



AGENCY RÉSUMÉ.....

AT-A-GLANCE

- Proven Creative.®
- Principal: Peter Lee Getman
- Right coast office: 603.430.1110
- Left coast office: 360.892.0499
- 300 brands positioned and launched since 1988
- 4 of 5 clients report surpassing revenue projections within 12 months
- Billions of web impressions created annually

MICROARTS CREATIVE AGENCY, SINCE 1988.

MicroArts is a brand launch agency that delivers brand ubiquity through marketing communications across all media that are laser focused on driving new revenues. As an elite team of multidisciplinary specialists, our experience runs deep in brand development and positioning; website design and development; lead generation programs, social media engagement platforms and advanced search engine marketing.

We choose our clients as carefully as they choose us and immerse ourselves in their business, resulting in an exceptional brand launch track record. Ultimately, our success is determined by our clients' successes, nothing else.

BRAND LAUNCH TEAM

Our team provides a high level of service to a small number of brands positioned to move quickly. As individuals, we are as different as the seasons; but as a team, we go all out to achieve the extraordinary for our clients.

CLIENT PROFILE

Our clients range from VC-funded start-ups to publicly traded companies. Yet commonly, all are driven to first position their brand for rapid growth and then aggressively and comprehensively build brand ubiquity in all their target markets. Moreover, they demand marketing communication programs that yield predictable results. Culturally, we work as a direct extension of their marketing department, communicating as one team.

AGENCY CAPABILITIES

Comprehensive brand expertise:

- Brand naming
- Brand positioning
- Brand identity design
- Environmental brand design
- Brand launch communications
- Interactive eCollateral system design
- Graphical user interface design
- Consumer package design

Deep Internet marketing expertise:

- Internet marketing strategy
- Website strategy and development
- Internet lead generation
- Search engine optimization
- Website conversion optimization
- Search advertising [PPC]
- Social media marketing
- Blogosphere engagement
- Banner advertising
- Mobile marketing
- Viral marketing
- Webcasts

Traditional marketing communications:

- Print advertising
- Broadcast advertising
- Direct mail
- Brochure and collateral design
- Tradeshow programming and materials
- Point-of-purchase
- Public relations
- Guerilla marketing techniques

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Send us a text



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on Facebook



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View our portfolio



Visit our blog



Meet our team



Take a peek at
our culture



Watch client
testimonials



MicroArts history.
A timeline.



CLIENT EXPERIENCE

Our team is actively working with clients in a variety of industries to build their business and extend their brand ubiquity.

BUSINESS TO CONSUMER BRANDS



BUSINESS TO BUSINESS BRANDS



VERTICAL MARKETS

Consumer Electronics

Education

Energy

Food & Beverage

Green

Healthcare

Organics

Outdoor Retail

Pet

Software

Telecom

.Web