

David S. Bacon

Creative/Marketing Communications Director



[Interactive/Online](#) • [Print Media](#) • [Communication Strategy](#) • [Photography](#)

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Client: Elevation Marketing Group

Elevation Marketing Group – Plan to Succeed

http://elevationmarketinggroup.com/

plan to succeed

About Us Our Philosophy How We Work Capabilities Clients Contact Us

Blue Angels

U.S.

HIGH PERFORMANCE requires PLANNING

We Help Businesses Plan to Succeed

**We love what we do.
We help our clients' businesses grow.**

We are an Atlanta-based strategic marketing firm that specializes in the development of clear and effective marketing plans as a foundation for solid customer marketing programs, on-target product messaging and clear communications.

What makes us different?

**The more things change...
The more you need Elevation Marketing Group .**

We help you think through your business and marketing challenges, craft a plan to address them, and then help you convey your product or service messages effectively to the relevant audience – whether in a new web site, an advertising or promotional campaign, innovative collateral materials or other creative ways we come up with to increase your sales.

Elevation Marketing Group – Our Capabilities

plan to succeed

About Us Our Philosophy How We Work Capabilities Clients Contact Us

Our Capabilities

How do you market? That's the strategic marketing plan comes first? No strategic entrepreneurs, we have what it takes to create clear, integrated marketing plans. And, once the plan is in place, our team offers a full complement of marketing and communication services that will make that marketing plan work.

Marketing Strategy and Planning

- Market analysis and customer segmentation
- Competitive intelligence
- Marketing program development
- Business model analysis
- SWOT analysis

Communications Planning and Development

- Branding and corporate identity
- Media audits, planning, and buying
- Market positioning and messaging
- Web strategy, design, and development
- Collateral development
- Advertising (print and broadcast)
- Promotions
- Public relations
- Trade shows

Project Management and Implementation

- Project charters with scope, mission, budgeting, resource identification, project timeline and risk analysis
- Project and team coordination
- Ongoing results management and evaluation

We Think, Create and Achieve

We leverage our collective knowledge to create the most effective marketing solutions.

RETURN TO MAIN PAGE



Client: ENT Institute



ENT Institute - The center of excellence for Ear, Nose & Throat disorders

http://entinstitute.com/

ENT Institute - The center of exce...

EAR, NOSE & THROAT INSTITUTE

(770) 740-1860

The Center of Excellence for Ear, Nose & Throat Disorders

ABOUT ENT | EAR, NOSE & THROAT CARE | OUR SPECIALTIES | CONTACT US

Welcome to the ENT Institute

the gift of music

ENT AUDIOLOGY

Quick Links
Surgical Center - Take a Tour
Sleep Center - Take a Tour
Audiology - Take a Tour
Plastic Surgery
Insurance Information
Patient Forms
Home Page

ENT Institute offers a variety of services for our patients and an informative knowledge base for our visitors.

Search

We invite our patients to login for more information concerning a diagnosis or use the search function to help find useful information about Ear, Nose & Throat ailments, treatments and procedures.

For Our Patients
Enter your e-mail address
Enter your password

Patient Count
is not available

The Latest from ENT

We welcome you to our website and invite you to explore the treatment possibilities at our state-of-the-art medical facility, the Ear, Nose and Throat Institute. Please feel free to contact us for your appointment at 770-740-1860.



ENT Institute - The center of excellence for Ear, Nose & Throat disorders

http://entinstitute.com/disorders.php

ENT Institute - The center of exce...

EAR, NOSE & THROAT INSTITUTE

(770) 740-1860

The Center of Excellence for Ear, Nose & Throat Disorders

ABOUT ENT | EAR, NOSE & THROAT CARE | OUR SPECIALTIES | CONTACT US

The Latest ENT News

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ENT Institute offers a variety of services for our patients and an informative knowledge base for our visitors.

Search

We invite our patients to login for more information concerning a diagnosis or use the search function to help find useful information about Ear, Nose & Throat ailments, treatments and procedures.

For Our Patients
Enter your e-mail address
Enter your password

Click here to search by keyword

Always defined
Allergic Treatment
Nasal Cosmetic
Otitis
Ear Infections
Ear Tubes
Earwax
Eyelid Surgery
Facial Surgery
Forehead Lift Surgery

The Latest from ENT

0600 Living Simply Despite
0601 New Medical Developments
0602 High-Resolution Ultrasound
0603



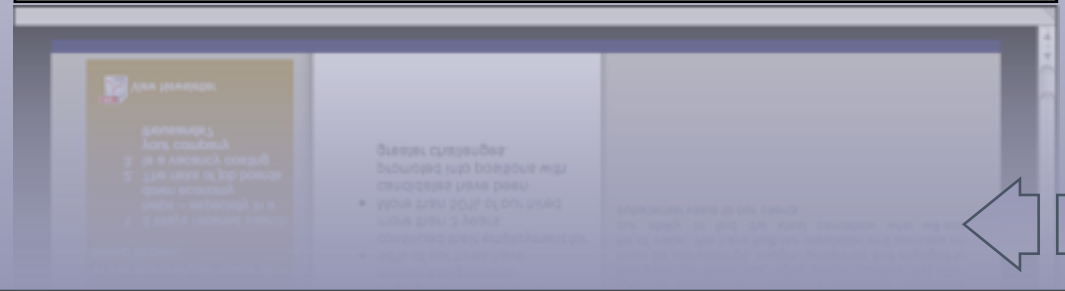
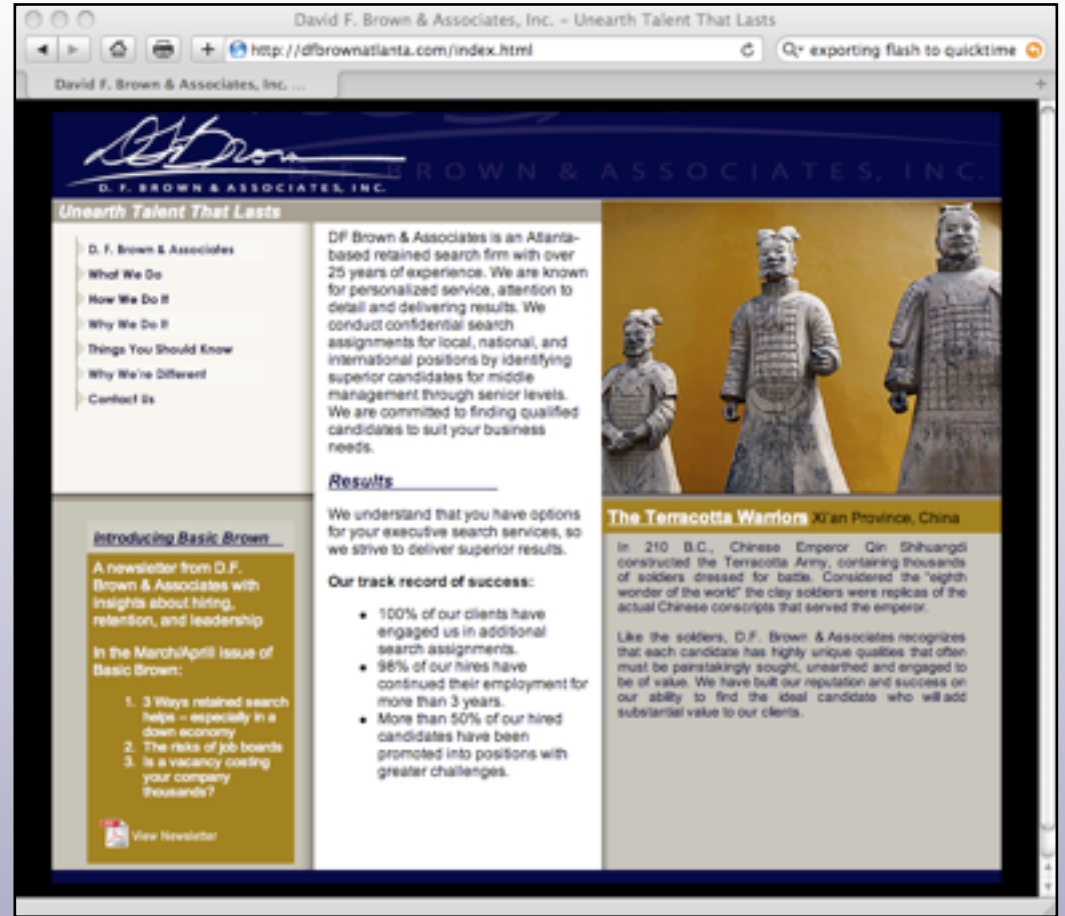
Client: Kiddos Clubhouse



A screenshot of the Kiddos Clubhouse website. The browser address bar shows "http://kiddosclubhouse.com/". The website has a blue header with the "kiddos CLUBHOUSE" logo and the text "PEDIATRIC THERAPY SPECIALISTS" and "REACH FOR THE STARS". A navigation menu includes "Occupational Therapy", "Physical Therapy", "Speech Therapy", "Specialties", "Nutrition", "Our Professionals", "Forms", "Contact Us", and "Home". A yellow button says "Click Here for the Kiddos Clubhouse Tour!". The main content area features a cartoon illustration of a yellow clubhouse on a tree with children playing. Text describes the club's focus on patients, parents, and families, and mentions that children with special needs receive quality care. A link says "Click the Star for The Kiddos Clubhouse Connection!". Below this are three columns: "Why Kiddos Clubhouse?", "Our Vision", and "Our Mission", each with a small cartoon icon and descriptive text. The footer contains copyright information for 2007 Kiddos Clubhouse, Inc. and mentions the website was designed and maintained by Eleven Marketing Group & Tactics, LLC.

The footer area of the website, which is mirrored from the screenshot above. It contains contact information for Kiddos Clubhouse, Inc., including the address (11538 Park Woods Circle, Suite 502, Alpharetta, GA 30006), phone number (770) 522-8240, and fax number (770) 349-6386. It also includes the website URL and a note that the site is designed and maintained by Eleven Marketing Group & Tactics, LLC. On the right side, there are two white navigation arrows pointing left and right.

Client: D. F. Brown & Associates



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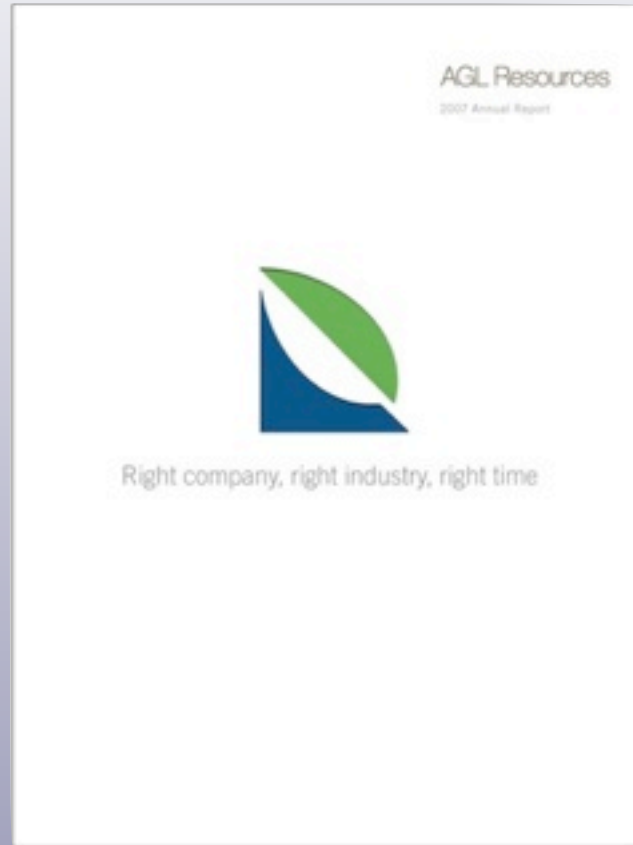
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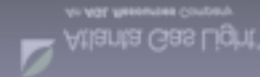
AGL Resources 2007 Annual Report

Designed a die cut cover that, when closed, accurately depicted the company's environmentally based logo and when open, transitioned perfectly to a global view of the company's services areas.



Atlanta Gas Light

Immediate impact ad developed for Atlanta Gas Light contrasting the efficiency between natural gas and electric.




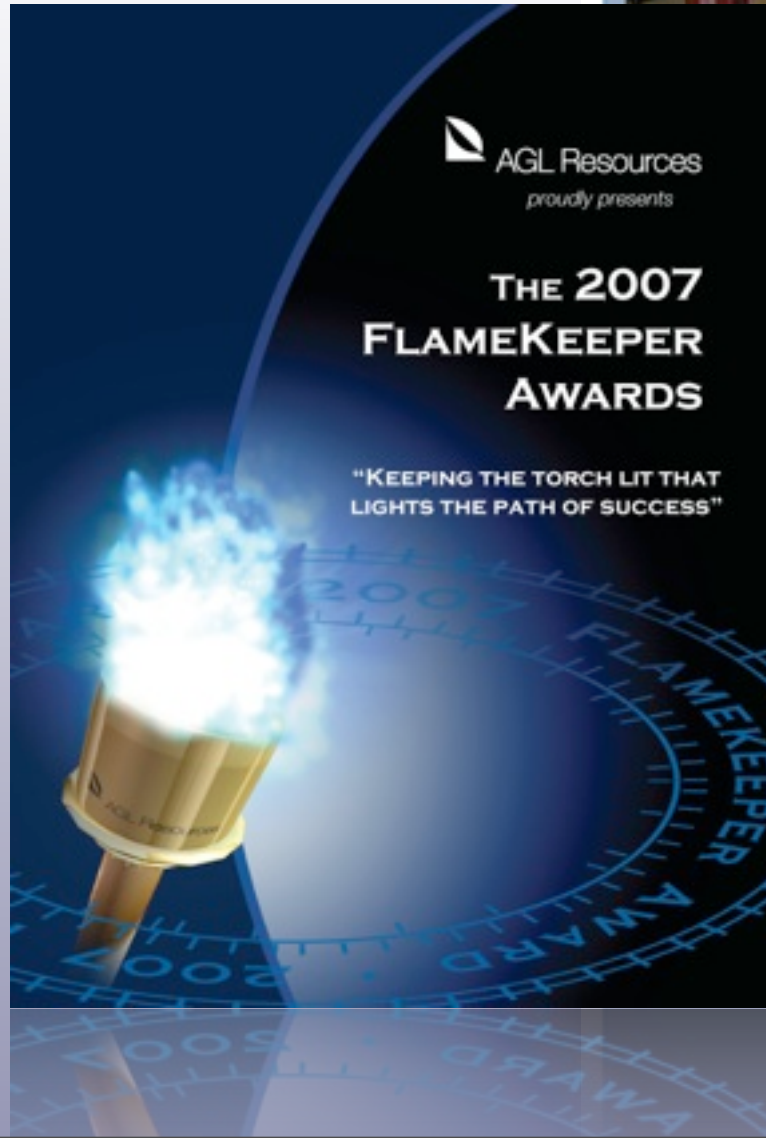
Client: **Atlanta Gas Light**

Ad developed for Atlanta Gas Light connecting environmental sustainability with our logo.



Client: AGL Resources

Employee Awards and Recognition Campaign. This theme was augmented by animation, video and the printed program shown here.



Peter Prachthausser

Pete is the ultimate "can-do" supervisor. He shows creativity and excellent problem-solving ability by developing new processes designed to improve business operations.

FlameKeeper Accomplishments

- Helped design several new vehicles for Elizabethtown Gas, including curing trucks and Distribution crew trucks. His specifications resulted in safer and more efficient vehicle operation. Examples of modifications include lighter jacksamplers and alternate mounting methods for compressors.
- Spearheaded the effort to reduce inventory volume by more than \$200,000 (34 percent) in 2006.
- Drove fleet reduction in 2006 by more than 25 percent by monitoring vehicle use and by employing car pools between support departments such as Engineering and Construction.
- Assisted ETO with meeting a bottom line financial goal through the use of inventory reduction and fleet right-sizing.
- Reduced vendor cost in North West, NJ, by 54 percent by performing maintenance duties previously done by outside vendors.

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AGL Resources
Employee Awards and Recognition Campaign

AGL Resources
Employee Awards and Recognition Campaign

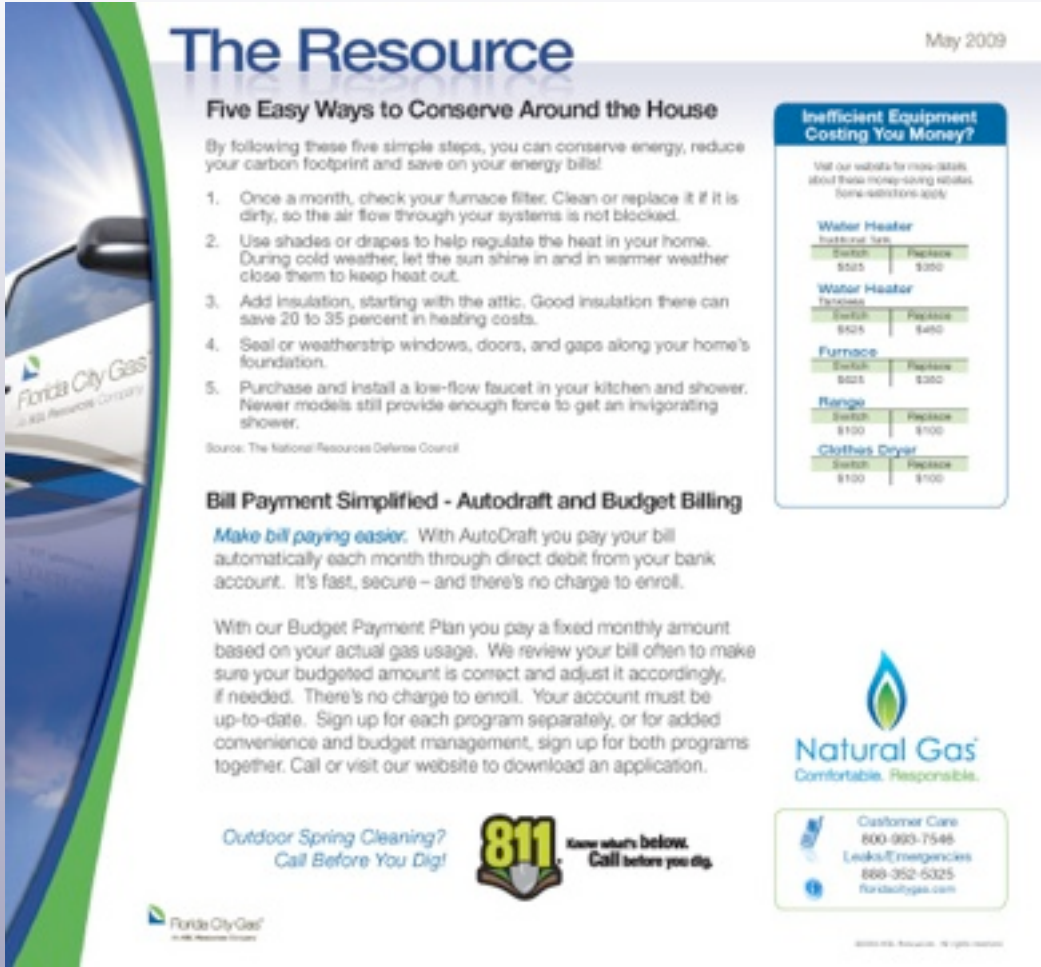
AGL Resources
Employee Awards and Recognition Campaign

AGL Resources
Employee Awards and Recognition Campaign



Client: Florida City Gas

Bill insert template that supported the environmental colors of the brand. The bill inserts that use this template are sent to 1.5 million customers.



The Resource

May 2009

Five Easy Ways to Conserve Around the House

By following these five simple steps, you can conserve energy, reduce your carbon footprint and save on your energy bills!

1. Once a month, check your furnace filter. Clean or replace it if it is dirty, so the air flow through your systems is not blocked.
2. Use shades or drapes to help regulate the heat in your home. During cold weather, let the sun shine in and in warmer weather close them to keep heat out.
3. Add insulation, starting with the attic. Good insulation there can save 20 to 35 percent in heating costs.
4. Seal or weatherstrip windows, doors, and gaps along your home's foundation.
5. Purchase and install a low-flow faucet in your kitchen and shower. Newer models still provide enough force to get an invigorating shower.

Source: The National Resources Defense Council

Bill Payment Simplified - Autodraft and Budget Billing

Make bill paying easier. With AutoDraft you pay your bill automatically each month through direct debit from your bank account. It's fast, secure – and there's no charge to enroll.

With our Budget Payment Plan you pay a fixed monthly amount based on your actual gas usage. We review your bill often to make sure your budgeted amount is correct and adjust it accordingly, if needed. There's no charge to enroll. Your account must be up-to-date. Sign up for each program separately, or for added convenience and budget management, sign up for both programs together. Call or visit our website to download an application.

Inefficient Equipment Costing You Money?

Visit our website for more details about these money-saving rebates. Some restrictions apply.

Water Heater	
Traditional Tank	Replacement
Switch \$525	Payback \$350

Water Heater	
Furnace	Replacement
Switch \$525	Payback \$450

Furnace	
Switch	Replacement
\$525	\$350

Range	
Switch	Replacement
\$100	\$100

Clothes Dryer	
Switch	Replacement
\$100	\$100

Outdoor Spring Cleaning?
Call Before You Dig!

811 Know what's below. Call before you dig.

Florida City Gas
A Gas Resources Company

Customer Care
800-933-7546
Leaks/Emergencies
888-352-6325
floridacitygas.com

800-933-7546



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Web/Communications Strategy

David developed a methodology for developing an online strategy. This analysis identified goals and success metrics prior to beginning a communications project. it has **become a profit center** for ilgnite.

The Sales Process

1. Within those businesses that you are marketing your services to, describe your typical contact or that person/department who is most influential in making the hire/no hire decision.
2. Is this the same person who generates the demand for your services? If no, please differentiate. (Example – John in Accounting complains about repetition and loss of productivity. Does John seek a solution or is there a Director or Manager who heads up this process?)
3. Is the contact person different based on services? If so, please elaborate.
4. Is your sales process multi-layered (i.e. is there a sales process prior to reaching the decision maker(s))? If so, please answer the following:



Ignite, LLC
750 Hammond Drive
Bldg 15, Suite 150
Atlanta, GA 30328
www.ignite.com

ii. Is the methodology used to reach these customers the same as those needed to reach your current clients? What is different?

Services/Solutions

1. Please list the major services that your company provides.
2. Each service provides a means to an end. If the end result is a solution, please describe the solutions that your services create. (Example: The service may be professional risk management but the solution would be lowered costs associated with insurance premiums.) It is advisable to think from the customer's standpoint to answer this question. Your answers compose the primary functional benefits of doing business with your company and a shorter route between education and interest.
3. Please provide, for each service, a positive measurable result that your customer received because they did business with you. (This is another way of articulating the solutions)
4. If you do not have measurable results, you may estimate if you are comfortable with doing so. You may also cite instances of previous experience with past clients of former employers if appropriate. (James Johnson, our lead technical manager, recently developed a strategy for SafeFurniture Co. that resulted in an 18% savings in administrative costs associated with operations.)
5. If you are offering a service that has no previous clientele or measurable results, then list those qualities that your company possesses to create a solution. This may be equivalent to the amount of experience that your personnel have, the investments that your company has made, or a process that you developed, to name a few.

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...n services? If so, please elaborate.
...there a sales process prior to reaching the
...the following:
...tial contact noting the major players and their
...each step? If no, please describe the
...or your services? If so...
...tomers?
...ess in the past and to what extent?
...r these promotions/offers? How?
...er, or information sheet to your potential
...ss?



The analysis also provided an opportunity to **upsell services**, depending on the responses of the client.

7. Links to other resources
- 3. Interaction and Opinion**
- a. From Customers
- i. Which parts of your web site, based on feedback from your customers, has been most effective in generating calls or "next step" contact and why?
- ii. Which sections of your web site, based on customer feedback, have suppressed sales or "next step" contact opportunities? Why?
- b. From Sales Force
- i. Based on feedback from your sales force, which parts of the site have been most effective in furthering the sales process and why?
- ii. What comments has your sales force heard or made that would indicate discomfort with your site? Why?
- 4. Graphical Interface**
- a. How does the look and feel of your site compare to those of your competitors?
- i. Does it generate the right perception of your capabilities to your customers? To your competitors?
- ii. Does it have the look and the feel of a company with a great deal of resources? Is this important?
- b. Is your site easy to navigate? How would you change it?
- c. Is the content thorough and well organized? Why or why not?
- d. Please list 5 sites that you feel are indicative of the site that you are looking to build or redesign and list the reasons for your opinion.
- e. Please list 5 sites that you feel are poorly designed and list why.
- 5. Data Gathering and Usage**
- a. Describe any data gathering infrastructure that your site has in place
- i. Cookies
- ii. Client/Customer/Prospect Form information
- iii. Other
- b. How is this data used once it has been collected?
- c. Is this data shared with any outside company or individual?
- i. If so, for what purpose?
- d. Do you currently have a privacy policy in place?

3. Interaction and Opinion

a. From Customers

- i. Which parts of your web site, based on feedback from your customers, has been most effective in generating calls or "next step" contact and why?
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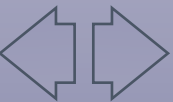
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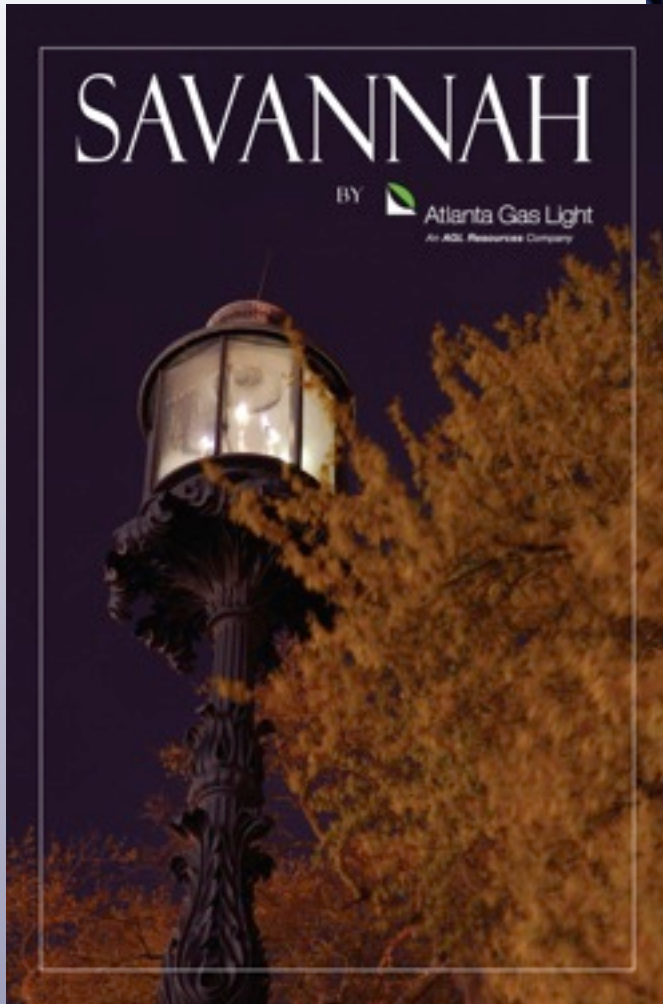


Photography

In addition to his other talents, David has been shooting professionally for over 15 years. His clients have benefitted from his talents in corporate and sales photography, as well as developing imagery for promotions or events.



Photography



Photography



Photography





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