



*Cutting Edge Marketing & Digital Process Experts
Dedicated To High Impact Results*

www.FreshFocusMedia.com



Stronger strategies.
Stronger solutions.
Stronger client relationships.
Professional marketing solutions & digital
process expertise with a FRESH perspective.

Capitalizing on years of experience and a professional team of marketing specialists, Fresh Focus Media works collaboratively with businesses developing and executing inbound and outbound marketing strategies designed to create impact. While crafting and cultivating marketing strategies and campaigns, Fresh Focus Media focuses on the drive needed to accelerate your success and the methodology in which your business maintains and nurtures leads throughout your customer's life cycle. Working with your business, Fresh Focus Media will strategically plan, organize, implement and execute reportable projects that deliver results. Our methods are proven, and our results speak for themselves. Fresh Focus Media is dedicated to delivering clear, focused, impactful marketing strategies that distinguish your business, products and services.

Support Plans That Empower Performance

- ✓ Project & Piece Work
- ✓ On Call Service Contracts
- ✓ E-Strategies Marketing Programs
- ✓ Monthly Marketing & CRM Manager
- ✓ Go Digital Automation Program



MARKETING STRATEGIES



FFM marketing strategies communicate value, providing both outbound and inbound initiatives. Working alongside your business our enhanced strategies provide real, tangible results.

Cutting Edge Marketing Tactics

Fresh Focus Media looks beyond the ordinary as our objective is the continued success of your business. Our team provides the technical know-how to bring the best of new-age technologies and proven success strategies to your business. From strategic engagement and interaction opportunities all the way through to long-term loyalty programming, Fresh Focus Media doesn't just apply marketing; we build it directly into your business. Our objectives and plans are focused on value and strategies that position your business for success.

Creative Essentials

Do your customers understand what you do? Are they visually impacted by your business, its process and how you present yourself? Every alignment of your brand, from simple marketing material to how you represent yourself online, all the way through to how you execute for your customers and the material they see matters. Empower your business with Fresh Focus Media trained brand specialists who ensure you're getting the most out of every way your business can be viewed.

Digital Media & Marketing Experts

Websites are not digital brochures; websites are digital opportunities for businesses to establish and promote their own value. For many businesses, your website can be the first and most important impression you're able to make on potential and current customers. There's marketing science behind a properly designed and executed website, if you're not getting true value from your website, odds are, it doesn't add enough value to your customers or it doesn't have the right messaging to convert customers successfully. With front end and back end tools and functionality available to your business, working with Fresh Focus Media will help you make purposeful and revenue generating decisions that will empower your business digitally.

Marketing Empowers Sales

What's the point of having the best website in the world if no one can find it? What's the point of having well written content and strategic graphics on your website if your sales staff don't use them? It's the marketing department's job not only to drive sales leads to your business; but to empower your sales team with the strategic tools needed to convert sales leads into customers. It takes a potential customer 2 – 3 times of seeing the right message, the right branding and the right value to make a decision. Fresh Focus Media is your support and your anchor. We're the team you need to drive returns for your business.



BUSINESS DEVELOPMENT



FFM helps businesses define, strategize, plan and execute effective business development applications. We work to empower you with the right process, the right tools and the right execution strategy for taking your business to the next level.

Discover the Power of Professional Business Development

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Your Businesses Execution Team

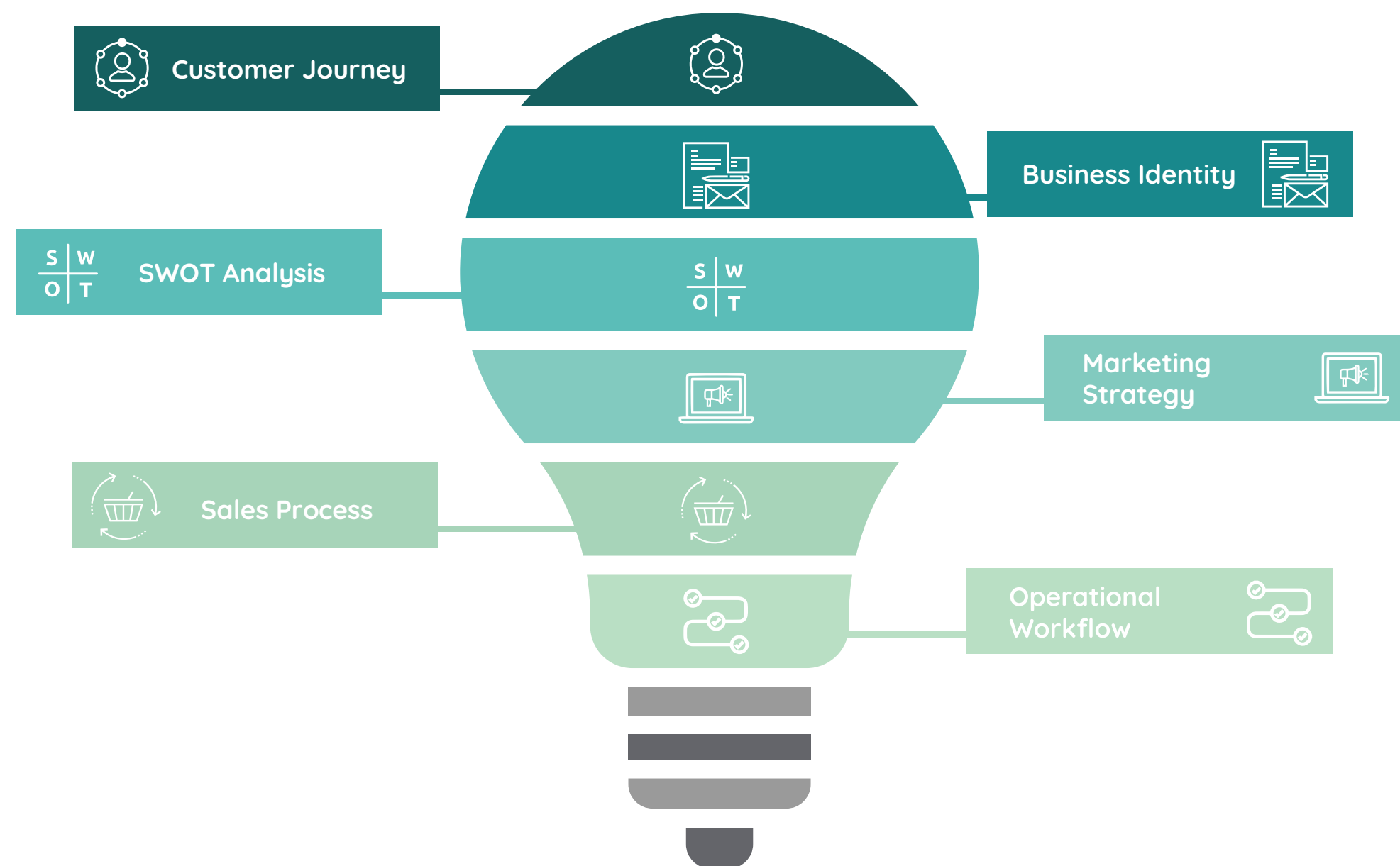
The Fresh Focus Media business development team works with businesses, developing, and implement strategies, concepts, ideas and initiatives that enhance, retain and maintain customer relationships. With a firm focus on increasing revenues, growth and increasing the overall profitability of your business, Fresh Focus Media organizes, initiates, maintains and delivers quality, high impact business development tactics. Reinforcing and sometimes re-developing or re-imagining the vision of your business with you. Our team will ensure growth and unity throughout your business as we capitalize on existing and develop new strategies that engage and enhance all aspects of your business. Supercharge your ability to generate new revenue, maintain customer relationships and enhance your business with strategies that ensure impact.

Business Development Strategies

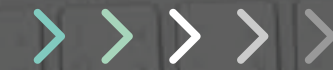
Working alongside your team, Fresh Focus Media builds the essential messaging, identity tactics and visibility enhancement strategies that drive your business forward. Creating strategies for your business and empowering your team with the ability to attract, convert, maintain and generate ongoing revenue from your customers, our team will ensure all aspects of your business are working together to get the most out of every customer relationship. By identifying and creating essential strategies to ensure your team is properly positioned to attract target customers, Fresh Focus Media focuses on revenue generating impact. From identity to education campaigns, our business development team maximizes your success, understands the rate of return on all services/products and creates manageable strategies geared specifically to achieve your goals.

Building A Success Model

The Fresh Focus Media team of professional strategists work with your business, evaluating current successes 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. 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. Drive your business forward with a team focused on innovative approaches and strategies that generate revenue.



CREATIVE DESIGN



FFM knows that the power of a brand lies in its visual nature and attention to detail. We build brands, marketing material and creative outlines that provide visual impact for our customers.

Strategic Branding & Creative Design

Creative Design With Impact

Fresh Focus Media supports businesses through the development of new brands, the improvement or revitalization process of their current brand and the maintenance and ongoing promotion of your existing brand. Fresh Focus Media believes that businesses deliver impact visually first, and that how you visually represent yourself says a lot about your business, what it stands for and the value it has in the market today. The Fresh Focus Media team designs graphics with purpose, we ensure brand consistency and we strive to deliver emotional impact with every design we deliver.

Branding & Brand Management

Fresh Focus Media believes that brand identity is one of the most overlooked but most essential elements to any marketing strategy. How you look says something to your customers, and in many cases, that first impression is the only chance you have of drawing attention to your value. We work with our customers to understand and develop their brand position, voice and visual impact. How your brand visually impacts your customers requires careful thought, proper planning and detail-oriented strategy. The colors you use, how you explain your business, how you generate interest in your value and ultimately how you convert simple viewers to customers can all be dependent on your branding. Bringing your brand to life, building trust, loyalty and value for your customer all stem from how you creatively impact your customer. The Fresh Focus Media creative team is ready to work with you, support you, learn from you and deliver quality branding and graphics that properly represent your business.

Graphic Design

With project-based, on call and ongoing graphic design support available, our team is ready to support your business when needed. Graphic design is one of the most important aspects of any business. We design the material used to create impact with your customers. We support businesses, process managers, sales teams and business owners as they require detailed, focused and professional designs that will generate impact. With as much or as little support as needed, we can provide you with designs, graphics and infographics that can be used to promote and sell your business. Ensure your business always looks its best, that your brand standard and brand attributes are always inline and that your visual impact is always properly represented with the Fresh Focus Media graphic design team.

Marketing Material

How your business establishes value matters, and our team is committed to supporting businesses as they look to design and provide marketing solutions for their business. With on call support, Fresh Focus Media is ready to support your business on an ongoing basis. You want designs that create impact, communicate your business value and represent your brand properly. With Fresh Focus Media, you can rest assured that you're getting the quality your business needs to feel secure about how customers will view your business.



WEB DESIGN



FFM designed websites are strategically planned to encourage interaction, increase customer engagement and create loyalty. Generate traffic and ensure your user interface is designed for conversion with an new website designed by FFM.

Web Design Strategies Built for Success

Design Matters

Your website is your opportunity to engage customers. With so many interactive options for engaging and interacting with your current and future customers, websites now more than ever can be the most important marketing tool for your business. Website design is of paramount importance to the success of any business in today's competitive online marketplace. Don't let poor design and low rankings hold your website back. Contact Fresh Focus Media to learn how we can help your business succeed online. We design concepts that are strategically planned to encourage interaction, increase customer engagement and create loyalty. Working one on one with you, our team will map out and create an online experience, taking into account how customers are going to use your website, how you can get the most out of those customers and how to properly push calls to action that matter.

Your Website Should Serve Your Business

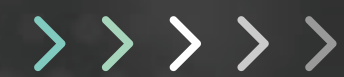
Websites provide businesses with an online opportunity for engagement, interaction and ongoing communication. With so many Customer Relationship Management tools available to businesses today, it's imperative that you consider how you can use your website to better empower your business, drive sales and engage your customers better. With membership, licensing, e-commerce, estimating tools, online ordering, etc. there's truly no reason to have a stale, boring website. Customers want to engage businesses easily with as little effort as possible. Fresh Focus Media supports businesses in their online pursuit of getting the most from every customer and driving traffic to their website.

Interactive Web Design

Fresh Focus Media focuses on building websites that streamline content and feature efficient navigation. Fresh Focus Media develops websites that capitalize on design, content integration and an engagement strategy that ensures the most content with the least amount of clicks. Clear, focused brand communication is essential; if you can't explain what you're selling, your website won't be able to further your business. Quick, clear and concise messaging is imperative, we want to visually impact customers so they see value in reading and learning more about your business. Our design, content strategy and development is executed with the latest SEO best practices in mind so you're ranking more prominently for target search terms. Our web design team ensures your website is easily scalable so that more content or functionality can be seamlessly integrated down the road, such as a CMS or an online store.



SEO & SEM



A properly designed SEO & SEM strategy connects your business with your customers and is a valuable means of attracting and engaging customers online. FFM's strategic processes ensure your online visibility, increasing your online traffic to drive revenues.

Digital Marketing Strategies with Impact

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Cutting Edge Marketing Tactics

Fresh Focus Media digital advertising specialists work with your business to provide easily regulated and manageable digital advertising solutions. We are constantly developing new media applications, establishing business solutions that help advertisers deliver the right messages to the right audiences. Our team will evaluate the most appropriate and efficient way to engage your customers and deliver the right results for your business. The Fresh Focus Media team is dedicated to delivering quality leads and traffic to your business.

Search Engine Optimization (SEO)

A properly designed SEO strategy connects your business with your customers, increasing your online and in-location traffic to drive revenues. Fresh Focus Media strategic processes ensure you have online visibility for your desired target market. You can have an amazing website, but if your SEO is not set up properly your target market will never find you! Making sure your business is at the top of the list for search engines in your industry and in your area is what sets us apart from other media companies. Fresh Focus Media not only makes sure your business, website and other links are top of rankings; we work with you to ensure you stay there.

Search Engine Marketing (SEM)

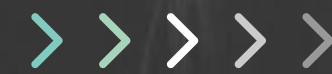
Search Engine Marketing (SEM) is a crucial part of every ongoing marketing strategy. It's an extremely valuable means of attracting and engaging new customers online. Through an analysis of your business, competitors, target market and after reviewing what people are searching when finding your business online, we will provide you with a detailed plan and strategy for effectively marketing your business. We use monthly reporting to monitor, tweak and update your SEM strategy as needed to maximize results. Driving business to your website is one thing; driving real customers to spend money with your company is another. Our SEM strategies promote your business through all browsers and search engines, using the most effective keywords to target customers.

Pay Per Click (PPC) Marketing

All business owners know that driving new traffic to your business is essential. We'll identify your target market and devise a strategy that not only allows your business to attract customers through online pay per click advertising; but allows us to follow them through mobile, desktop and website trackers. The objective of our strategies is to get your business in front of your ideal customers 2 - 3 times to influence them into making a decision to choose your business. We will not only help drive meaningful traffic to your business; we'll help convert that traffic into real sales for your business.



SOCIAL MEDIA



Social media has evolved into a marketing necessity in today's world. Working in collaboration with you, our team will facilitate and implement marketing strategies designed to get your business the tangible, reportable results you're after.

Strategic Social Media Marketing

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Impactful Communication Strategies

Using direct messaging, stimulating visuals and a focus on impactful engagement, Fresh Focus Media communication strategies generate real return for your business through thoughtful and deliberate online community engagement. Our teams will collaborate to construct the right communication strategy, generating real value for your company through deliberate content and impactful visual effects.

Information Gathering

Fresh Focus Media will meet with you so we can collaboratively capture all of the initial 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 the monthly plan with clear goals, and confirm plans for content and image to create a cohesive social media plan.

Social Media Report & Internal Review

Fresh Focus Media will conduct a monthly review of your social media. We will review what is working currently and what needs to be changed so you can receive the best coverage possible.

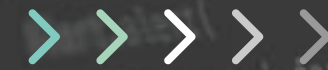
Fresh Focus Media will have full access to how you are being received on social media, updating you on your post reach, page likes, notifications and other social media metrics. You will meet with your social media representative to go over everything that was planned to review what worked, what didn't and what the plan will be going forward based on those results. This keeps your social media presence constantly changing to adapt to feedback from your target markets and online audience.

Focused Result Driven Processes

Marketing plans are only as good as the execution that follows. Fresh Focus Media will guide you through the creative processes and engagement-building strategies your business requires to build and capitalize on a targeted online community. Effectively capitalizing on social media and online networking requires constant maintenance and attention, with results driven through engagement and the strategic delivery of quality messaging and visuals.



SOFTWARE & CRM



We evaluate your specific software needs, strategizing on current, future and ongoing demands to map out internal and integration options that best match your requirements. FFM can ensure you're spending your money in the right place and getting the best possible solution.

Get the Most Out of Implementing Software in Your Business

Finding The Right Fit

Working with your team, Fresh Focus Media will evaluate your exact needs from a software solution. How you wish to interact with it, how your customer may interact with it and what optimally we can do with software to help your business save time and money. There are situations when off-the-shelf products are the right fit for your business; there are also situations where custom software is going to help you save a lot more money and get you further ahead. Working with our team, we don't just evaluate, we recommend, provide demos, offer feedback and analyze with your team how we can ensure you're making the best possible choice for your business.

Agnostic Analysis

The Fresh Focus Media team has worked in software for a long time. We've got very experienced staff who work with, review and analyze software for customers on a daily basis, and we've learned there's no one perfect solution that works for every business. We've developed our own applications and we use small, midsize and nationally recognized platforms to get our customers what they need out of going digital and implementing software. Our objective is to get your business what it needs from software, a digital process that best positions your business for success, and each review process is completely dependent on the very specific needs of the business we work with.

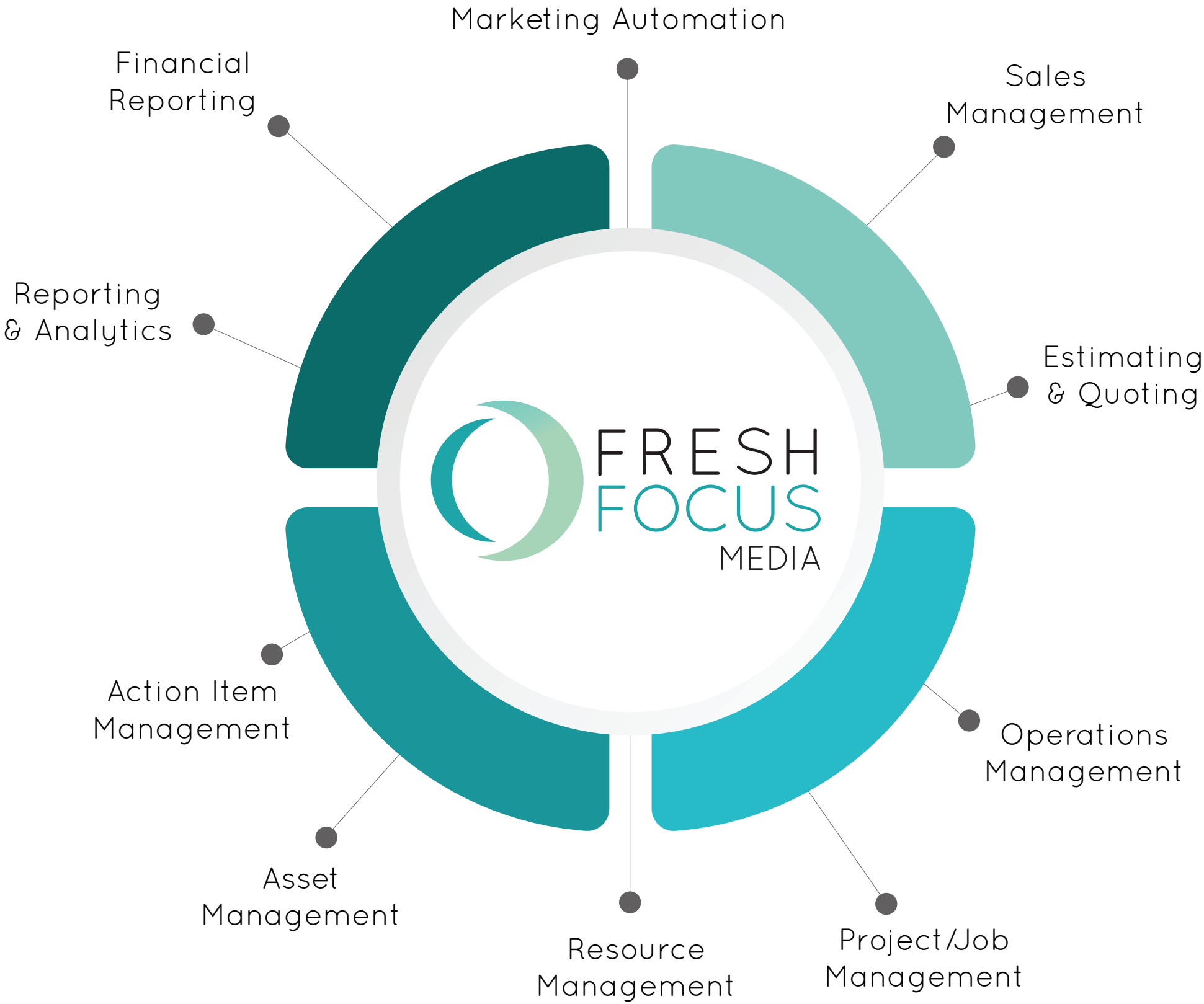
Implementation & Training

We're hands-on. The initial training, implementation and rollout process presents a number of variables as every business, and sometimes every department has uniquely skilled professionals who require different support. Fresh Focus Media provides support through a customized training and implementation plan designed specifically for your business and the attention it requires. Our implementation process includes onsite training, on-call support and integrated training video applications throughout the software. Collecting essential data on practical use and ensuring that your software is performing and being utilized as planned, we support your business every step of the way.

Transparent Project Management

We believe in collaborative success, and our project management process involves your input every step of the way. Our development team will work with you to devise a series of individual tactical Sprints, strategically utilizing key aspects of the project both through interactive renderings and QA software models, keeping you involved throughout

the development process. Incorporating practical use cases and keeping you working alongside the Fresh Focus Media team helps ensure proper communication and mitigates scope additions. Capitalize on our proven process and get your business systems running the right way in the shortest possible time frame with our team supporting your software needs every step of the way.



INNOVATION



FFM'S 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 so you're always in the loop.

Bring Innovation to Your Business

Interactive Touch Screens

Fresh Focus Media software applications are responsive, web-based applications that work on desktops, laptops, tablets and mobile phones seamlessly. Utilizing touch screens, tablets, kiosks, etc., we have the ability to provide touch-ready interactive devices. Whether you're looking for new-age sales tools for capturing leads or impressive presentation-ready software, we have the ability to support your venture and provide the wow factor for any occasion. Helping your business better interact with customers, Fresh Focus Media is your gateway to innovative engagement.

Radio-Frequency Identification (RFID)

RFID (Radio-Frequency Identification) is an innovative technology used to track and recognize objects, products, equipment, inventory, individuals, etc. This simple technology allows for tagged items to be read by readers, which can log essential data and/or trigger automated responses through Fresh Focus Media software. Quite simply, tagged individuals can be tracked and timed in and out, and inventoried items or products can be tracked through assembly with our lean manufacturing processes (even triggering training material when you step in a piece of equipment). With far too many applications to list, schedule a consultation with our Fresh Focus Media team to learn how we can apply this technology to your business.

Augmented Virtual Reality

Augmented reality is the digital process by which logos, characters or cameras read real-world surroundings and superimpose digitally rendered images viewed on top of them, giving a sense of illusion or virtual reality. Fresh Focus Media has utilized this tool for a number of projects, including an interactive sales tool and an interactive engagement strategy for presentations. This cost-effective and engaging tool is yet another Fresh Focus Media-supported innovation. With a large variety of business applications and engagement strategies, learn how we can apply technology to your business.

3D Printing

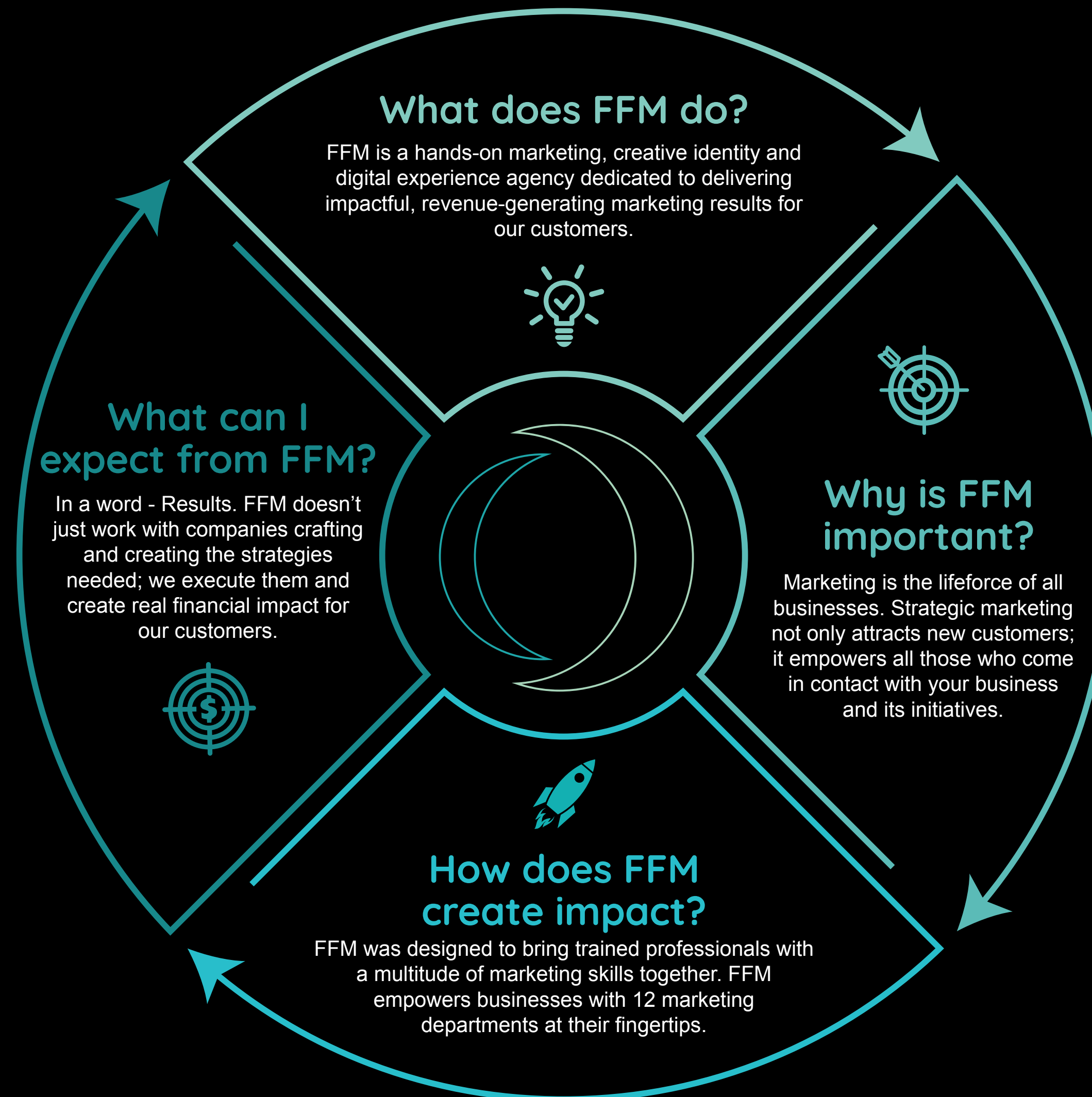
3D printing is the process by which virtual designs are transformed into solid objects. Whether you're looking for an application for a manufacturing facility, a piece of equipment or an onsite solution, Fresh Focus Media has the ability to customize this amazing technology for your business. With far too many applications to list, book a consultation and meet with our team on how this technology may work best for your business.

LED Signage & Digital Advertising

Whether you need indoor or outdoor signage, we have the connections to ensure you're getting the highest quality LED signage with the best software. Our remotely-manageable applications turn everyday signage into a revenue-generating tool for your business. Adding digital signage and digital advertising to your business is a great source of information, engagement and revenue, as well as adding visual appeal to your business.



What We Do & How We Do It Matters



Lets Connect & Discuss Next Steps!

We Believe In Building Long-Term, Quality, Mutually Beneficial Relationships

We're excited to meet you! We want to learn about your business, how you deliver for your customers and how we can best work with you to help achieve your goals. With such a large service offering, our experienced staff are ready to listen, advise, recommend and provide you with any and all essential information.



Articles & Awards



10 Must Watch Tech Companies 2022
Digital First Magazine, July 2022



Winner: Innovation Award
CRRA Annual Awards Gala 2022



Kenneth Bond: A Passionpreneur Providing Agile Solutions in the Software Arena
Business Talk Magazine - June 22, 2022



Optimize Your Business & Streamline Operations
CRRA Alberta Rental Review, Q1 – 2022 Edition



Winner: Most Innovative ERP Software & Service Provider 2021 – Canada
Corporate Vision I Corporate Excellence Award, Issue 7, 2021



**The Top 100 Canadian Professionals
Top 3 Ranked In The Top 100 Businesses 2021**
Top 100 Magazine Winter 2020 Edition



A Tech-geek reshaping the way Businesses Interact with the Digital World
Mirror Review, August 2021



ROOK Connect With Lean Business Practices & Workflows Burgeons Amongst the Leading CRM Agencies
Good Firms, May 2021



Most Promising Field Service Solution Providers 2021
CIO Review, March 2021



2021 Technology Thought Leader - Bridging the Gap between Software & Businesses
Business Elite Canada, March 2021



10 Most Dynamic Entrepreneurs 2021
Exeleon, March 2021