

**NCITE**®  
CREATIVE & MARKETING



# MAKE YOUR BRAND SHINE.

VIDEO | PHOTO | DESIGN | COPY | WEB UI/UX | MARKETING STRATEGY

## NICE TO MEET YOU.

We're a North Idaho based, USMC veteran-owned, small business built upon real values. We're committed to making each and every detail of any project we're involved with absolutely perfect.

That's not just marketing that's a promise.





## ATTENTION BRANDS...

**It's time to get noticed and connect with your market.**

In today's ultra-competitive landscape, if you aren't investing in connecting with your audience through disruptive, meaningful marketing & creative, then you're missing out on the opportunity to elevate your brand to the next level.

From start-ups to established namesakes, we've helped to build all sorts of brands. We believe that great creative starts with expecting more — more listening, more big ideas, and more results.

We're NCITE Creative & Marketing and we build brands.

# BETTER CONTENT BETTER RESULTS

From your monthly newsletter to the corporate video explaining what you do and why you're so passionate about doing it, potential clients expect meaningful touchpoints that engage, educate, and inspire. A great marketing strategy isn't just a luxury, it's a required investment in the future of your business and how it's perceived. At NCITE Creative & Marketing we offer comprehensive strategic solutions and professional creative content, custom curated to meet your specific marketing goals and increase sales.



## THE MARKETING **BASICS.**

**Every business needs creative content & marketing.  
The real question is, how much and exactly what kind?**

While there are endless engagement methods to choose from, committing to a consistent and strategic approach is key.

We all know that the best marketing doesn't feel like marketing, so starting with authentic touchpoints is essential to effectively communicating your story and services. Once you've established the basics, you can begin building upon each of those items, curating an engaging look, voice, and style that begins to grow your business into a brand.

# YOUR BRAND YOUR STORY

Imagine the first time someone takes note of your business, what exactly do they see, and more importantly, what is their first impression? If you're not sure...or worse, concerned that it could be making the wrong impression, you need NCITE Creative & Marketing.

Standing out from the crowd doesn't mean going viral, it means connecting with real people, who will grow with your business over time — from customers, to loyal brand advocates.

**Step one: build your asset library and upgrade all of your marketing touchpoints with professional video, photography, and design elements.**

A black and white photograph of a large crowd of people, all wearing 3D glasses, suggesting a movie premiere or a public screening. The image is partially obscured by a bright yellow horizontal banner across the middle. The text 'READY TO GET NOTICED?' is printed in large, bold, black capital letters on this banner.

READY TO GET NOTICED?



# GET YOUR ASSETS MOVING

There are a lot of ways to start building your brand — the good news is that the process doesn't have to be complicated or overwhelming. Let NCITE Creative & Marketing do the heavy lifting.

From simple solutions like branded merch and swag, to complex, integrated media campaigns, trade show preparation, digital marketing services, and more, we're here to listen to each of your goals and ignite the creative potential of your business with strategic marketing content your clients will remember.

**Step two: develop a cohesive creative & marketing strategy that grows your brand, audience, and customer base through consistent and engaging messaging and marketing touchpoints.**



## NOW THAT'S A **BULLSEYE.**

**There's no better feeling than when your brand is connecting with clients at every touchpoint.**

Understanding that great content needs to be seen is the foundation of building meaningful engagement. From print and digital advertising tailored to accomplish specific business goals, to delivering strategic messaging that broadens your brand appeal while ensuring you and your products stay top of mind, NCITE Creative & Marketing are experts in securing and driving traffic through each stage of your marketing funnel.

# RIGHT TARGET RIGHT ON TIME

Imagine curated social media posts, custom email communications, highly-tuned & targeted digital ads, and an amazing video library of content all driving traffic to a stunning website full of professional photography, graphics, and stories all working together to bring your audience closer to your brand.

Now stop imagining and connect with NCITE Creative & Marketing so that you can start delivering the experience your clients deserve.

**Step three: lead the charge with inspirational stories, client testimonials, and educational pieces all geared towards positioning both brand & clients as the hero.**

# CONNECT TO YOUR AUDIENCE



## COLD HARD **FACTS.**

At NCITE we like acronyms (maybe it's a Marine Corps thing)

One of our favorites is something we call getting S.E.E.N:

### **SURPASS**

Conversion rates are six times higher for brands that use content marketing.

### **ENGAGE**

The average user spends 88% more time on websites with custom video

### **EXCITE**

43% of consumers say a branded video is a company's most memorable content.

### **NECESSITATE**

70% of YouTube viewers watch videos for "help with a problem" they're having.



## THE TIME IS NOW.

There's no such thing as an overnight success.  
Strategy and consistency are the keys to growth.

From reimagining your website to crafting custom newsletters, ebooks, mailers, and more, NCITE Creative & Marketing can help you grow your audience and stay connected to them.

Get **S.E.E.N** with the custom creative content that customers not only want to watch, they actually want to engage with.

# FROM BUSINESS TO BRAND

18.4% of private sector businesses in the U.S. fail within the first year.  
After five years that number jumps to a staggering 50%.

Those are some pretty scary numbers.

That's why investing in consistent, high-quality creative and marketing shouldn't be viewed as a luxury. Your marketing strategy is a necessity, something required to take your business to the next level and grow into a reputable brand.

NCITE can help build a custom marketing strategy designed to connect & convert your target audience into loyal brand advocates.

YOUR MARKETING **MATTERS.**





## STRESS LESS.

Experience is paramount. We've got the technical and strategic know how required to help your brand grow. When you have ideas or need immediate solutions, NCITE is here to help.

## EXPECT MORE.

More listening. More big ideas and more results. Your business's success is our success — if you aren't happy, we'll work tirelessly until you are.

## KEEP CONNECTING.

Building your audience & brand takes commitment. The best results come when a cohesive message meets consistent engagement — so, let's get to work!



## BEEN THERE. DONE THAT.

Before the advertising degree, there was the oil refinery.

Before the oil refinery, it was the Marine Corps.

And before the Marines, as Biggie once said,

***“It was all a dream.”***

Real, life experience matters. It's how we connect and how we're able to share meaningful stories and ideas. At NCITE we're proud of the road we've traveled — it was bumpy, a lil' dusty, and a whole lot of fun. It's those experiences that make telling your story possible... we aren't just guessing, we're seasoned pros and we love what we do.

# BLUE COLLAR CREATIVE

NCITE was founded in 2020 by USMC veteran, RCAD alumni, and award-winning brand & creative director, Christopher Campbell.

We're rooted in the belief that only three things matter when trusting another business to communicate your brand — experience, ability, and integrity.

We've crafted content & marketing strategies for global brands, products, destinations, and businesses of all sizes. We offer professional creative & marketing services — with an emphasis on the word 'professional'. There's certainly no shortage of creative & marketing solutions to consider when you are working to grow your business; we'll never forget that when you consider working with NCITE Creative & Marketing.

SPARK BY CREATIVE SPARK.



## FAN THE FLAMES.

Don't let your brand's fire go out, spark by irreplaceable spark.

Craft the engaging video, beautiful photos and thoughtful design your business needs.

Build the critical creative & marketing touchpoints today's consumers expect from a brand.

Grow your business into a legacy brand — with loyal advocates who connect with and admire your story.

**NCITE Creative & Marketing, the creative spark needed to ignite your brand.**

Photos here

in 5 min

# LET'S BUILD YOUR BRAND.



HOPE TO SEE YOU (*AND YOUR BRAND*) SOON.

Thank you, sincerely, for taking some time to learn about NCITE Creative & Marketing.

NCITECREATIVE.COM | 208.916.8868 | Hayden, ID



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