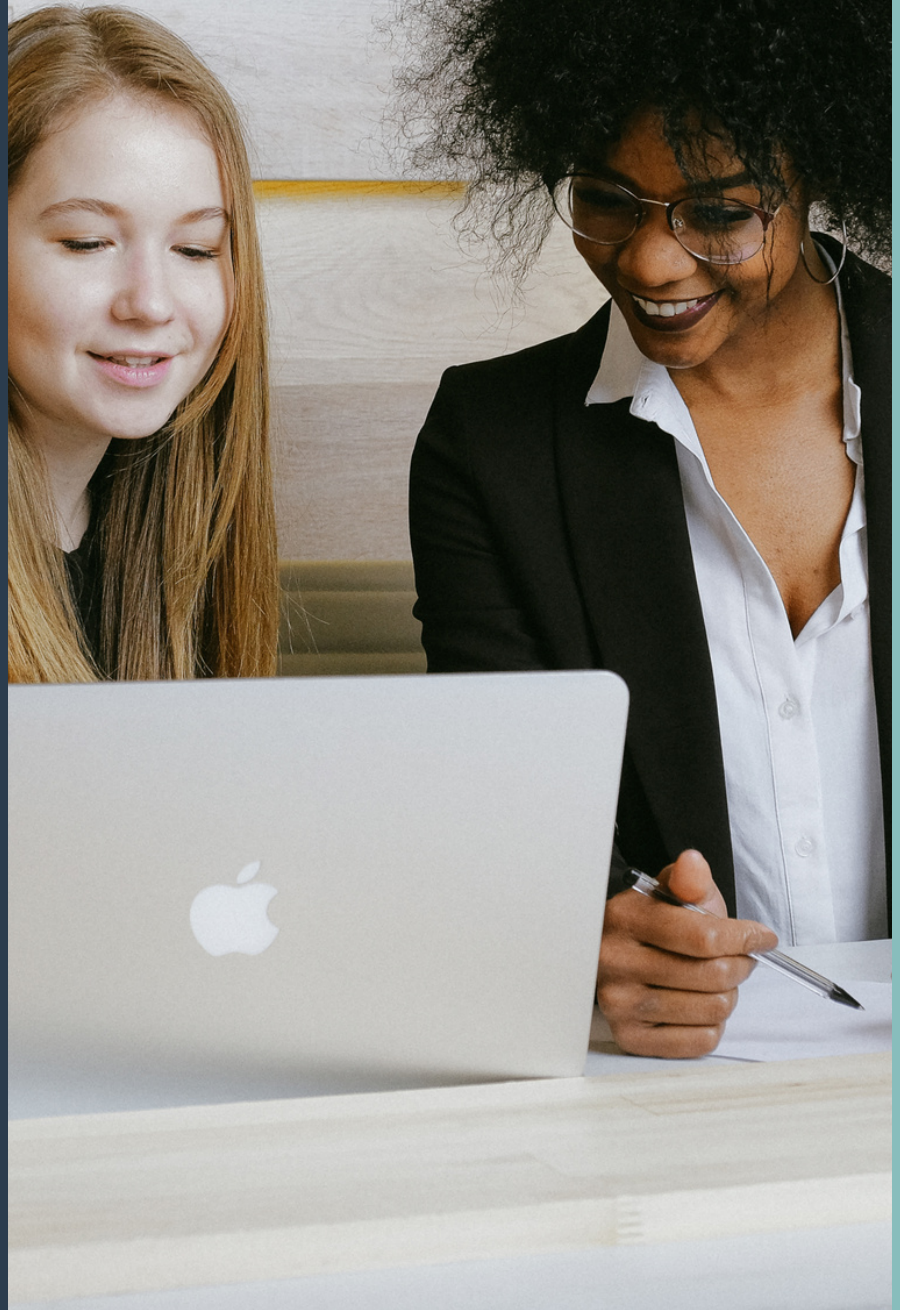# MFJ CREATIVE
STUDIOS

MEDIA
KIT 2023

WE CREATE UNIQUE
DIGITAL EXPERIENCES

WWW.MFJCREATIVE.COM

(205) 644-8495
INFO@MFJCREATIVE.COM

MFJ CREATIVE STUDIOS

about our agency

We develop influential brands, websites, and mobile apps for small businesses with a focus on scalability. Our team of creative minds is always innovating to connect brands with their target audience. By combining strategy, execution, innovative ideas, and exceptional customer service, we deliver tailored digital products and campaigns that yield successful results.

our mission

We strive for businesses to achieve service excellence and attain new heights by providing an array of innovative solutions for a unique digital experience.

services

BRANDING AND IDENTITY DESIGN

We offer custom logo design, brand identity development, and brand guidelines to ensure consistency across all touchpoints.

WEB DESIGN AND DEVELOPMENT

Our web design and development services include website design, website development, website maintenance, and website hosting.

MOBILE APP DEVELOPMENT

We offer mobile app development services for iOS and Android platforms, including design, development, testing, and deployment.

DIGITAL MARKETING STRATEGIES

We provide a comprehensive range of digital marketing services that include SEO, SEM, SMM, email marketing, PPC advertising, content creation, and more.
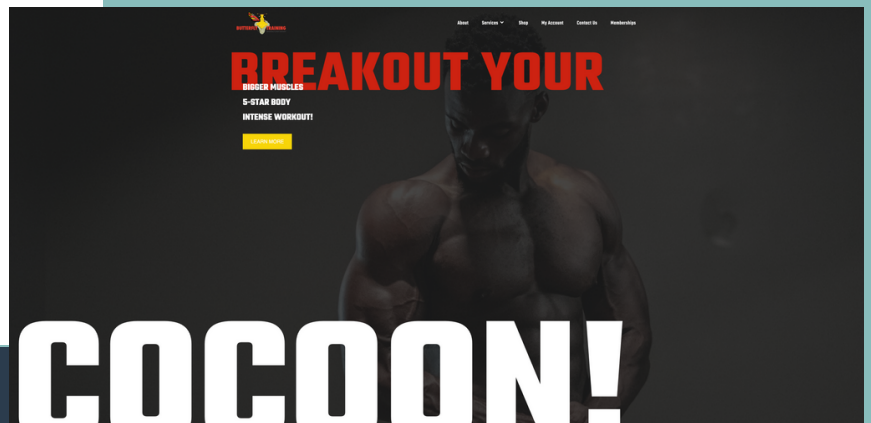
WE CREATE UNIQUE
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WEB DESIGN

MFJ Creative Studios is a web design service that offers custom website design solutions for businesses of all sizes. Our digital creatives work closely with clients to understand their unique needs and deliver high-quality websites that are both functional and visually appealing.
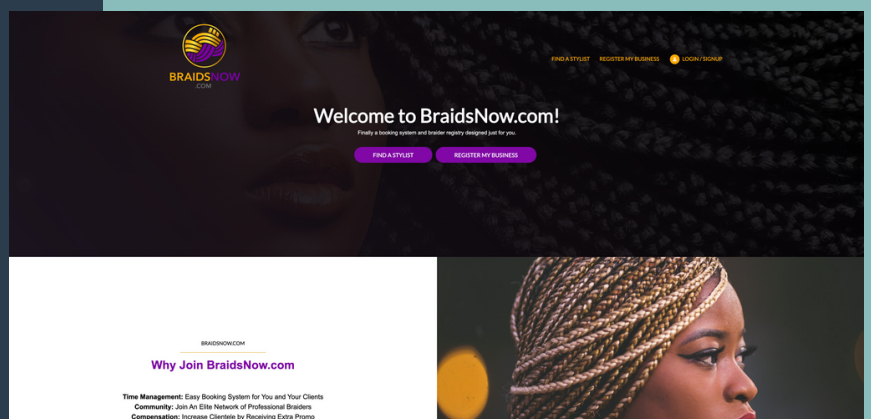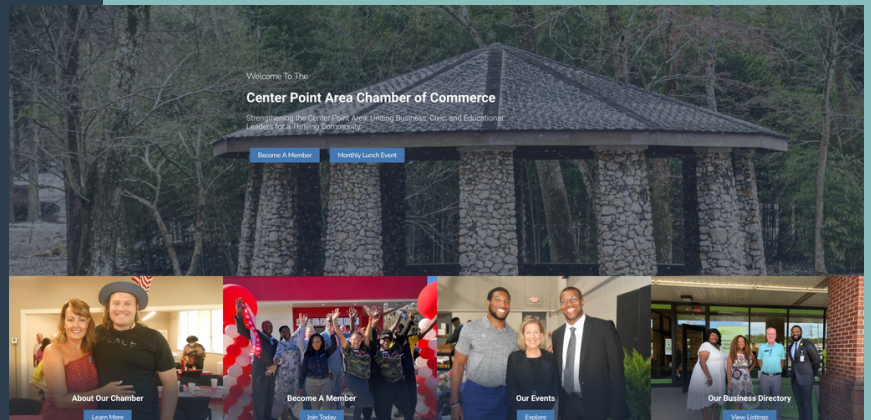
PORTFOLIO

We have worked with a variety of clients across different industries, and have created websites that showcase their brands and help them achieve their business goals. Here are some examples of our work.

SERVICES

We offer a range of web design services, including:

- **Custom Website Design**
- **Website Revamps**
- **eCommerce Website Design**
- **Mobile Responsive Design**
- **SaaS Website Design**
- **Website Marketing**
- **Website Maintenance and Support**
- **Website Conversion to Mobile App**

WE CREATE UNIQUE DIGITAL EXPERIENCES

PROPRIETARY METHOD

Our proprietary method for delivering exceptional web design is based on a proven process that has helped numerous businesses achieve online success. Here's a closer look at our approach:

Discovery: We begin by learning all about your business, including your unique goals, target audience, and competitive landscape. This helps us understand your needs and develop a customized plan for your web design project.

Planning: Based on the information we gather in the discovery phase, we create a detailed plan for your website, including the design, content, and functionality. We'll work with you to make sure the plan aligns with your vision and business objectives.

Design: Using the latest design tools and techniques, we'll create a visually appealing website that reflects your brand and engages your visitors. We'll also ensure that the design is responsive, meaning it looks great on any device, from desktop to mobile.

Development: We'll bring your website to life using cutting-edge development technologies and best practices. We'll also optimize your site for speed, security, and search engines to ensure it performs at its best.

Testing and Launch: Before we launch your website, we'll thoroughly test it to make sure it's functioning properly and delivering an optimal user experience.

Marketing Strategy: After your website is live, we'll work with you to develop a customized marketing strategy that takes advantage of your new web design and helps you achieve your business goals.

Content Creation: We'll create engaging, SEO-optimized content that resonates with your target audience and helps your website rank higher in search engine results.

Analytics: We'll use analytics tools to track the performance of your marketing campaigns and make data-driven decisions about how to optimize them for maximum effectiveness.

Ongoing Support: Our work doesn't end once your website is live. We'll be there for you to provide ongoing support and make updates as needed to keep your site current and effective.

WE CREATE UNIQUE
DIGITAL EXPERIENCES

BRANDING

MFJ Creative Studios is a full-service branding agency that helps businesses create a unique brand identity. Our services include brand strategy, logo design, website design, brand marketing, and more. We work with businesses of all sizes and industries to help them establish a strong brand presence in their respective markets.

SERVICES

We offer a full range of brand development services, including:

- **Brand Audit**
- **Brand Strategy**
- **Rebranding Strategy**
- **Brand Messaging and Tone**
- **Brand Positioning**
- **Brand Identity Design**
- **Website Design**
- **Brand Marketing Strategy**
- **Brand Management**
- **Strategic Planning for Future Mobile App**

PORTFOLIO

We have worked with a variety of clients across different industries, and have created websites that showcase their brands and help them achieve their business goals. Here are some examples of our work.

PROPRIETARY METHOD

Our comprehensive Brand Development service is designed to help you take your brand to new heights of success through a series of targeted and effective strategies. Here's how the process works:

Brand Audit: We'll begin by conducting a thorough brand audit to assess the current state of your brand. This will include analyzing your brand's messaging, visual identity, and overall presence in the market.

Brand Consultation and Strategy: We'll begin by sitting down with you to understand your business goals and target audience. We'll work with you to define your brand's unique position in the market and develop a comprehensive brand strategy that helps you achieve your goals.

Brand Research: We'll conduct market research to gain a deep understanding of your target audience and the competitive landscape. This will help us identify key insights and opportunities to differentiate your brand.

Brand Messaging and Positioning: Based on our research and consultation with you, we'll develop brand messaging that effectively communicates the value of your products or services to your target audience. We'll also help you define your brand's unique position in the market to help you stand out from the competition.

Brand Storytelling: This service involves creating a narrative or story around your brand that helps to differentiate you from your competitors and connect with your target audience.

Brand Names and Taglines: If you're starting a new business or rebranding, we'll work with you to develop a compelling brand name and tagline that reflects your brand's identity and resonates with your target audience.

Visual Brand Identity/Assets Development: We'll work with you to create a visual brand identity that accurately reflects your brand's personality and values.

Brand Guidelines: We'll create detailed brand guidelines that outline how to consistently apply your brand's visual identity across various channels, including your website, social media, and marketing materials.

Brand Marketing Strategy: We'll help you develop and execute marketing campaigns that effectively communicate your brand message and showcase your products or services to your target audience.

WE CREATE UNIQUE
DIGITAL EXPERIENCES

DIGITAL MARKETING

MFJ Creative Studios is a full-service digital marketing agency that offers a wide range of services to help businesses increase their online presence and grow their revenue. Our marketing strategists combine strategy, creativity, and technology to deliver measurable results for our clients.

WHY CHOOSE US

Our team has a wealth of experience in the industry, and we have a proven track record of delivering results for our clients.

We stay up-to-date with the latest trends and technologies in digital marketing to ensure that our clients always receive the best possible service.

We take a data-driven approach to our work, using analytics and metrics to measure the success of our campaigns and make informed decisions about future strategies.

We are committed to providing exceptional customer service and building long-term relationships with our clients.

SERVICES

We offer a full range of brand development services, including:

- **Search Engine Optimization (SEO)**
- **Pay-Per-Click Advertising (PPC)**
- **Social Media Marketing (SMM)**
- **Email Marketing**
- **Content Marketing (Blog)**
- **Web Design and Development**

CASE STUDIES

- Nijsha Enterprise, Inc.: Increased both website traffic and social media engagement by 80% through targeted SEO, Google, and Facebook ad campaigns.

- Center Point Public Library: Achieved a 75% increase in website leads and Summer Reading Registration Signups with a comprehensive content marketing strategy.

APP
DEVELOPMENT
INNOVATION

We specialize in creating innovative mobile app solutions for businesses and individuals. Our mission is to provide our clients with world-class mobile app development services that deliver real value and tangible results.

KEY FEATURES

- Customized mobile app development solutions that meet your specific needs.
- High-quality mobile app design and development that delivers exceptional user experiences.
- Expertise in the latest mobile app development technologies and frameworks.
- Professional project management and development processes that ensure timely delivery of your mobile app.
- App marketing services to help you promote your mobile app and reach your target audience.
- Ongoing maintenance and support to ensure your mobile app stays up-to-date and runs smoothly.

SERVICES

- **Native mobile app development for iOS and Android platforms**
- **Hybrid mobile app development using React Native and other frameworks**
- **Mobile app design and UI/UX consulting services**
- **Mobile App Marketing Strategy**
- **Mobile app maintenance and support.**

WE CREATE UNIQUE DIGITAL EXPERIENCES

PROPRIETARY METHOD

Idea Generation and Planning: This is the starting point of any web app development project. It involves brainstorming and coming up with ideas for the app, as well as determining the target audience and defining the app's features and functionality.

Market Research and Analysis: This involves researching the market to identify the needs and preferences of the target audience, as well as analyzing the competition to understand what makes a successful app in the market.

Wireframing and Prototyping: Wireframing involves creating a rough outline of the app's user interface and flow. Prototyping involves creating a functional model of the app that allows users to interact with it and test its functionality.

Design and user experience (UX) design: This involves creating the visual design of the app, including the user interface, icons, and graphics.

Database Development: This involves designing and implementing the database structure that will be used to store and retrieve data for the app. This may involve selecting a database management system (DBMS) and creating tables, relationships, and other database elements.

App Development: This involves our development team working together to build the app's various features and functionality.

Testing: This involves thoroughly testing the app to ensure that it is functioning as intended and is free of errors and bugs.

Deployment: This involves releasing the app on the appropriate app store (e.g. App Store for iOS apps, Google Play for Android apps) for users to download and use.

Maintenance and Updates: This involves regularly updating the app to fix any bugs or issues that arise, as well as adding new features and functionality to keep the app relevant and engaging for users.

App Marketing: We create marketing plans that include tactics such as social media marketing, paid advertising, content marketing, etc.

App Performance: After the app is launched, it's important to continuously monitor and analyze its performance. Based on the data, you can make informed decisions about how to optimize the app to drive better results.

JUST SOME OF OUR CLIENTS

Nijsha Enterprise: A cable-manufacturing and engineering company that needed a new website and paid ads to attract new clients.

Center Point Public Library: A public library that needed branding and a new website to improve its online presence and user experience.

The Author App: A Statistical Data Application that showcases copyright laws and other content throughout the African Continent.

Quillman Hope Foundation: A non-profit organization that needed a new website and content creation to increase donations online.

TESTIMONIALS

"MFJ Creative Studios did an exceptional job in rebranding our chamber of commerce and developing a new website that accepts online membership payments. We received positive feedback from our members and our online membership process has been streamlined thanks to their work." *- Shirley Gray, Center Point Area Chamber of Commerce President*

"We were impressed with the level of professionalism and creativity that MFJ Creative Studios brought to our branding and website project. Our new website has been very well received by our patrons and staff alike." *- Dr. Kim Quillman, Executive Director of Quillman Hope Foundation*

"MFJ Creative Studios is an amazing partner in helping us build our brand and grow our business. Their team of creative professionals is always responsive, and their work is top-notch. Thanks to their help with paid ads, we've been able to reach new audiences and increase conversions." *- Jerrell Johnson, CEO of Nijsha Enterprise, Inc.*

CONTACT

www.facebook.com/mfjcreative
546 Followers | 468 Likes

@mfjcreative
713 Followers

www.mfjcreative.com

To learn more about our services or to schedule a consultation, please contact us at **(205) 644-8495** or **info@mfjcreative.com.** You can also visit our website at **www.mfjcreative.com**

Thank you for considering MFJ Creative Studios for your creative needs!