



MEDIA KIT

INTERIOR DESIGN
MARKETING & COMMUNICATION



TITAN INTUITIVE

ABOUT TITAN INTUITIVE

Titan Intuitive is a fully integrated marketing and branding agency. Each brand and designer is unique, so we strategically design+ build + execute a tailored program for your specific needs. With our full roster of capabilities, our agency allows you to bring every aspect of your marketing initiatives under one roof. From graphic design, web design, photography, print production, collateral design and advertising, we are able to round out a comprehensive program that adheres to your overall brand strategy.

We are fluent in the language of luxury, understand each niche and are well versed in the competition. Our team starts at building a solid foundation or reinforces an existing strategy to ensure a structurally sound scope of work. **We build innovative and original brand experiences.**



ABOUT TITAN INTUITIVE



What makes us unique? We understand the interior design industry and are very discerning in the client acquisition process. Our team excels at communication and values every partnership as a relationship, it must be a good fit for everyone so we equally vet your brand and company to make sure this will be a productive partnership that yields real results.

Approaching twenty years deeply rooted in every aspect of interior design, our principal, Jonathan Giacometto, has been in the trenches working directly with interior designers, contract + hospitality specifiers, and more.

Energized by research, Titan Intuitive puts your current marketing program under a microscope and conducts a full autopsy before we begin designing a concrete plan. This way, we have the data to effectively re-position your brand and chart out a strategy so we can navigate towards powerful results. Our calculated and systematic process distributes your brands into the hands of the world's most affluent.

There is an undeniable change in the way brands communicate. Our insider knowledge, network and connections keep you one step ahead while we monitor your competitors! With over 20 years of experience delivering web design, copywriting, advertising, graphic design, social media and marketing services, we let you get back to what you do best while we strategically craft innovative, persuasive and creative campaigns that move your business and your bottom line forward!



WHY DIGITAL MARKETING & ADVERTISING?



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Social media provides the opportunity to build brand awareness, monitor competitors, transmit messages to target audiences and strategically drive website traffic. Effective social media marketing merges quality and consistency with creativity and analytics. Social media and digital marketing go hand-in-hand.



Key Benefits of Social Media Marketing

Increase Brand Awareness, Amplify Traffic, Maximize Exposure, Increase Sales

In 2017, Instagram was used by 70% of businesses as the primary source of marketing. In 2016, it was only used by 50% of businesses. Social media is a stepping stone to purchasing; 75% of Instagram users take direct action – visiting websites, other social channels and making purchases. With the average user spending 2+ hours on social media per day, it is imperative that brands make their social strategy an integral part of their overall marketing strategy.

Gain Valuable Insights with Tracking, Reporting & Utilizing Metrics

Social media can tell us what your audience likes, what they don't and what they might. It's about uncovering valuable insights and creating a community of advocates for your brand. The only way to get there is with metric driven tactics and an ironclad strategy.

Monitor Competition

Social strategy isn't just about what your business should do, but also about what others have done and failed at, and what we can learn from the competition.

Drive Traffic with SEO

SEO (Search Engine Optimization) improves rank on Google & drives traffic to your website. Social media can be a powerful link-building tool for your website along with an SEO strategy.

Remain Relevant & Viable

Reputation is everything. In this changing digital landscape, staying relevant means staying alive and your social reputation is the way to do it.



MARKETING SERVICES



MARKETING SERVICES

A great social strategy has to be complemented by a larger, overall digital marketing strategy. That's why Titan Intuitive is a full-service marketing agency. We not only offer social media management, we also create landing pages for social campaigns, advertising, live event coverage and more.



Branding

- Logo Design
- Style Guidelines
- Brand Imperatives
- Brand Persona
- Brand Voice

Customized Social Media Strategies & Management

- Social Media Audit
- Social Listening
- Social Voice
- Daily Monitoring & Engagement
- Campaign Building
- Monthly Analytics Reporting
- Original Graphics
- 3rd Party Content Management

Advertising

- Market Research
- Audience Segmentation
- Campaign Development
- Copywriting
- Google Analytics Reporting

Web Design & Development

- Wireframes
- Manuscript Development
- Landing Pages
- Daily Management
- Google Analytics Reporting
- Programming

MARKETING SERVICES

Email Marketing

- Drip Campaigns
- Email Template Design
- Monthly Analytics Reporting
- Web Integration

Content Creation / Copywriting

- Blogs
- Press Releases
- White Papers
- Ebooks

Marketing Collateral

- Brochures
- Pamphlets
- Event Materials
- Business Cards
- Sales Aids

Photography & Videography

- Event Photography
- Event Videography
- Photo Editing
- Video Production

Live Event Coverage & Support

- Event Planning
- Event Photography
- Event Videography
- Live Social Coverage





PROVE IT.



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After implementing the Titan Intuitive digital marketing strategy:

CLIENT ONE:

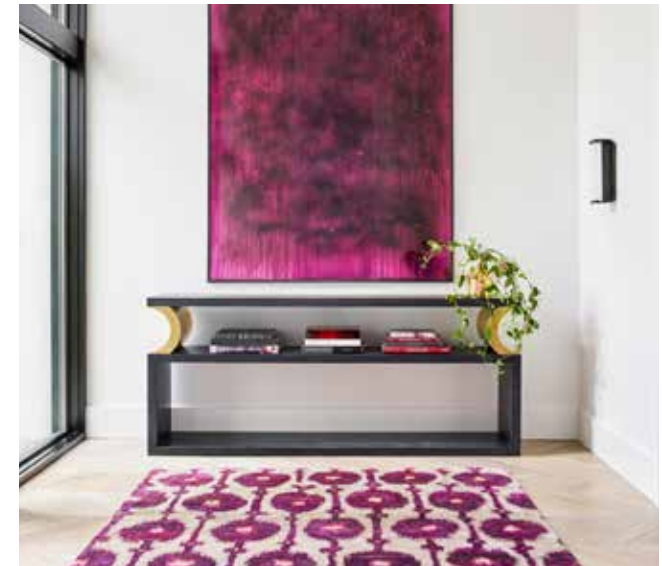
- 13% increase in website traffic over a 6 month period with 30% of traffic coming from social media, paid social and email
- Instagram in 6 months
 - 306% increase in profile clicks
 - 101% increase in impressions
 - 26% increase in followers
 - 64% increase in “save to collection”

CLIENT TWO:

- In 8 months time, all organic:
 - Average cross-channel increase of followers by 58% (23% Twitter, 88% Facebook, 58% Instagram)
 - 53% increase in organic Instagram impressions
 - 748% increase in Instagram “save to collection”
 - 21.5% increase in Instagram profile views

CLIENT THREE:

- In 3 months:
 - Social traffic to website became the #2 traffic source to the website behind Direct at 23% of all traffic
 - Raised social media traffic to the website by 214.12%
 - Social Ads accounted for 29% of new Trade Logins



TESTIMONIALS

"I have had the fortunate opportunity of working with Titan intuitive. Jon and his staff are true specialists, equipped with proven abilities for marketing and branding. Titan quickly produced real results in ways I could never have imagined. Their vision and execution are flawless. I recommend Titan to any business."

- Diana Pulice
Owner of APDP Properties, LLC.



"Since partnering with Titan Intuitive, our social media presence has increased significantly along with the quality and quantity of our followers. Titan knows the digital playing field and brings their expertise and guidance to every campaign. We have even had new leads and walk-in clients to our showroom who mentioned discovering us on Instagram!"

- Paul Melo, Senior Vice President at Fort Street Studio



"Titan was able to take years of outdated and varied brand messaging and formulate an organized cohesive new strategy that was released over various platforms in an easy and repeatable manner."

- Brian MacLaggan
Owner of Showroom Software



"After many years of trying to maneuver the social media world and not being that successful we hired Jonathan Giacoletto and his team at Titan Intuitive. With Jonathan and his team building a custom social media program and guiding us through the process, we now have a successful campaign with positive results on all social media platforms. Titan Intuitive has taken the mystery out of social media to ensure success. Coming from the A&D world, Jonathan understands the needs of to-the-trade companies and collections which has given the edge we needed to be successful within our industry."

- Caroline Vaughn
Showroom Manager at JAB ANSTOETZ New York

HOW CAN WE HELP?

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TITAN INTUITIVE

