



# HMG CREATIVE

Brand | Web Design & Development | Marketing

# CORE SERVICES

## What are we experts at?

HMG Creative is an award-winning, full-service digital agency that boosts the marketing efforts of growing brands with creative services in brand, design, development, and marketing. As a collaborative partner, we deliver creative expertise and unmatched reliability to empower your next business evolution.



### Brand

Shaping your identity by discovering your unique brand story and equipping you to live the message.



### Design

Applying creativity and innovation to visually express your brand values and personality.



### Development

Developing clean code, custom features, and intuitive functionalities to make your brand aesthetic a digital reality.

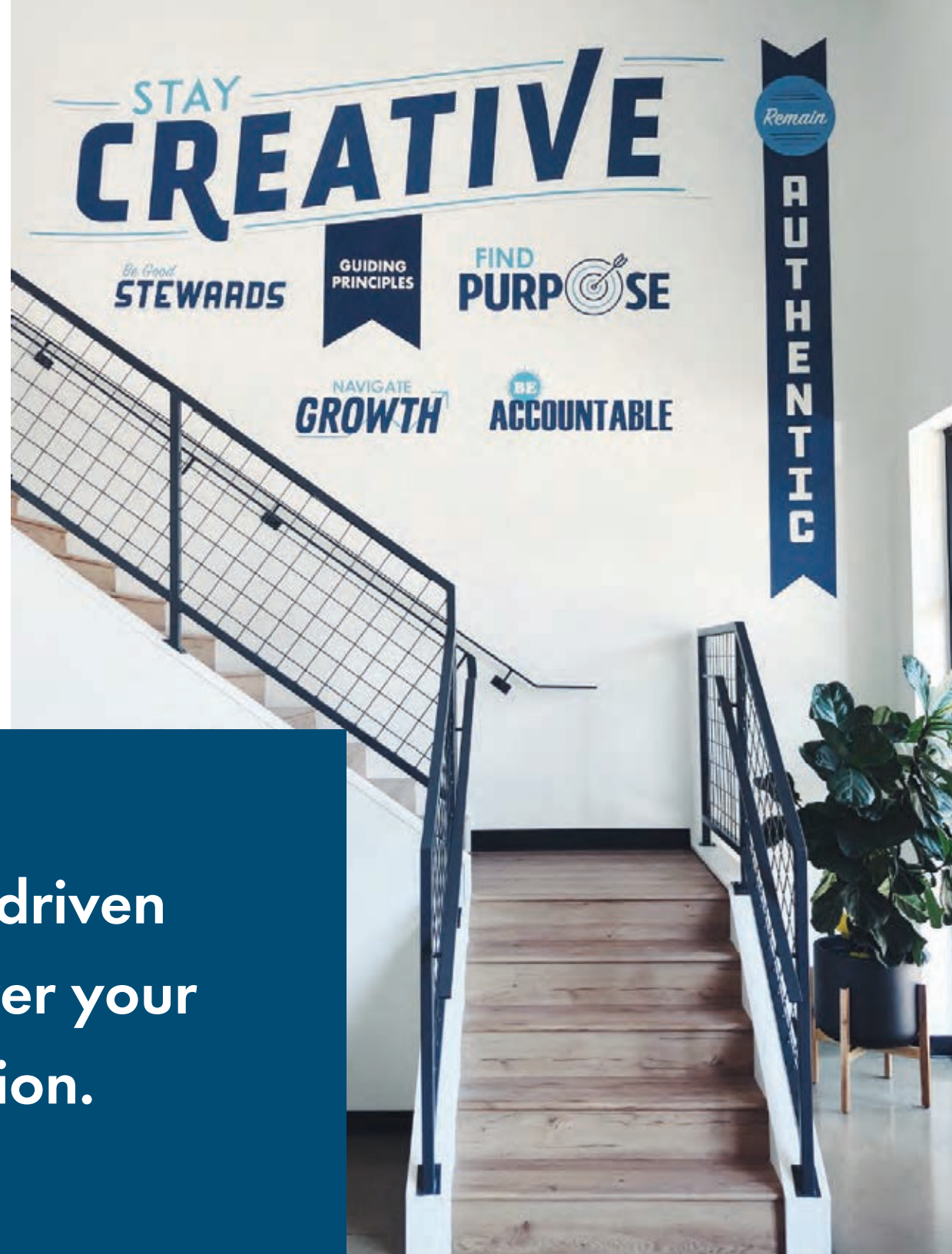


### Marketing

Leading your brand down the most efficient avenues to reach, engage, and delight your ideal customers.

# OUR MISSION

Delivering purpose-driven  
strategies to empower your  
next business evolution.



# OUR STORY

How did we get our start?

- **2003**  
Hometown Marketing Group founded in Carlsbad, CA
- **2008**  
Johnny Jeffers joins HMG as Creative Director. HMG opens first office space in Vista, CA.
- **2011**  
HMG rebrands as HMG Creative and relocates to Austin, TX.
- **2019**  
The HMG team expands and builds out a new office space in the heart of Austin.



# WHY HMG?

Our team of experts become an extension of your team.

## EXPERTISE

All our team members are mid to senior level talent with diverse backgrounds and expertise.

## AUTHENTICITY

We're real people who want to get to know the people behind your brand.

## FUTURE-MINDEDNESS

We design for future growth and expanded, long-term partnerships.

## COMMUNICATION

We set expectations upfront for clear communication and unmatched reliability.





# WHO WE ARE

2  
Artists



5  
Photographers



5  
Musicians



2  
Entrepreneurs



3  
Chefs



2  
Veterans



5  
Native Texans



# METHODOLOGY

## Purpose-Driven Design

In purpose-driven design, every step forward is thoughtfully calculated and strategically determined.

- ✓ Uncovering your brand's "why" as the foundation for your project.
- ✓ Strategically mapping out our approach before embarking on a new project.
- ✓ Identifying your overall business goals as our starting point.
- ✓ Making purposeful design decisions based on research and data.
- ✓ Using research to deliver the most efficient, effective solutions.

## Advantages



Strategy



Intentionality



Connectivity



Longevity

# OUR PROCESS

**Our tried-and-true process is built on one rule: no shortcuts.**

From one step to the next, we strategically plot our next move before charging forward – all for the sake of a little something we like to call results.



## DISCOVER

Become experts in your brand.



## EXECUTE

Hammer away to create and build your project.



## OPTIMIZE

Revisit our approach and find where improvements can be made.



## STRATEGIZE

Map out our course of action based on research and data.



## ANALYZE

Check our work and interpret the results.



# WHO WE'VE PARTNERED WITH:



**ThermoFisher**  
SCIENTIFIC

**true**<sup>™</sup>  
CABLE



**SpyCloud**

**RAISE**<sup>SM</sup>  
YOUR HAND TEXAS



# OUR SUCCESSES

17

Years of Business

10+

Awards Won



# CAPABILITIES

How can we help your business grow?



## BRAND

- Brand Story Discovery
- Visual Brand Identity



## WEB DESIGN & DEVELOPMENT

- Web Design
- Web Development
- Website Hosting & Maintenance



## MARKETING

- Marketing Strategy
- Social Media Marketing
- Email Marketing
- Paid Search/PPC
- SEO
- Content Creation/Marketing
- Marketing Collateral Design



# BRAND

## Brand Story

Partner with us, and we'll take the time to get to know your team and unique history to shape it into a cohesive story that everyone in your company can tell. Your brand will become clearly defined and your message consistent, bringing power to your purpose and strength to your identity.

- **Discover the ambition**
- **Clarify the approach**
- **Live the message**



## Visual Identity

Derived from your core values, your brand's visual identity should embody your brand personality and ethos from the inside out. With fonts, color palettes, and logos, our designers establish a specific look and feel for your brand that audiences can see, identify, and recognize. Creativity, coupled with our artistic mastery, will bring your brand to life.

- **Identity Enhancement**
- **Identity Development**
- **Brand Standards Guide**

# Case Study

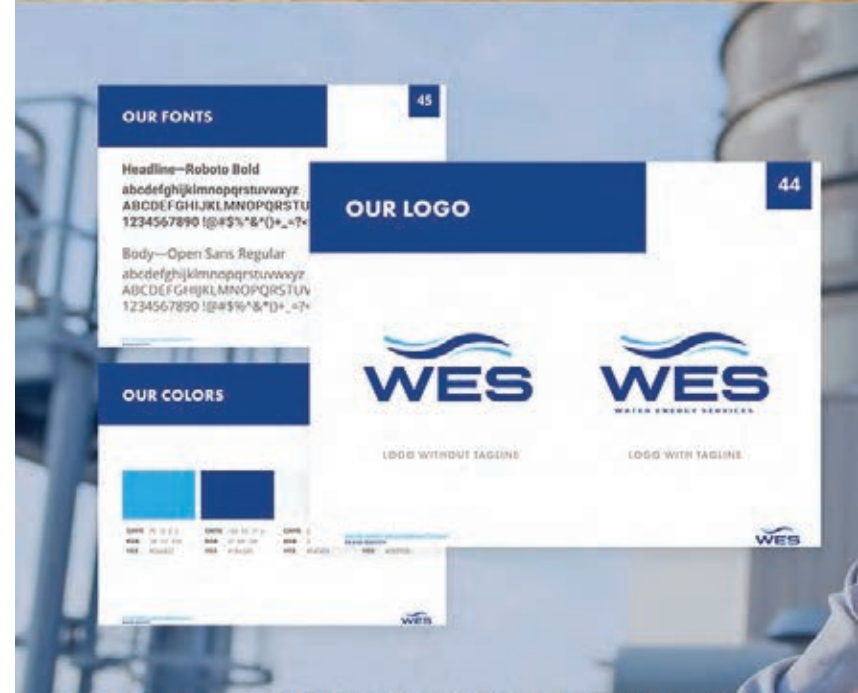
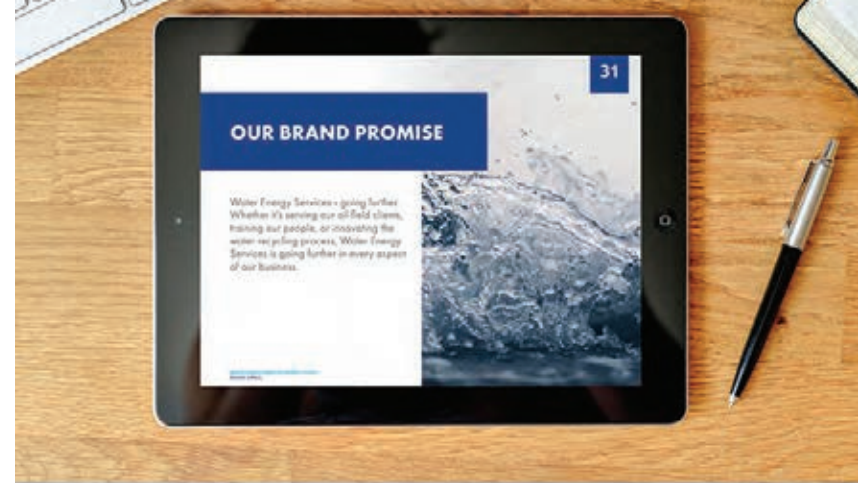
# WATER ENERGY SERVICES

## Brand Story

HMG helped Water Energy Services rediscover decades of rich history and establish a new sense of credibility as a reliable, quick, and efficient service provider.

## Brand Identity

We crafted a recognizable, powerful logo that would establish the organization as a prominent brand in the industry. The result was a professional, clean logo that can easily be identified out in the field or on a job site.



# DESIGN & DEVELOPMENT

## Strategy

Our strategic approach ensures your website isn't just beautiful – it's effective.

## Design

We create a sophisticated look and feel for your site that represents your brand and effectively engages your target audience.



## Development

Well-versed in open-source technology, our developers take the established design and translate it to clean, high-quality code.



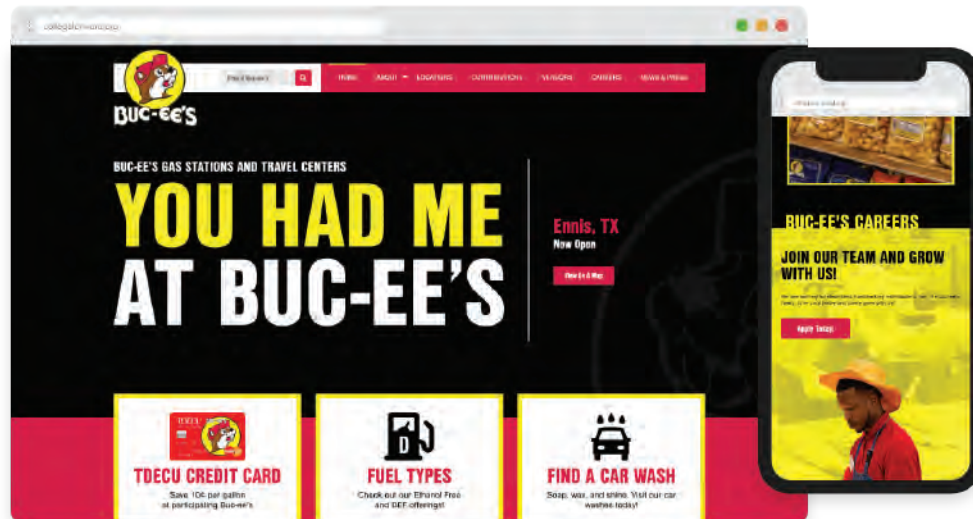
# Case Study

# BUC-EE'S



## Web Design & Development

HMG worked with Buc-ee's to help the hugely successful Texas brand update its digital presence with a fresh, modern website. Maintaining the traditional feel of the Buc-ee's brand, the newly designed site emulates the fun, busy energy of Buc-ee's stores while providing new ways for customers to connect in the digital space.



# MARKETING STRATEGY

In a marketing strategy, we develop the game plan to reach your target audiences – meaning maximum results for your marketing efforts. We'll map out strategic messaging to engage with each audience in the most effective way, at the most effective time, and in the most effective place. The final result is a clearcut Marketing Plan – your brand's roadmap for the future.

Persona Definition

Identifying Channels

Strategic Messaging

Timeline & Budget

# Case Study

# TRUECABLE

## Marketing Strategy

HMG partnered with trueCABLE to solidify its brand, redesign its Shopify eCommerce site, and develop a comprehensive marketing plan. This marketing strategy included recommendations on how to best reach each target audience, based on a multi-faceted approach utilizing email, social media, PPC, and SEO marketing efforts. After partnering with HMG for ongoing marketing services for over a year, trueCABLE's brand has experienced monumental growth. Now, trueCABLE is known as a top contender among industry professionals for high-quality, reliable products.

**true<sup>®</sup>**  
**CABLE**





# DIGITAL MARKETING



## Email Marketing

Stay in touch with customers and engage with prospects through strategic email campaigns using a customized email template created to represent your brand.



## SEO Foundation

It's crucial to build a website with a solid SEO foundation, but SEO doesn't stop there. An organic search strategy is a long-term plan to help your website continually gain organic visibility in search engines.



## Social Media Marketing

Shape your social presence to show off your brand's personality to the digital world, engage new audiences, and cultivate true customer loyalty.



## Content Marketing

Turn strangers into advocates with compelling content that attracts your target audience and builds trust as you provide value to their lives.



## Paid Search / PPC

Increase your site's visibility on search engines with paid search campaigns that drive traffic and boost engagement.



## Collateral Design

Add a distinct look and feel to your marketing assets with quality design that ensures a flawless visual representation of your brand, both digitally and in print.

# Case Study


# THERMO FISHER

## Email & Web Production


Partnering with several premier brands of Thermo Fisher Scientific, HMG Creative team members have been involved in both short-term and ongoing projects in digital production, UX/UI design, email strategy, and social media marketing. For 5+ years, HMG has integrated into various divisions, including the Life Science Group (LSG) and the Chromatography and Mass Spectrometry Division (CMD) as a trusted vendor for this global corporation.



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Reactions




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# HOW WE WORK TOGETHER



## MONTHLY RETAINER

Engage with us on a monthly basis for ongoing marketing services (minimum 3-month commitment).



## FLAT-RATE PROJECTS

We'll build out a proposal scoping the estimated level of effort needed to execute on your project.



## BLOCK OF HOURS

Pre-purchase a set number of hours where our team members can execute on a variety of tasks at any point within a 3-month period.





Ready to cultivate purpose-driven  
growth for your brand?

Let's Get Started:

[hmgcreative.com](https://hmgcreative.com) | 888-744-0464