CREATIVE IMAGE

# Portfolio

## Elevating Brands, Driving Results

The Creative Image | 2025

CRAFTING IMPACTFUL STRATEGIES, TRANSFORMING BUSINESSES

# At The Creative Image, we don’t just market—we build brands that thrive.

Our expertise in digital marketing, brand strategy, and business automation drives real, measurable success. From local businesses to national enterprises, we create marketing solutions that not only attract but also convert and retain customers.




THE RIGHT CHOICE

# Why Choose Us?

**Data-Driven Marketing** – Every strategy is backed by insights and analytics.

**Custom-Tailored Solutions** – We craft unique campaigns suited to your business goals.

**Proven Track Record** – Our case studies showcase growth, expansion, and acquisitions.

**Full-Service Expertise** – From digital advertising to business automation, we handle it all.

Let's Build Something Extraordinary Together.

HELLO!

# Who We Are

At The Creative Image, we are more than a marketing agency—we are growth architects. We build, scale, and refine businesses through strategic marketing, branding, and automation. Our mission is to transform ideas into market leaders, helping businesses capture demand, optimize operations, and drive sustained profitability



## What Makes Us Different?

We don’t rely on cookie-cutter marketing strategies. Instead, we take a holistic, data-driven approach, customizing every campaign to fit your unique business model, industry landscape, and growth objectives. Whether it’s SEO, paid ads, business automation, or PR, we bring together the right mix of services to maximize impact.



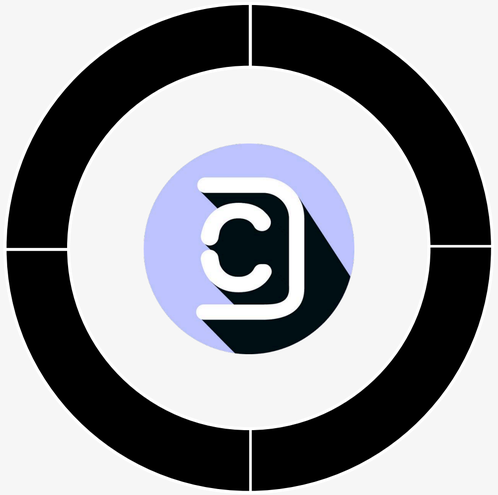
## Our Mission

To empower businesses with cutting-edge marketing solutions, blending creativity, technology, and strategy to create brands that don’t just survive—but dominate their markets.

# Our Unique Approach

### Strategy First

We dive deep into your business, industry, and audience before executing any campaign.



### Multi-Channel Mastery

From Google Ads to organic social media, we orchestrate the perfect marketing mix for your business.

### ROI-Driven Execution

Every marketing dollar is spent with a clear objective—growth, conversions, and customer retention.

### Scalability & Long-Term Success

We don’t just help businesses grow; we help them scale, automate, and expand into new markets.

OUR GUIDE

# Core Values

### Innovation

We stay ahead of trends, constantly evolving our strategies to keep you ahead of the competition.

### Results-Driven

Every action we take is tied to business growth and ROI

### Excellence

We push for exceptional outcomes in every campaign, treating each project as if it were our own.

### Transparency

No smoke and mirrors—just clear strategies, performance data, and measurable results.

### Collaboration

We work with you, not just for you, ensuring strategies align with your long-term vision.

### Adaptability

We pivot and refine our approach in real time, ensuring your brand thrives in an ever-changing market.

CRAFTING IMPACTFUL STRATEGIES, TRANSFORMING BUSINESSES

# Services Offered

At The Creative Image, we offer a full suite of marketing, branding, and automation services designed to help businesses attract, convert, and retain customers. Whether you're launching a startup, scaling a mid-sized business, or refining an established brand, our team crafts customized strategies that drive measurable results.



01

# Marketing Research & Strategy

Before launching any campaign, we dive deep into market trends, competitor analysis, audience insights, and business positioning to craft high-impact marketing strategies tailored to your business.

## Why It Matters

A data-driven strategy ensures that every marketing dollar is spent efficiently, maximizing reach, engagement, and conversions.

## Key Benefits

- ✓ Identify untapped market opportunities
- ✓ Craft a tailored roadmap for sustainable growth
- ✓ Position your business as a market leader

A client expanded from 1 to 9 physical locations and secured a buyout from a publicly traded company through our strategic planning.




02

# Website Design & Development

Your website is your digital storefront. We design and develop high-converting, user-friendly, and SEO-optimized websites that elevate brand identity and drive revenue.

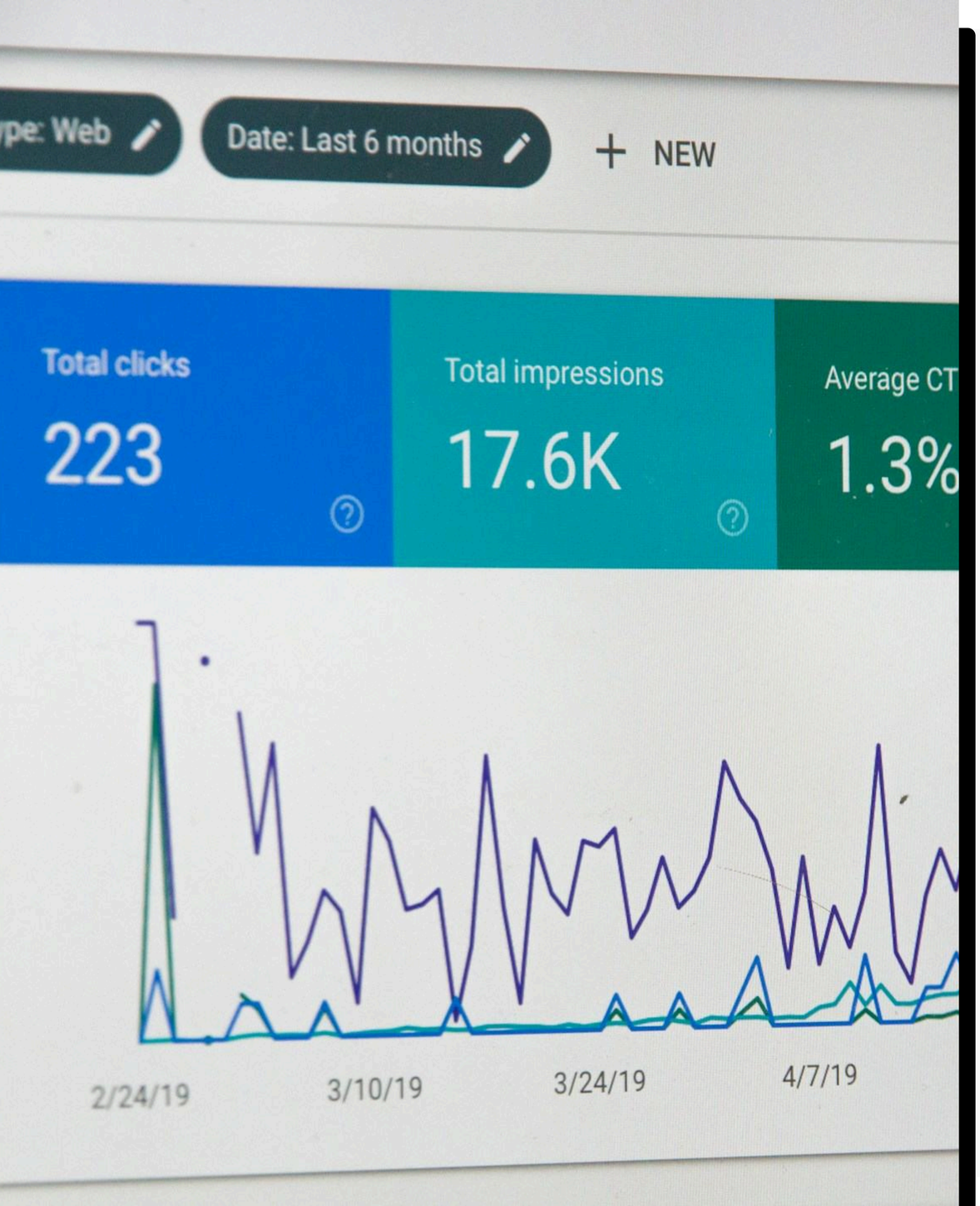
## Why It Matters

A poorly optimized or outdated website means lost customers and revenue. A fast, modern, and conversion-optimized website turns visitors into buyers.

## Key Benefits

✓ Custom-built for your brand and audience
✓ Optimized for speed, SEO, and mobile usability
✓ Integrated with eCommerce, lead generation, and automation tools

Increased eCommerce conversions by 12X, leading to a 550% boost in sales for a retail client.




03

# SEO & Content Marketing

We help brands rank higher on Google and attract organic traffic with a mix of SEO, content marketing, and digital PR.

## Why It Matters

80% of online experiences start with a search. If you're not showing up on Google's first page, you're invisible.

## Key Benefits

✓ Higher search rankings = more leads and sales
✓ Authority-building blog, video, and PR content
✓ Long-term traffic growth with sustainable SEO strategies

Increased organic traffic by 300%, resulting in a major retailer expanding into international markets.




04

# Paid Digital Advertising

We create data-driven, high-ROI ad campaigns across Google, Facebook, Instagram, YouTube, and TikTok to generate instant traffic, leads, and sales.

## Why It Matters

Fast-track your growth with laser-targeted ads that bring in high-quality leads immediately.

## Key Benefits

✓ Hyper-targeted ads to the right audience at the right time
✓ Conversion-optimized landing pages for higher ROI
✓ AI-driven ad testing to continuously improve performance

5X increase in lead efficiency for an insurance client, bringing in 3X more leads while cutting acquisition costs.



02

# Public Relations & Media Buying

We help brands get featured in top-tier media, industry publications, and high-impact advertising spaces, positioning them as authoritative leaders.

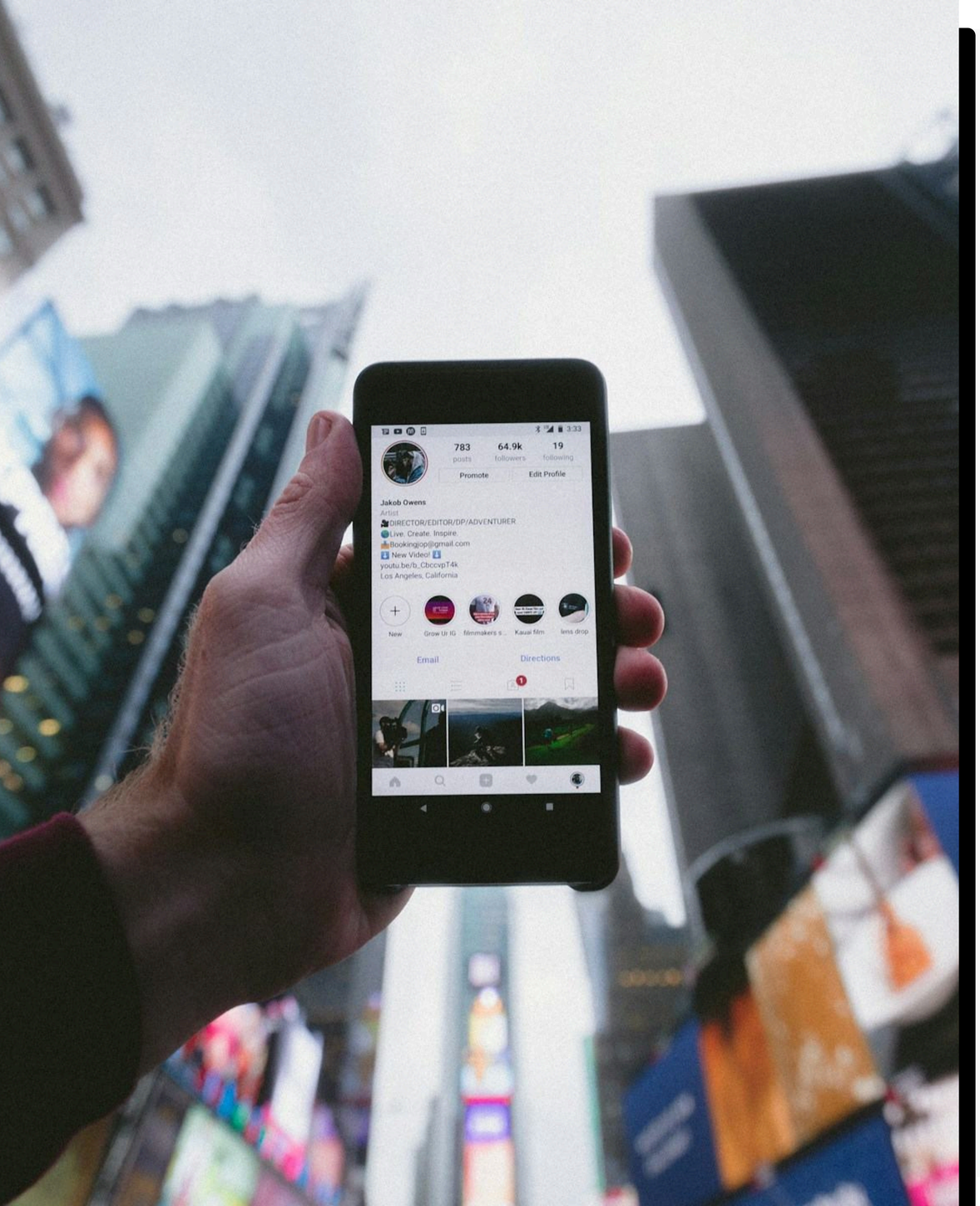
## Why It Matters

People trust brands they see in the media. PR exposure boosts credibility, customer trust, and long-term brand value.

## Key Benefits

✓ Gain trust and visibility through media coverage
✓ Build a reputation that attracts customers and investors
✓ Leverage strategic ad placements for brand awareness

A retail business landed a multi-million dollar acquisition after PR exposure boosted brand value.




02

# Social Media Management & Growth

We create, manage, and grow your social media presence across Instagram, Facebook, LinkedIn, TikTok, and Twitter, building engaged communities and brand loyalty.

## Why It Matters

Social media is a relationship-building powerhouse—a strong presence means higher engagement, brand awareness, and long-term loyalty.

## Key Benefits

- ✓ Done-for-you content creation & management
- ✓ Engaging, high-performing posts and campaigns
- ✓ Community growth & audience engagement

Increased engagement by 400%, driving thousands of targeted website visits from organic social media.



02

# Business Automation & Software Development

We streamline and automate marketing, sales, and customer service processes using AI, CRM integrations, and custom software solutions.

## Why It Matters

Scaling a business requires efficiency—automation saves time, reduces costs, and increases accuracy.

## Key Benefits

- ✓ AI-powered lead management & sales pipelines
- ✓ Automated customer retention & follow-ups
- ✓ Custom software solutions to optimize operations

Implemented an automated lead system for an insurance company, boosting agent efficiency by 5X and reducing churn to just 7%.




02

# Branding & Graphic Design

We craft visual identities that capture attention, differentiate brands, and create emotional connections with consumers.

## Why It Matters

Brand perception drives buying decisions—great design is a competitive advantage.

## Key Benefits

✓ Professional logo & brand identity development
✓ High-impact marketing materials (ads, packaging, presentations)
✓ Consistent brand messaging across all platforms

Helped a company reposition its brand for premium appeal, leading to national expansion and a 250% growth in revenue.

CRAFTING IMPACTFUL STRATEGIES, TRANSFORMING BUSINESSES

# Case Studies

Our work speaks for itself. At The Creative Image, we don’t just run campaigns—we build businesses, create demand, and drive real-world success. Below are some of our most impactful case studies, showcasing our expertise in digital marketing, branding, automation, and business growth.

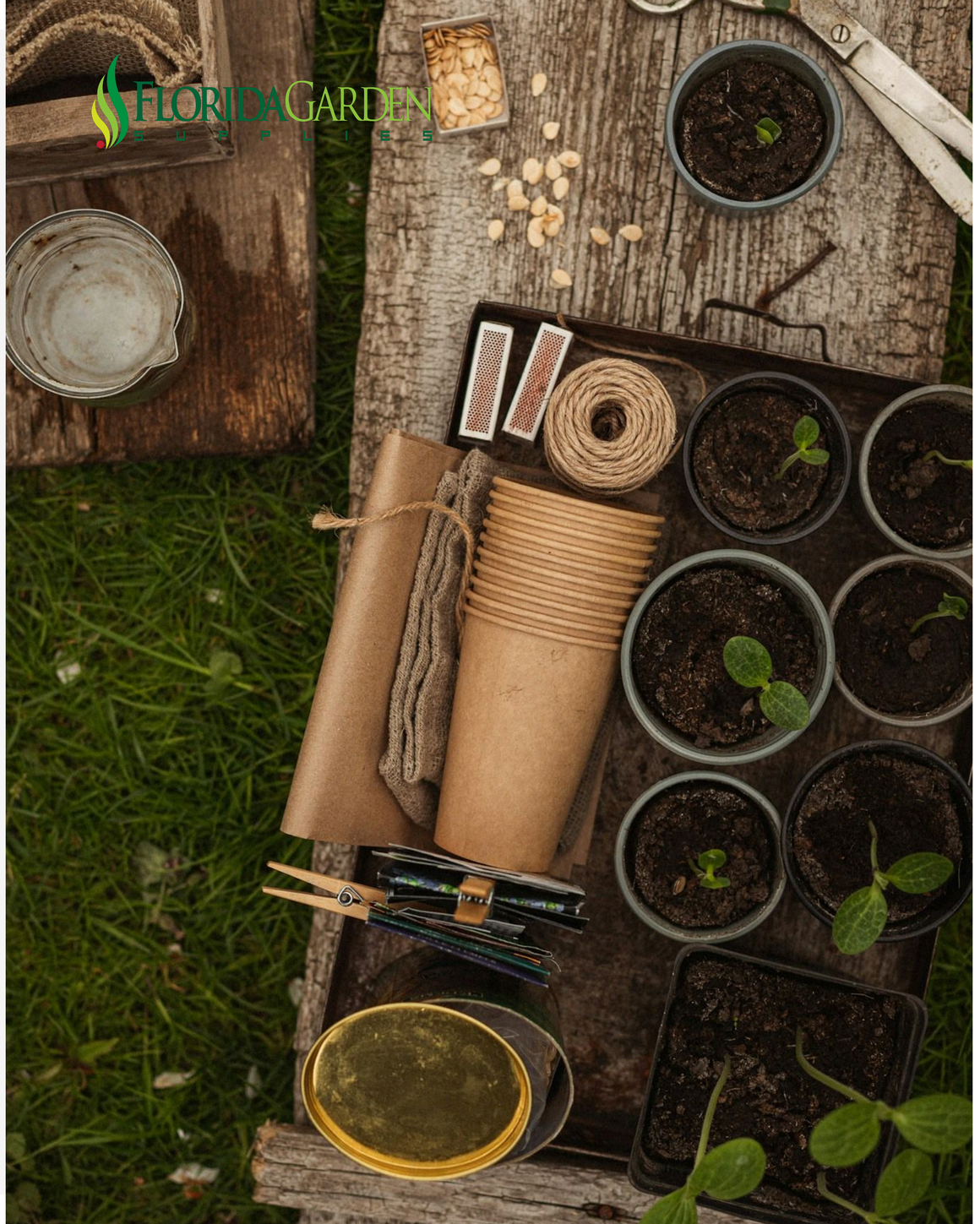
# Florida Garden Supplies – Commercial Retail

## The Challenge

Operating as a single-location retail store, Florida Garden Supplies struggled to capitalize on increasing consumer demand and lacked an eCommerce presence.

## The Strategy

We identified unique selling points and leveraged public relations to increase consumer demand organically. Expanding into eCommerce allowed them to tap into a wider audience and drive revenue beyond their physical store.



# Florida Garden Supplies – Commercial Retail

### The Execution

✓ Developed a scalable eCommerce platform
✓ Leveraged digital PR and organic strategies to increase brand recognition
✓ Expanded from a single store to 4 states and 9 locations
✓ Introduced franchising opportunities to sustain long-term growth



- Growth from $2.2M to $13.9M in yearly sales by 2022

- Attracted commercial clients and wholesalers overseas, representing 80% of recurring revenue

- Acquired by Grow Generation, a publicly traded company, due to its rapid growth and scalability

★★★★★

# Las Madrinas de los Seguros – Insurance Marketplace

## The Challenge

The company’s agents were wasting time on unqualified leads, reducing efficiency and profitability.

## The Strategy

We implemented a streamlined lead pipeline, expanding the marketing funnel while filtering leads through automation, ads, radio, PR, and call center pre-qualification.



# Las Madrinas de los Seguros – Insurance Marketplace

### The Execution

✓ Partnered with 5 U.S. insurance companies and 3 Latin American firms
✓ Implemented automated lead routing, targeting, scripting, and performance tracking
✓ Built a call center operation to pre-qualify leads, ensuring agents only spoke with serious prospects



# Subzero Dry Ice – Business Services

## The Challenge

Having already captured 80% of the South Florida market, Subzero Dry Ice needed a demand-driven expansion strategy for the rest of the U.S.

## The Strategy

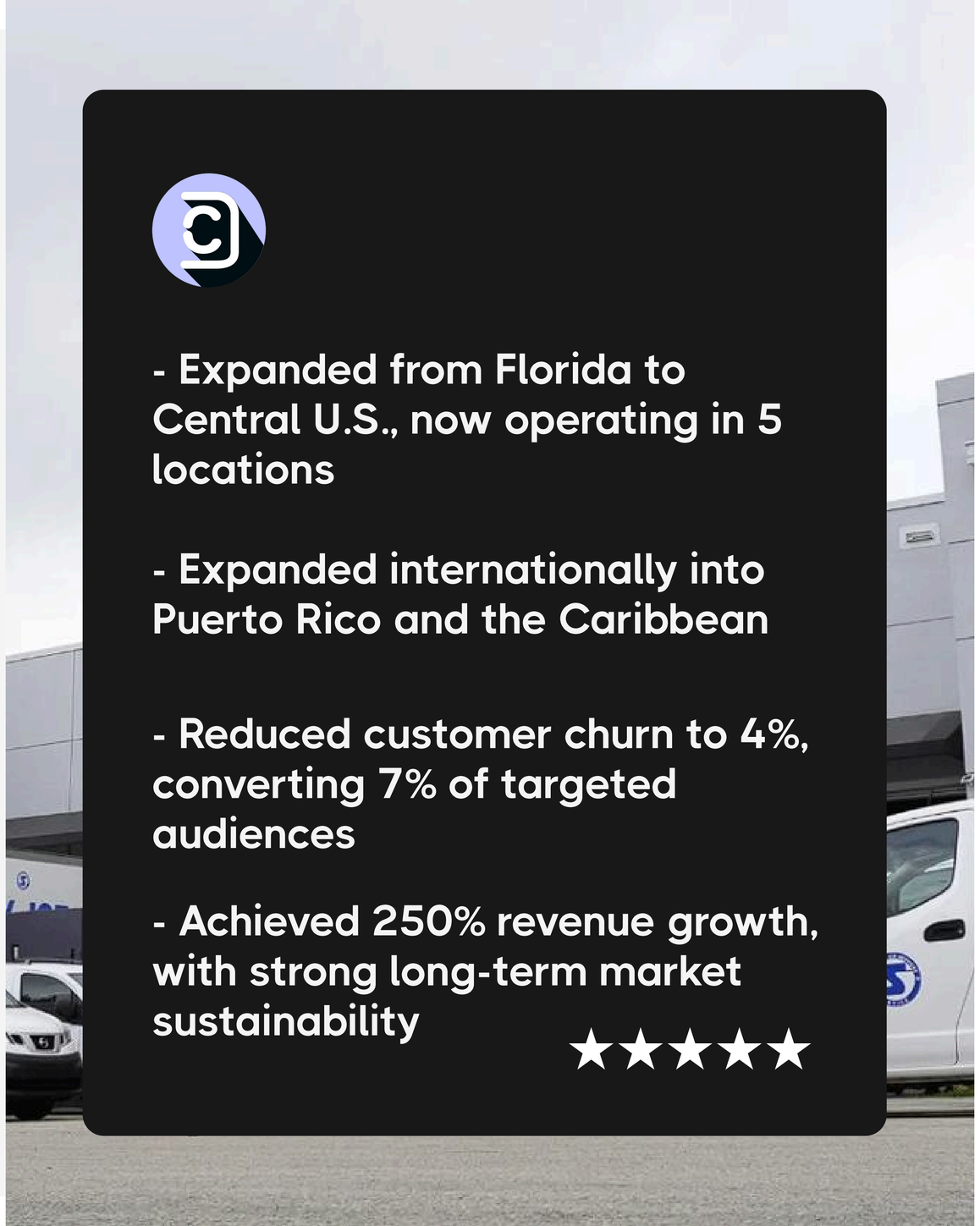
We executed a multi-phase expansion, optimizing the brand's online presence, PR, and digital marketing, then scaling operations based on demand.



# Subzero Dry Ice – Business Services

### The Execution

✓ Rebranded & optimized digital presence across all channels
✓ Built an eCommerce platform for online orders
✓ Used demand-based data analytics to identify high-potential markets
✓ Deployed targeted digital ads and PR campaigns to fuel expansion



- Expanded from Florida to Central U.S., now operating in 5 locations

- Expanded internationally into Puerto Rico and the Caribbean

- Reduced customer churn to 4%, converting 7% of targeted audiences

- Achieved 250% revenue growth, with strong long-term market sustainability

★★★★★

# Roller Skate USA – eCommerce Retail

## The Challenge

The company’s outdated eCommerce strategy allowed competitors to capture market share, limiting revenue growth.

## The Strategy

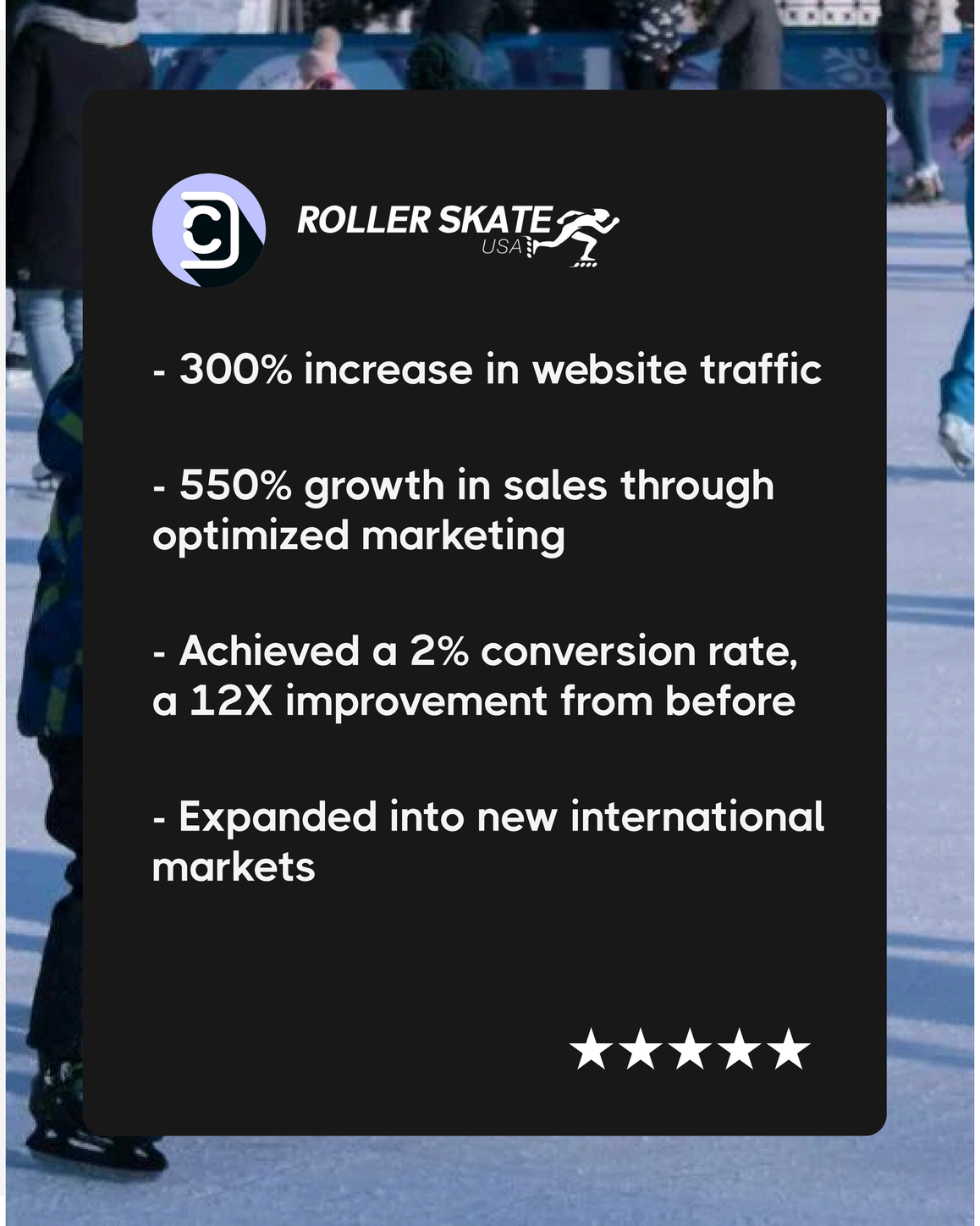
We rebuilt their website as a high-performance business platform, shifting the focus from popular products to ROI-driven product selection and expanding into niche, high-demand markets.



# Roller Skate USA – eCommerce Retail

### The Execution

✓ Redesigned & optimized website, increasing usability and conversions
✓ Identified high-margin niche products to target in marketing campaigns
✓ Expanded internationally, entering Colombia and Argentina’s speed skating market
✓ Automated business operations to improve efficiency



01

# AP Medical Research – Medical Research & Patient Acquisition

## The Challenge

Finding niche patient groups for clinical trials was inconsistent and inefficient, limiting research operations.

## The Strategy

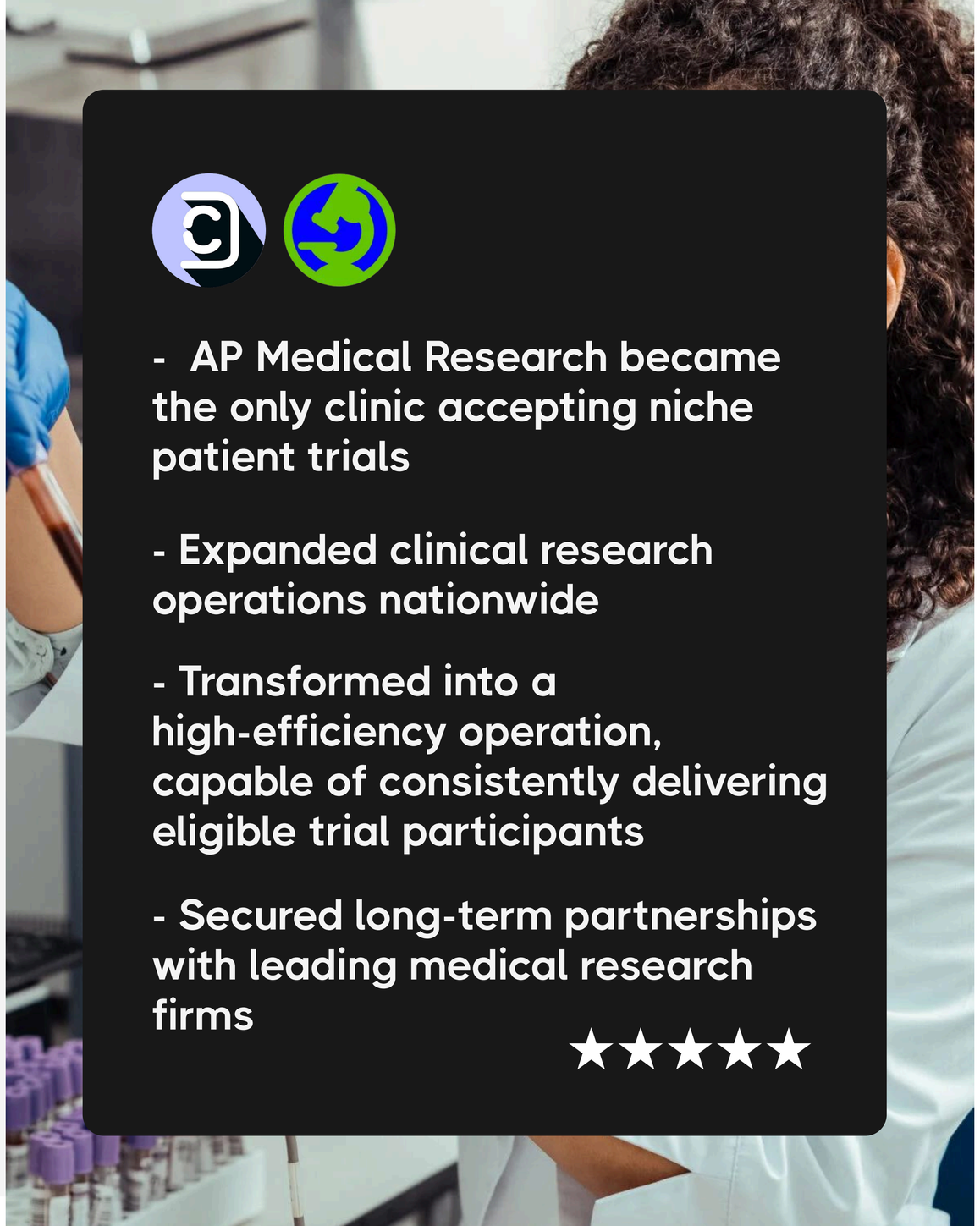
We combined AI-driven targeting, advanced segmentation, and automation to find, pre-screen, and onboard eligible patients, ensuring seamless trial participation.



# AP Medical Research – Medical Research & Patient Acquisition

### The Execution

✓ Built a custom website with automated lead capture & eligibility verification
✓ Launched highly targeted ad campaigns across Google, Facebook, and industry networks
✓ Developed personalized email & SMS marketing for patient retention
✓ Ensured full HIPAA compliance for data security



- AP Medical Research became the only clinic accepting niche patient trials

- Expanded clinical research operations nationwide

- Transformed into a high-efficiency operation, capable of consistently delivering eligible trial participants

- Secured long-term partnerships with leading medical research firms

★★★★★

CRAFTING IMPACTFUL STRATEGIES, TRANSFORMING BUSINESSES

# Testimonials & Social Proof

At The Creative Image, we don’t just market businesses—we engineer their success. Our proven methodologies have been refined over years of experience, transforming the way companies approach growth, automation, and customer acquisition.

# What Our Clients Are Saying

We've taken everything we've learned about marketing and scaling businesses and streamlined it into programs designed to help brands take off faster and more efficiently than ever before.
Our clients don't just see improvements—they see game-changing transformations that position them for long-term success, acquisitions, and market leadership.

"Working with The Creative Image was like shifting gears from survival mode to unstoppable growth. They gave us a clear path, executed it flawlessly, and took us from a single store to a multi-state operation that eventually caught the attention of a publicly traded company."

— Florida Garden Supplies

"Before The Creative Image, our sales process was a mess—too many unqualified leads, too much time wasted. They created an automated system that changed everything. Now, our agents close more deals in half the time, and we built a brand strong enough to attract a major acquisition."

— Las Madrinas de los Seguros

"When we hit a ceiling in South Florida, The Creative Image helped us break through. Their demand-driven approach allowed us to scale nationally, build a strong online presence, and expand into new markets across the U.S. and the Caribbean—all while keeping customer satisfaction at an all-time high."

— Subzero Dry Ice

"The Creative Image doesn't just design websites—they build revenue-generating machines. Our eCommerce store went from barely surviving to thriving, with a 300% increase in traffic and 550% growth in sales. They optimized everything, from strategy to execution."

— Roller Skate USA

"Recruiting the right patients for medical trials used to be a guessing game. With The Creative Image's cutting-edge targeting, AI automation, and segmented marketing, we now fill niche trials faster than ever. We're now leading in an industry where precision and efficiency are everything."

— AP Medical Research

CRAFTING IMPACTFUL STRATEGIES, TRANSFORMING BUSINESSES

# Process & Workflows

At The Creative Image, we don’t believe in guesswork—we believe in strategy, execution, and measurable results. Our process is designed to streamline growth, eliminate inefficiencies, and position businesses for long-term success.
Every client we work with follows a structured path to success, ensuring that no marketing dollar is wasted, and every action taken contributes to scalable, profitable growth.

# How We Work

### Discovery & Strategy

Understanding Your Business, Industry & Goals
We start by diving deep into your business—your audience, competitors, challenges, and growth potential. This ensures that we don't just launch campaigns—we build a strategic roadmap to long-term success.

- ✓ In-depth business analysis
- ✓ Market & competitor research
- ✓ Goal-setting & strategic plannin

1

### Brand & Platform Optimization

Building a Strong, Scalable Foundation
Your marketing can only be as strong as the foundation it stands on. We optimize or rebuild your website, brand positioning, and sales funnel to ensure maximum conversion rates.

- ✓ Website & funnel optimization
- ✓ Branding, messaging, & positioning
- ✓ SEO & performance enhancements

2

### Launch & Execution

Campaigns That Attract, Convert, & Scale
Once we have a rock-solid strategy and foundation, we execute high-impact campaigns across digital ads, social media, SEO, PR, and automation—ensuring consistent customer acquisition and revenue growth.

- ✓ Multi-channel paid ad campaigns (Google, Facebook, TikTok, LinkedIn, etc.)
- ✓ Social media & content marketing
- ✓ Business automation & CRM integration

3

### Continuous Optimization & Scaling

Maximizing ROI & Long-Term Growth
Marketing is not a one-time effort—it's an ongoing process. We analyze data, optimize strategies, and scale successful campaigns to ensure continued profitability and expansion.

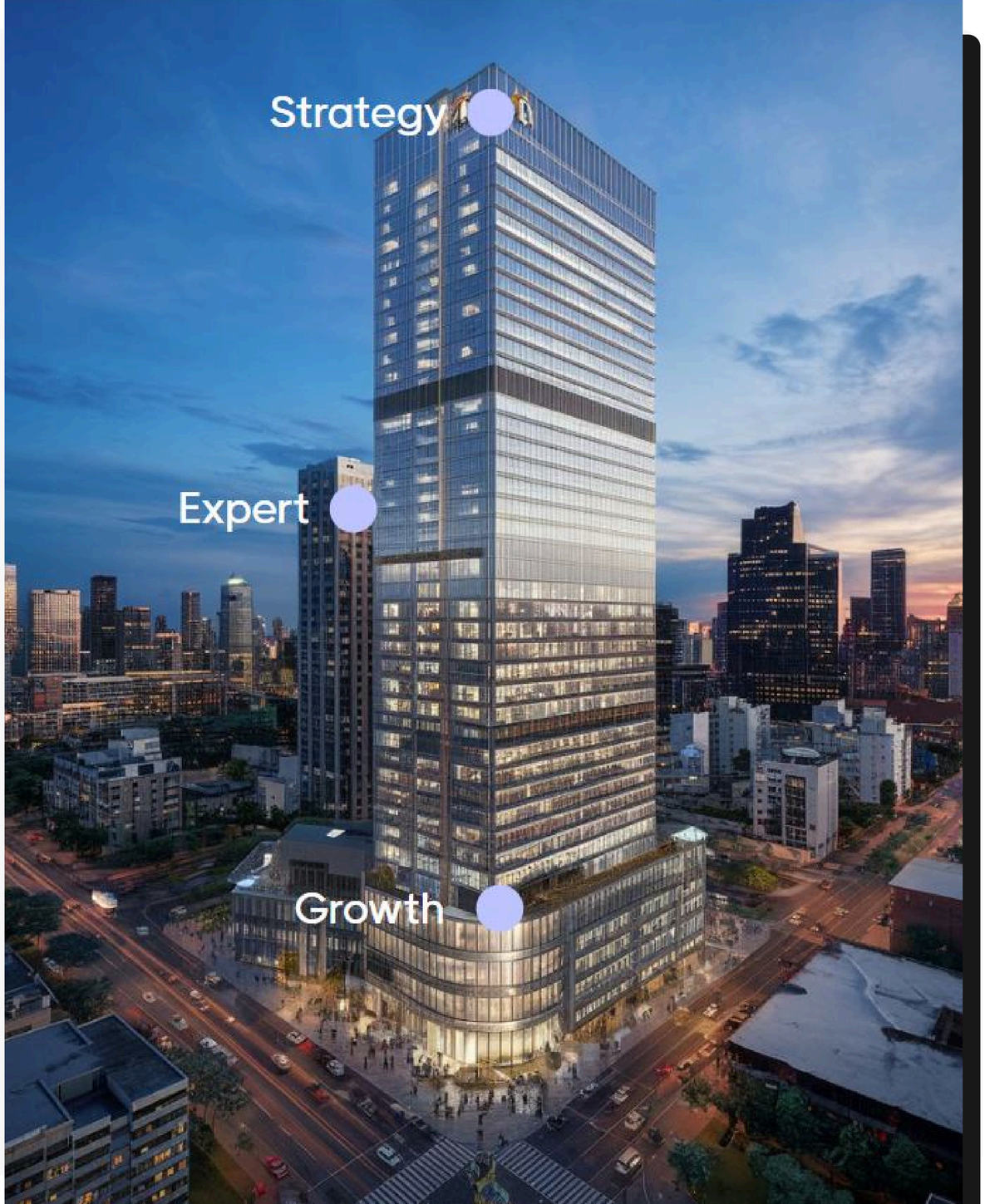
- ✓ Weekly & monthly performance reports
- ✓ Ongoing campaign refinements
- ✓ Expansion into new markets

4

MARKET OPPORTUNITY

# The End Result? Predictable, Scalable Growth.

Our process is designed for businesses that want to go beyond just ‘getting leads’—we help you build a long-term, automated, and scalable growth system.



# The Creative Image: Redefining the Game

At The Creative Image, we believe that marketing should not be a luxury—it should be the fuel that propels every business forward. Too often, great ideas, passionate entrepreneurs, and hard-working businesses fall short—not because they lack potential, but because they lack access to the right strategies, systems, and execution.

---

**We exist to change that.**





# How We Make It Happen

Our true advantage isn't just in our strategies—it's in our people.
At The Creative Image, we don't just hire talent—we build it.
Every copywriter, strategist, and marketer on our team has been forged through experience and fire—learning, refining, and mastering their craft not through theory, but through real-world execution.

---

We don't settle for "good."
We don't deliver "average."
We train and build marketers, strategists, and businesses that are built to win.

Just like our clients, we believe in constant growth, learning, and pushing beyond limits—because success isn't a final destination. It's a process of relentless improvement.

# Where We're Headed

At The Creative Image, we are more than a marketing agency—we are growth architects. We build, scale, and refine businesses through strategic marketing, branding, and automation. Our mission is to transform ideas into market leaders, helping businesses capture demand, optimize operations, and drive sustained profitability

**Let's change the game together. Reach out today.**

