



forward motion

 ZEAR MEDIA INC.



Why Zeal Media?

Most business owners are skilled at their craft, whether they're a retail shop owner, restaurateur, hair stylist or contractor.

If you're like most entrepreneurs, when it comes to operating a business, you probably learn a lot by trial and error.

What entrepreneur hasn't spent countless hours learning the art of bookkeeping or promotional flyer design?

The problem is that your marketing needs to work quickly. Time and budgets don't allow for years of testing.

Small business owners need a marketing agency that understands how to reach their ideal customer.

That's where we come in.

Why Small Business?

From day one, we have been drawn to small business—the ups, downs, challenges and victories.

It's rewarding knowing that we're helping small business owners put their kids in sports, music lessons, put braces on their teeth and send them to summer camp.

There's no better feeling than helping an entrepreneur reach next-level growth in their small business.

We have helped hundreds of small business owners—just like you—reach new customers, increase sales and hit next-level business growth.

We are honoured to share in our customers' success!

Marketing Strategy

Benjamin Franklin said "If you fail to plan, you are planning to fail."

Marketing strategy is necessary in small business; it's what separates those who succeed from those who remain average.

Our process begins by breaking out target demographics in your industry to find your ideal customer.

We take that data and develop a marketing strategy. Understanding consumer behavior, we determine the best platforms to position your products and services to bring the greatest return on investment.

Implementing the marketing strategy and being held accountable to monthly goals, you'll see your business take flight.

Don't be surpassed by your competitors and their marketing efforts. Be in control of your business growth.

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself. ~ Peter F. Drucker





Website Design

Less than half of Canadian small businesses have a website, and of those who do, few know if their website is actually reaching potential customers.

It used to be that having a pretty website was enough, but now it's imperative that your small business has an **effective** website.

With 80% of internet searchers staying on page one of search results, it's important to rank high in online searches.

Effective websites are optimized for search engine algorithms, abiding by their standards in exchange for a higher ranking in search results.

Our mission as website developers, is creating a website that brings a return on investment—generating leads and converting potential customers into paying customers.

We build effective websites and ecommerce solutions that are mobile responsive with search engine optimization (SEO), built on our secure web hosting platform.

If you think good design is expensive, you should look at the cost of bad design. ~ Ralf Speth

Ralf Speth

Graphics & Branding

Making an impression on a potential customer happens within moments of initial contact. Your brand is your reputation, purpose and vision rolled into one.

Whether your core philosophy is customer service, low prices, great products or a memorable user experience, a consistent brand image will give the customer confidence and trust in your business.

Consistency is important and should carry through from the company logo, website and social media accounts to email signatures and promotional media that is sent out from the business.

Each marketing piece that we create is done with the target demographic in mind. We incorporate an engaging call-to-action to grab the potential customer's attention and trigger a response.

With **over 20 years** of graphic design and branding **experience**, we've got the skills to get your business noticed!

If your business is not a brand, it is a commodity.

~ Donald J Trump





Digital Marketing

An effective website design is important, but sending traffic to that website is even more important.

No more blanketing an area with an ad and crossing your fingers that the right person will contact you to make a purchase. Not only that, the cost of digital marketing is fairly affordable.

It's all about reaching your ideal customer. Digital marketing is highly targeted with in-depth statistics that simply weren't possible with traditional, offline marketing.

Analytics allow advertisers to understand precise details about their ideal customer—things like age, gender, location, interests, education, income level and more! Using these statistics, you can accurately target people who are interested in your products and services.

Looking to improve your digital marketing game? We provide consultation, training and strategy to help our customers get the most out of their digital marketing.

Business has only two functions—marketing and innovation.” ~ Milan Kundera

Milan Kundera



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