



Add to your
equation

Services

SUM – StartUp Marketing is an add-on marketing department for your business that understands startups. This is how we manage to create big impact, but still save you time, energy, and money.

Our goal is to establish long-term client relationships and become your go-to marketing task force. Let SUM devote a pool of hours to your startup every month to take full advantage of the marketing services listed below, as well as enjoy a discount on our hourly rate.* We will become your adopted marketing team or augment the marketing department you already have. Either way, we'll be your biggest advocates.

*If you need more hours, we're here and flexible. Afraid of commitment? We can also help you on a project-basis until you work up the courage to ask us out.

What follows is our approach to good marketing and the tools we will use to creating lasting impressions for your business. We'd love the opportunity to chat, so drop us a line for more information: info@sumseattle.com

Brand Identity

You better recognize. Brand identity allows consumers to recognize and remember what you stand for. SUM will take the time to get to know your company and create or refine a brand to accurately reflect who you are or who you want to be. From logo design to brand framework, SUM does brand development.

Specifics

- Brand framework (promise, benefits, voice, etc.)
- Logo and supporting artwork
- Brand book
- PowerPoint templates
- Copy writing
- Copy editing

Marketing Strategy

No task left behind. Marketing strategy encompasses a wide variety of tasks that can sometimes slip through the cracks. SUM has experience operating as an internal marketing team and will be a valuable resource for your company, whether you have a marketing department or not. From research to campaign management, SUM does marketing strategy.

Specifics

- Customer acquisition strategy
- Campaign management (affiliate marketing, Google Adwords/Analytics, etc.)
- Marketing plan
- Success measurement
- Market research (primary and secondary)



- Competitive analysis
- Financial analysis (forecasting, revenue models, etc.)
- Sales operations support
- Marketing strategy consulting

Social Media

Care to share. Social media has become an essential tool for startups to share their vision and market their products. SUM is very active in social media and well-versed in creating meaningful interactions online. From creation to management, SUM does social media.

Specifics

- Strategy development
- Metric monitoring
- Page creation (including artwork and application integration)
- Management and community engagement
- Blog content creation
- Customized social media checklist - includes best practices and a daily/weekly/monthly checklist

Graphic Design

Get a response. Good graphic design evokes an emotional response from the viewer. SUM will take your ideas and translate them into impactful visual works of art. From print to web, SUM does graphic design.

Specifics

- Business cards
- Flyers
- Displays
- Brochures
- Letterheads
- Infographics
- Catalogs
- Posters
- HTML emails

Marketing Projects

Stay on your toes. Startups are faced with challenges that surface quickly and require immediate action. Being active in the startup space has given SUM a unique appreciation for these scenarios, allowing us to adapt quickly, develop a project blueprint, and execute. SUM does any marketing-related projects.

Specifics

- Board of Directors package (presentations & handouts)
 - Sales presentation development
 - Video creation*
 - Business plan development
 - Guerilla marketing ideation and execution
 - Street team support
 - Website development
 - Event coordination
- * SUM uses Cinesaurus for Video creation