

# (quick) facts

Grafik is a team of creative thinkers who use business know-how, design, and technology to build smart and beautiful solutions that increase awareness, drive customer behavior, and grow market share. We're a woman-owned business (WBENC certified), established in 1978, with over 25 employees. With our network of technology and media partners we deliver a comprehensive set of services that include:

- › Brand consulting
- › User experience design
- › Advertising & media
- › Search engine marketing
- › Integrated design services
- › Interactive marketing
- › Social media

## Detailed Services:

### BRAND CONSULTING

- › Primary research
- › Assessment and analysis
- › Strategic planning
- › Brand definition and identity
- › Awareness and acquisition programs
- › Brand standards (online & traditional)
- › Brand stewardship
- › Social media monitoring

### INTEGRATED DESIGN SERVICES

- › Print communications
- › Interactive
- › Advertising & media
- › Creative writing
- › Photography
- › Illustration

### INTERACTIVE MARKETING

- › Websites and emerging media
- › User experience design and testing
- › Information and interaction design
- › Analytics and reporting
- › Advertising
- › Search marketing
- › Social media

### TECHNOLOGY SKILLS

- › Flash, Flex, Ajax
- › ASP, JSP, Perl, PHP
- › HTML, XML, CSS, DHTML JavaScript
- › Basic CRM, CMS, DBMS
- › Quality Assurance

## Contact:

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