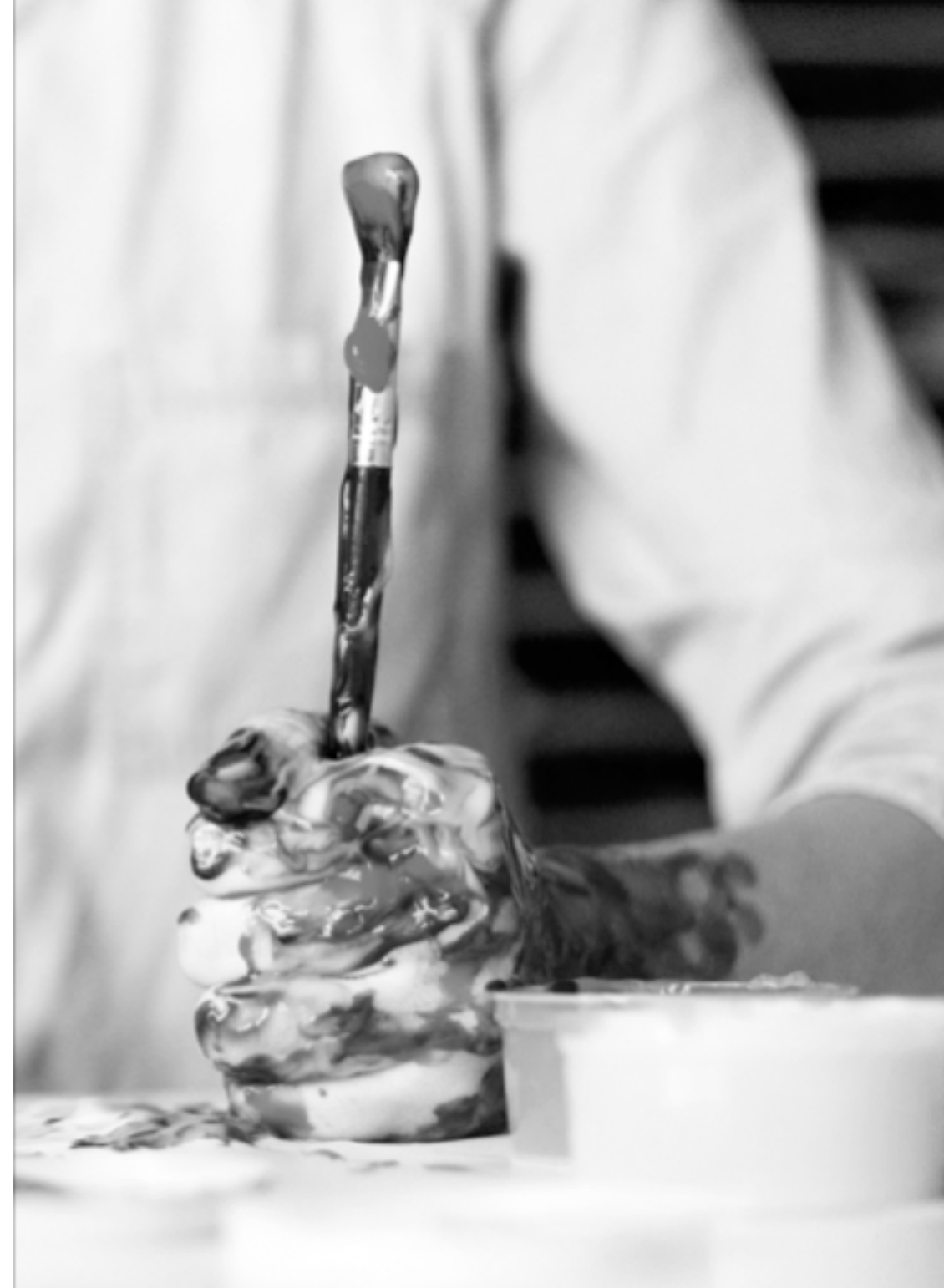




B A K E R S T R E E T
D I G I T A L M E D I A



WHO WE ARE

Baker Street Digital Media is a full service advertising agency with an emphasis in digital advertising. We are located in the small town of Opelika, Alabama. We believe in big ideas from a small town. Practically the totality of human knowledge can be found with a few keystrokes strung together from anywhere. We enjoy the freedom small town life gives us to think and create.

WHAT WE DO

Our goal is to provide our clients with compelling campaigns through carefully crafted messages and measurable results. We believe that a campaign shouldn't be made up of guess work. It should be clearly carefully thought through and executed.





HOW WE DO IT

We use three words to describe our process: Message - Metrics - Repeat. The Creation of the Message can be compared to a molecule. It is a continuous entity that is made of multiple parts, but holds itself together. When all the parts come together, it works flawlessly the way it was designed to. The Metrics portion of our process can be thought of as a type of measurement. This is where we measure the results to ensure that everything adds up the way it should. And then we repeat the process.

INTRODUCING

THE MOLECULE
OF **AWESOME**



BRAND PERSONALITY

Who is your brand? What is the life of your business that makes you who you are? What traits make you human and relatable to your customers? We immerse ourselves in the essence of your business to discover your unique personality. Our expertise and thorough research work together to bring you a brand personality that that will draw your customers into a profitable lifetime relationship with your business.



POSITION

What is your brand's position in the marketplace? What does your business do and who is it for? By developing a positioning statement, we are able to define the demographic and category of your business.



THE BIG IDEA

What are you truly selling? At this step, we go below the surface level to reach the depth of who you are. Reaching your customers on an emotional level makes you an inseparable part of their life. You're not just an additional amenity, you are their dependable and familiar friend. This is how a lifelong customer relationship begins and flourishes.



YOUR CAMPAIGN

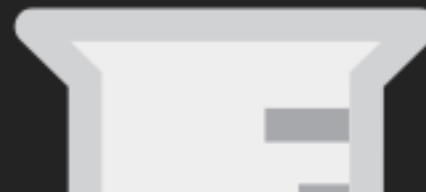
How do you communicate your big idea to your customers? Our next step is to use your brand identity to engage with your audience in a human way. Drawing from user experience research, we craft a plan that tells your story and invites your audience to be a part of it.



THE ASSETS

A strong visual identity is crucial to building relationships with your customers. During this step, we create graphics that reflect every detail of your brand personality.

MEASURING
AWESOME



Where are your customers looking and what media do they use? After thorough research, we select delivery channels that will most effectively connect with your brand personality to your customers in a personal way. Using Google Analytics and During this step, we develop data from delivery methods, we closely monitor each campaign to ensure that you are reaching the right people. We are able to evaluate how ads perform, as well as acquire quantitative data which we use for crafting the next message.



DELIVERY



CRM DEVELOPMENT



ANALYTICS

**REPETING
AWESOME**

Once we have designed your campaign and watched the way it performs, we simply repeat the whole process every time an advertisement needs updating or tweaking to ensure optimal performance.



WHY IT MATTERS

Both Baker Street Digital Media, you can find your audience right where they are: and it's in the digital and physical worlds. It's not a 20-year-old website with a outdated design at the time and a great design is no longer enough to keep you in business. The new design is needed when at the point of sale location where they are that they're looking for the page, their and can be used with the digital page.





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