

### What Others Say About Us ...

"Lisa helped craft marketing and sales collateral, often under unreasonable conditions. She has always proved to be a true team player – always readily accepting and meeting difficult deadlines. Her writing is strong, she 'gets it' quickly, and she is highly professional."

— Robin Seidenberg, AT&T

"Kevin is an exceptional individual. Our team and company relied on him to create processes and programs to develop data warehouses and electronically deliver them to sales personnel located throughout the world. In his typical fashion, he hit a home run!"

— Drew Englehart, Merck & Co.

"Congratulations on the super promotional piece you developed for your consulting service. It's one of the best-written things I've seen in a long time. But that's no surprise."

— Don Bagin, Communication Briefings

"Kesa Creative did an outstanding job creating our website and marketing materials. Highly recommended to anyone looking to increase their business."

— Sandra Koehler, Blackwood Body Works

"I very much like the new look of www.nutsbolts.com. Great job! We continue to list this site as one of the "Top Ten" places to go for nonprofit resource referrals. Keep up the good work!"

— Scott Sheldon, Arizona State University's Nonprofit Management Institute

"I wanted to let you know that you were recommended to us by Temple University as a writer. We are very pleased that we took their recommendation. You did a fabulous job. We will be sure to contact you in the future with additional projects."

— Lisa Grubb, Unisys Corporation

### Why Would You Need Our Creative Services?

Whether you have an immediate project or a future need, you now have a proven creative resource on file.

#### Call us if . . .

- ☒ you don't have a creative team.
- ☒ your creative team is over loaded.
- ☒ you can't afford to hire a full-time staff person.
- ☒ you lack the expertise.
- ☒ you're under a tight deadline.
- ☒ you need objectivity or a fresh perspective.
- ☒ your light workload doesn't justify a full-time position but you occasionally need help.

### KESA CREATIVE

web design • marketing communications

4623 Tiffany Woods Circle  
Oviedo, FL 32765

Phone: (407) 677-6564  
Email: [info@KesaCreative.com](mailto:info@KesaCreative.com)  
Website: [www.KesaCreative.com](http://www.KesaCreative.com)

### KESA CREATIVE

web design • marketing communications



### Your Creative Resource

- Website Design
- Website Hosting
- Website Consulting
- Website Critiques
- Online Marketing
- E-Business Strategy
- Marketing Communication

[www.KesaCreative.com](http://www.KesaCreative.com)



## What Kesa Creative Can Do For You

When you need help with "all that creative stuff" — like website creation, design and hosting; copywriting and editorial consulting; online and print marketing; and e-business strategy — turn to Kesa Creative.

Kesa Creative specializes in helping small- to medium-size businesses get noticed. More importantly, we offer a unique blend of experience — computer programming, website design, writing and marketing — to bring you a synergistic, cost-effective solution. *Bottom line:* you get the most bang for your buck.

**If you need a website,** we do more than just make a site look aesthetically pleasing. We use our background in computer programming to make a functional, dynamic, professional website that boasts an eye-catching design. And our services don't stop there. With our marketing communication expertise, we can also write the content for your website, help you develop an online marketing strategy (i.e., search engine placement, e-newsletters, e-mail campaign, etc.) and tie this website into your overall business strategy. We can also help you automate office procedures and develop database-driven processes (such as creating customized reports, mail merges and e-mail auto-responders) to further streamline your work. This collaborative approach is what sets us apart from the competition.

**If you need traditional marketing communication pieces** — like newsletters, brochures, articles and direct mail pieces — we can write materials that target both internal and external audiences. Using our public relations and marketing background, we've helped large and small businesses, non-profit organizations and associations achieve a variety of marketing communication goals. Whether you aim to educate your audience, enhance your company's image, generate inquiries, increase sales, build awareness or announce new products and services, we can help you achieve your goals, too.

---

Now that you have a general idea how we can help you, here's a specific look at the services we provide:

■ **Website Creation & Design:** We can create everything from a simple business web presence to a dynamic, integrated website with interactive and e-commerce functionality. We offer a variety of website services, including website design (planning, design, layout, deployment); interactive website applications development (database-driven solutions, e-mail autoresponders); e-commerce functionality (online store, credit card transactions, customer service functions, shipment tracking); as well as website support and maintenance (staff training, website updates, etc.).

■ **Website Hosting:** By partnering with the leading web-hosting company, we can give your website an affordable, reliable, secure home on the Internet.

And if you use Kesa Creative to develop, host and market your website, you're dealing with one company for all your website needs. This simplifies the entire process for you.

■ **Website Consulting:** No matter where you are in your website development, we can help you create or refine your e-business strategy and online marketing campaign. If you already have a website but you're dissatisfied with it, we can rework and redesign the site so it produces the results you want it to. Finally, if you have your own creative talent but you want an objective opinion of your existing site, we also offer a website critique service. We'll highlight your site's strengths and weaknesses and offer suggestions for improvement which you can pass on to your creative team.

■ **Marketing Communication:** We can create a variety of print materials to help you effectively promote your business. For example, we can write content for Internets, Intranets, newsletters, brochures, sales letters, flyers, media relations materials, feature articles, handbooks, manuals, business documents and other collateral pieces. We can also provide editorial consulting where we evaluate, edit and/or rewrite existing website content or previously published materials.

---

In summary, by combining our business knowledge with our deep understanding of technology, we can help your company achieve its goals.