



BUILDING BRANDS & BOTTOM LINES SINCE 1975

TEAM



Paul Cowley
Founder,
President
& Co-Creative
Director



Gail Cowley
Executive
Vice President



John Hoeschele
Co-Creative
Director,
Copywriter



Chris MacSaveny
Web
Developer



Bob Raymonda
Art Director



Mary Bruce
Office Manager
& Accounting

SERVICES

- Cowley/360
- Strategic Planning
- Research
- Sales Support & Lead Generation
- Branding
- Graphic Design
- Advertising
- Web Development
- Social Media
- Digital Marketing
- E-mail Marketing
- Media Strategy & Execution

SECTORS



Industrial / Tech



Health Care



Municipal



Professional



Nonprofit



Education

CLIENTS

- Hematology/Oncology Associates of CNY
- Environmental Design & Research
- SRC
- CenterState/CEO
- ECR International
- Synapse LLC
- AIMS Parking Management Solutions
- Among others *(references available upon request)*

PARTNERS:



OUR MISSION: CREATIVELY EXCEED
OUR CUSTOMERS' EXPECTATIONS
WITH ENTHUSIASM!

FOR ADDITIONAL INFORMATION VISIT
WWW.COWLEYWEB.COM

COWLEY/360

Cowley 360 is a holistic, fully integrated process that will deliver you solutions for your business strategy, marketing messaging, sales strategy, and key management capabilities.

Cowley 360 helps businesses:

- Stabilize (if needed)
- Differentiate, brand, launch and promote -- companies, products, and services
- Increase biz-dev opportunities and sales
- Increase top-line revenues and profitability

Cowley/360 scope & deliverables include...



Strategic audit, assessment and recommendations focused on:

- Strategic direction
- Financial capacity
- Sales strategy
- Management execution



Marketing communications audit, assessment & recommendations based on:

- Review of brand, positioning, key messages
- Competitive analysis
- Market & brand surveys
- Assessment of marcom (advertising, web, social media, etc.)



Marketing plan and creative concept development, to include:

- Key messaging
- Communications strategy recommendations
- Creative concepts
- Budget recommendations and measures

For deliverables outlined above: \$15,000

- Mutually agreeable payment schedule based on project phases
- Additional execution and implementation phases (e.g.: full execution of marketing plan) to be defined and quoted separately

INVESTMENT