results

Projects  
Piece Work  
Upgrades  
Additions

Request For Proposal (RFP)  
Request For Information (RFI)  
Monthly Support Plans

**Need a full Marketing  
Department?**

**One that comes with  
its own resources?**

**Support Plans To Match  
Businesses Of All Sizes**

# What makes Fresh **Focus** Media different?



## Our Approach

Marketing and process management is the life force of your business. What could be more important for a business than a steady customer flow, efficient methods for ensuring customer satisfaction and a retention plan focused on creating brand and customer loyalty?

FFM provides the next generation of marketing and internal process management, helping your business communicate clear product, service and brand value, while executing externally to ensure customer satisfaction. Hiring individual employees only provides individual skill sets. Hiring FFM provides a variety of professionals, all working for your business as needed.



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## Transparent Communication

# A FRESH perspective!

As a company, FFM utilizes a variety of techniques to empower businesses through professional marketing and efficiency enhancing software applications focused on operations and process management. Unlike traditional media groups, we focus not only on the drive needed to accelerate success; but the methodology in which your business operates and manages itself internally.

Working with your business to understand goals, we strategically plan, organize, implement and execute reportable projects that deliver results. Our methods are proven and our results speak for themselves. FFM is dedicated to delivering clear, focused, impactful media strategies that distinguish our customers and their offerings.



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# Our Core Values

As a company, FFM is dedicated to consistently evolving, both in our offerings and in our ability to deliver to our customers. None of this is possible without a solid foundation; a team of successful people that come together to challenge what we do and how we do it. Through these outlined core values, we aspire to foster an environment of open communication, passion to perform, transparency, collaborative success, detail oriented execution and customer focused service. Delivering quality results each and every day, FFM team members make all decisions based on our core values.

## Open Communication

All FFM team members have a voice; and we create excellence together by empowering each other with honest, straightforward communication. We take on all challenges and strive for precision execution through clear, focused communication.

## Passionate Performance

The FFM team takes pride in all we produce and do - just enough is never enough. We're dedicated to delivering result oriented expertise that reflects our customers' needs and exceeds expectations.

## Transparency

The FFM team believes in and understand the value of responsibility, accountability and transparency. Built on a foundation of respect, we strive to deliver the best, we support one another and grow together.

**Relationships  
Matter  
to Us!**



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# Creating Excellence Together

## 1 Collaborative Success

FFM nurtures an environment of constant learning, growth and relationship building. As a team we collaborate with respect, we trust one another, we take pride in our work and strive for ongoing success.

## 2 Detail Oriented

The FFM team makes decisions every day with the best interests of our customers in mind. Our straightforward approach both internally and externally empowers our team to stay on track, communicate clearly and pay attention to the details.

## 3 Customer Focused

The FFM team puts the customers we represent first, striving to perform in their best interest at all times. In order to perform at our best, we are always looking for ways we can further improve our our offerings and services.





# Business Development Strategies That **Work**



FFM professional strategists work with your business, evaluating current success and failures, understanding how your business works and planning with you how we can best position your business for success.

Our services and custom solutions are specifically tailored to each customer we work with. Using calculated response delivery plans, we work with you to deliver and report on tangible results.

When performed correctly, business development, marketing and advertising can empower your business, allow you to communicate messages properly, educate customers and open up your services/products to the world.

Strategies that work generate new business, maximize your ability to cultivate better relationships with the customers you already have and focus on driving ongoing revenues.

“

**HE WHO FAILS  
TO PLAN IS  
PLANNING TO FAIL**

- Sir Winston Churchill

”



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# Cutting Edge Marketing Tactics

There's a reason that marketing and advertising are specialized trades practiced by business professionals - marketing and advertising works! What could be more important for a business than a steady customer flow, efficient methods for ensuring customer satisfaction and a retention plan focused on creating brand loyalty?

When utilized correctly, marketing and advertising can empower your business, communicate messages, educate customers, open up your services and products to the world, and most importantly, generate new, consistent and ongoing revenue.

FFM marketing strategists work with your business, evaluating current success and failures, understanding how your business works and planning with you how we can best position your business for success. Our services and custom marketing solutions are specifically tailored to each customer we work with.

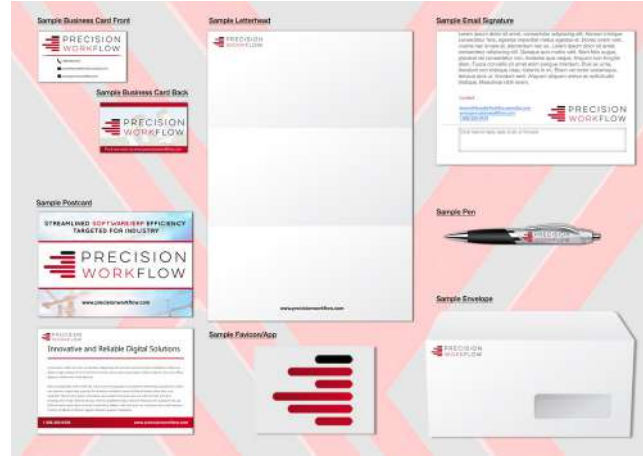


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# Logos, Graphic Design, Branding & Creative Design With Precision



- 1 **Purpose**  
Designs that have a functional and intentional purpose.
- 2 **Consistency**  
Brand Power through attention to detail.
- 3 **Emotional Impact**  
Strategic designs that generate returns.



# Responsive Web Design for All Devices

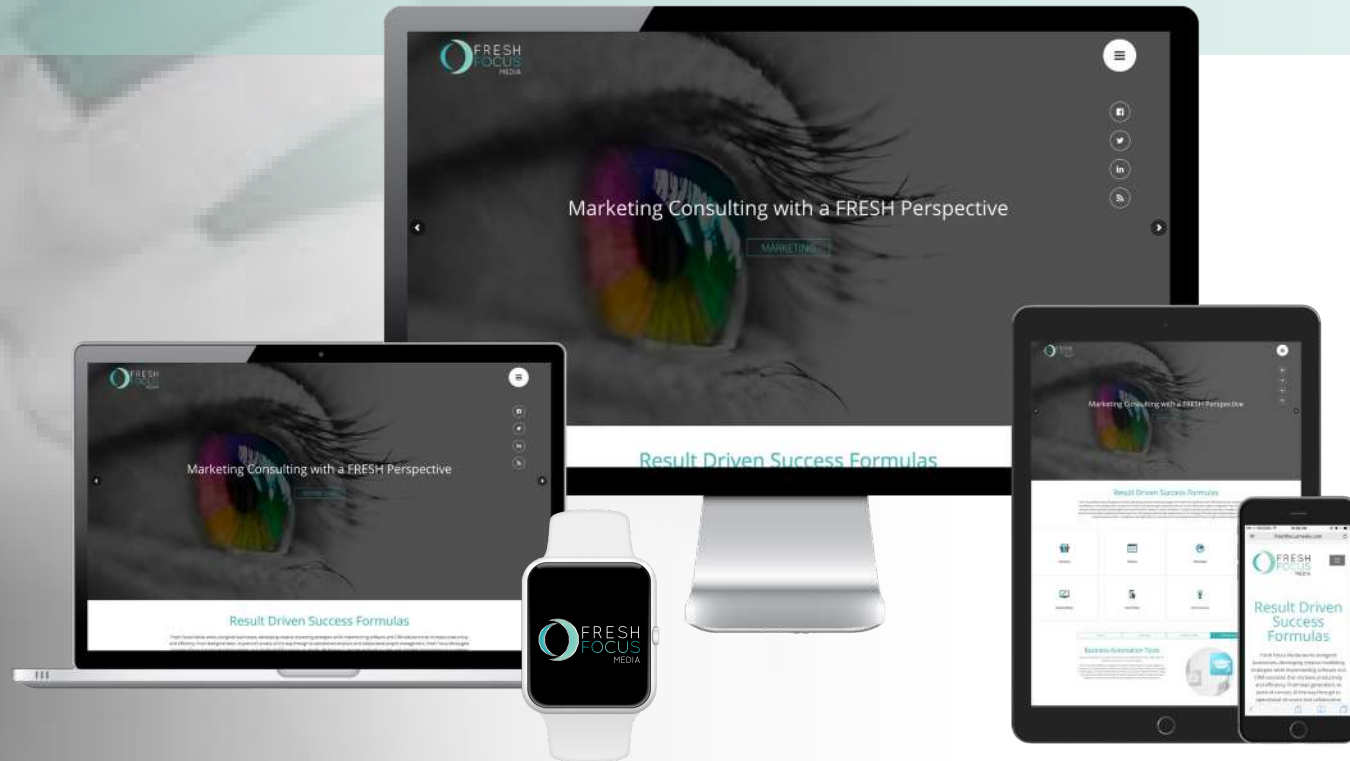
# 86%

Of customers search  
businesses on their  
phone first.



Your website is an online representation of your business, and is the first impression and opportunity your business has to captivate, impress, educate and lead customers through targeted call-to-action applications.

FFM web developers and online strategists have the expertise and knowledge to help ensure your business is properly represented online, and has the marketing intelligence required to capture leads and generate returns.



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# Digital Marketing Campaigns That Deliver Tangible Results

## How Do Your Customers Find Your Business?

An active presence online and a targeted digital marketing strategy allows businesses to attract, engage and retain a growing audience of current and potential customers.

Whether your business sells products or services, FFM digital marketing plans provide a unique opportunity to communicate with your target market, showcase promotions, gather essential feedback and provide an optimal means to streamline and focus your core product and service offerings.

Our social media specialists use Search Engine Optimization (SEO) & Search Engine Marketing (SEM) to produce digital marketing campaigns that deliver tangible results.

SEO

SEM

PPC



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# Strategic Social Media Marketing

Driving people to your business through social mediums has become more important than ever

Social media has evolved into a marketing necessity for all businesses in today's world. If you're not getting real results from your social media, you're more than likely not utilizing the available tools properly. Working in collaboration with you, setting realistic goals and objectives, our team will facilitate and implement marketing strategies designed to get your business the tangible, reportable results you're after.

FFM will meet with you to collaboratively capture information about your social media expectations. We take you through a social media start-up and blog questionnaire so we can establish the overall goals, tone, conversation, audience, language, purpose and conversation you would like to convey. From this session, we will formulate a monthly plan with clear goals, and confirm plans for content and images to create a cohesive social media plan.





## Meet **Fresh Focus Software**. Business Software/ **ERP Made Easy**. Processes. Business Efficiency. Accountability. Real-Time Reporting

Fresh Focus Software automates business tools, providing coordinated scheduling and lean operational efficiency to enhance day to day operations and overall communication.

Fresh Focus Software is designed to be simple. It enhances each department's efficiency with easy to use digital tools and applications that create impact for your business and streamline processes.

Fresh Focus Software empowers your team to perform, breaking down operational processes and integrating innovative applications that make working and accomplishing more on a daily basis simple.

**Join the  
Digital  
Evolution!**



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# 7 Powerful Divisions Designed To Empower Your Business



Project Management  
Ticket, Task & Checklist Communication  
Customer Relationship Management  
POS & Invoicing



Logistics & Equipment Management  
Delivery & Transport  
Shipping & Receiving  
Warehousing & Inventory



Clinicians  
Practitioners  
Therapists  
Support Specialists

Business Development  
Marketing  
Creative Design  
Web Design



Oil & Gas  
Manufacturing  
Construction  
Field Service Management



Brokerages  
Realtors & Agents  
Property Management  
Real Estate Professionals



Special Needs Care  
Assisted Living  
Senior Care  
Support Agencies



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# Sensible Technology That Engages



Operational Software



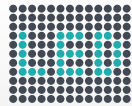
Radio-Frequency Identification



Augmented & Virtual Reality



Touch Screen



LED Signage



3D Printing

The new era of digital media and the information technology sector is the application and implementation of operational efficiency through digital innovation. FFM interactive software and customizable applications allow businesses to capitalize on the latest technologies, streamlining day to day operations, increasing operational efficiencies, enhancing and monitoring business standards and delivering instant reporting that is securely accessible from anywhere in the world. Our solutions provide an entirely new operational functionality and perspective, helping take your business to the next level.



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# Mobile Apps That Deliver Results!

## Satisfaction, Communication & Engagement

Apps are fundamentally changing the way businesses, customers and the world is interacting with technology. Apps are a simple way to provide crucial business information quickly and easily to customers, increasing customer satisfaction, communication and engagement.

They're also a great source of revenue and an entirely new business model that needs to be considered. Whether the app is specifically for your business, is built to increase your business efficiency or is designed to engage customers, FFM has the expertise to deliver and implement a full app solution. There's no doubt that apps drive your brand and differentiate your business.



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# 100% Transparency On All Project Development

Marketing & Process Management are the life force of your business. What could be more important for a business than a steady customer flow, efficient methods for ensuring customer satisfaction and a retention plan focused on creating brand and customer loyalty? FFM provides the next generation of marketing and internal process management, helping your business communicate clear product, service and brand value, while executing externally to ensure customer satisfaction.



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## SCRUM AGILE DEVELOPMENT

# GET INVOLVED!

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**Committed  
To  
Excellence**

**Detail  
Oriented**



Contact Fresh **Focus** Media for a meeting to discuss how we can **enhance** your **business**

**Kenneth Bond**  
Founder & CEO

As a Marketing, Software and Digital Media Technology Strategist, I am passionate about the development and integration of technology into day to day business. As the CEO and Founder of Fresh Focus Media, my goal is to bridge the gap between functional day to day operations and increase how technology can be applied to streamline business. Working with businesses to increase their overall efficiency and challenge innovation through the application of visualization tools and data analytics, I am looking to re-engineer and re-shape the way businesses positively create impact utilizing digital media.

**KB**  
KENNETH BOND

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