



MAKE WAVES WITH YOUR BRAND

**CORPORATE
SUMMARY**

QUALIFICATIONS

OUR MARKETING PHILOSOPHY MIRRORS THAT OF THE WAVE – WE RECOGNIZE THAT YOUR BRAND AND ORGANIZATION NEED FOCUS, DRIVE AND FLEXIBILITY TO BE SUCCESSFUL TODAY’S MARKETPLACE. IT IS WITH OUR YEARS OF EXPERIENCE IN TRADITIONAL MARKETING, ONLINE STRATEGIES, COMMUNICATIONS, PUBLIC RELATIONS AND ADVERTISING THAT WE BUILD YOUR BRAND AND LAUNCH IT ON THE BIGGEST WAVE TO GARNER RECOGNITION, ENGAGE AND NURTURE YOUR AUDIENCE AND ENSURE SUCCESS.

SUMMARY

The Wave Agency is a full service marketing firm based in Franklin, TN. Our B2B and B2C clients include businesses ranging from healthcare, insurance, financial, technology, software, manufacturing and a wide variety of industry segments.

CAPABILITIES

- Branding & Messaging
- Marketing Communications Strategies
- Website Development
- Print Collateral Design
- Sales Presentations
- Campaign Development & Execution
- Advertising – Print/Online/PPC
- Email Marketing & Direct Mail
- Corporate Video/Testimonials
- Search Engine Marketing
- Social Media Strategies
- Event Marketing
- Case Studies
- White Papers

THE WAVE AGENCY

116 Carphilly Circle

Franklin, TN 37069

(615) 579-2858

www.thewaveagency.com

LEADERSHIP

AT THE WAVE AGENCY WE DESIGN AND IMPLEMENT CREATIVE MARKETING STRATEGIES TAILORED TO YOUR SPECIFIC NEEDS. IT'S COMPREHENSIVE MARKETING THAT'S PERSONAL IN NATURE - YOU WON'T BE HANDED TO AN ASSISTANT OR INEXPERIENCED JUNIOR ACCOUNT REPRESENTATIVE, BUT INSTEAD WILL WORK DIRECTLY WITH SENIOR TALENT AT ALL TIMES TO DETERMINE THE MARKETING DIRECTION FOR YOUR ORGANIZATION.

JIM EISENBECK



Jim brings over 20 years of marketing consulting, management and plan development including building two Nashville-based marketing technology firms, Industrial Strength Marketing and NetEffect Services. Jim has built numerous websites, marketing strategies and brands for companies ranging from local start-ups to global businesses and is one of the top SEO and web strategists in Tennessee. He has developed online and offline campaigns with proven marketing methodologies that have generated qualified leads, acquired customers, increased revenue and expanded market share for each and every client he's worked with.

JULIE EISENBECK



Julie Eisenbeck is a partner with over 20 years of marketing, communications and public relations experience and has worked locally, nationally and internationally designing campaigns for a range of large and small companies covering a wide range of topics. Julie has featured her client stories on major network shows such as The View, NBC Nightly News and Good Morning America and she has worked with every major newspaper in the top 50 markets in the country. She has designed and supported large and small brands through strategic positioning and messaging, fostering marketing partnerships and by identifying specific campaigns to achieve a sustainable competitive advantage.

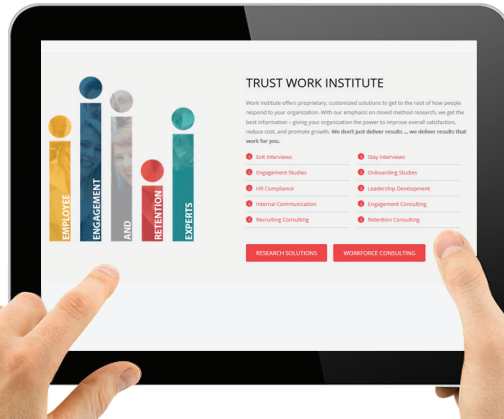
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MARKETING STRATEGY

We develop a comprehensive plan that spells out each and every detail of your marketing efforts from A to Z.



BRANDING & MESSAGING

We shape, broaden and amplify your company's messages to positively affect the way people feel about them.



WEBSITE DEVELOPMENT

We build engaging websites that attract new prospects and encourage action to generate leads and increase sales.

Yahoo	Google	Bing
3 ▲ 5	8 ▲ 4	2 ▲ 4
2 =	6 ▲ 7	2 ▼ 1
2 ▲ 3	4 ▲ 1	2 =
12 ▼ 5	9 ▼ 2	10 ▼ 2
1 =	2 =	1 =
1 =	1 =	1 =
1 =	1 =	1 ▲ 4
1 ▲ 3	2 ▲ 1	1 =

SEARCH ENGINE OPTIMIZATION

We help your website and related channels reach top placement for users to find easily when searching online.

SALES PRESENTATION MATERIALS

We create materials that promote your message to target audiences in an informative and memorable way.



MARKETING CAMPAIGNS

We design, execute and measure integrated, multi-channel campaigns to market special offers, products and services.

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PROVEN EXPERIENCE

OVER THE YEARS WE'RE PROUD TO HAVE HAD THE OPPORTUNITY TO PROVIDE MARKETING AND BRAND STRATEGY SERVICES FOR SOME OF THE LEADING COMPANIES IN NASHVILLE, MIDDLE TENNESSEE, NATIONWIDE AND GLOBALLY INCLUDING: D.R. HORTON, ALEX SHESHUNOFF, BALDOR MOTORS, GRESHAM SMITH & PARTNERS, PROCESS BARRON, INDUSTRIAL BOILER & MECHANICAL, NCONTRACTS, CYPRESS CONCIERGE MEDICINE, AEGIS HEALTH GROUP, ANGIOSCREEN, WOLFE INDUSTRIAL, ADDICTION CAMPUSES, CLEARLINE NETWORKS, GRAND AVENUE WORLDWIDE AND MORE.

I highly recommend this team to anyone who is serious about having their firm stand out in the marketplace...

*...we know for a fact that [our website] has created opportunities for **millions of dollars** in project revenue for us over the years.*

...they have been highly communicative and responsive to our marketing goals.

The Wave Agency is an impressive team to work with...

*...we're very pleased with the results and would wholeheartedly recommend **The Wave Agency***

We trust The Wave Agency's marketing and branding expertise, appreciate their responsiveness, and feel completely confident with their dedication to our business.

*we were recently contacted through our website and **ended up with a \$200,000 project.***

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