

Purple Group, assumed name for Lopez Martin & Associates, is an **award winning strategic marketing communications and advertising firm** that leverages its expertise in the Hispanic, multicultural, and total markets to develop strategies and powerfully engaging messages that maximize impact.

The new American culture is a tapestry of interwoven cultures: Hispanic, African American, White and Asian; transforming it into something new: Purple. We serve clients who are striving to identify, capture, and engage the new America. Our team of seasoned professionals offer hands on experience across a broad range of industries and marketing and advertising specialties providing clients with fully integrated marketing communications programs with measureable results.

The cornerstone of the services we provide is our unique ability to leverage our cultural expertise to create powerfully engaging messages that are executed via integrated campaigns, online and offline. Through our proprietary tools: Path to Insight (our strategic planning process), Digital Store, Marketing Audit, Acculturation Methodology, 360 Marketing, Hispanic Readiness, and NativeSpeak we bring to our clients strategic thinking and resonating creativity. All strategies, campaigns, and programs developed and executed by the Purple Group are directed by our proprietary tools and methodologies.

Purple is the new America. The Purple Group understands the complexity of this world and has the means and expertise to address it.

We invite you to Think. See. Be **Purple!**

OVERVIEW

Established in 2001 as Lopez Martin & Associates, we rebranded as the Purple Group in order to respond to what we see as the changing cultural landscape of America. In effect, the new America is a blending of color, race, values and traits adopted from Hispanics, African America, Whites, and Asian cultures, creating something new... we call it Purple.

The Purple Group seeks to be a catalyst for growth for our clients, our people, and our community.

WHY PURPLE GROUP?

Because the market is changing which means you need a communications and advertising agency with the skills and know-how to identify, to connect and to engage the new American while supporting your current efforts in the multicultural landscape. We are strategic partners that can supplement your marketing and advertising team with our cultural and total market expertise.

We are committed to:

1. Diving deep into our client's business in order to provide strategic solutions
2. Providing strategic direction and creatively impactful messages
3. Flawless execution and measurement of campaigns
4. Creating competitive advantage through unique solutions
5. Sharing our knowledge and building the capabilities of our clients

Entrepreneur Package

We know what it is to be a starting entrepreneur and how critical it is to build your brand identity. We have created a special entrepreneur package, with a pricing that allows you to have your identity, website, and starting sales sheets. **This special bundle is for new companies only, 5 years in business or less, or small non-profits.**

BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	AMETHYST PACKAGE
<p>Branding & Identity Logo Design</p> <ul style="list-style-type: none"> - Three design concepts, three rounds of revisions - Final logo version in color and b/w including EPS and JPG formats for print and web - Identity standards includes fonts used, color palette, do's and don'ts, etc. <p>Stationary Kit Business Card Design</p> <ul style="list-style-type: none"> - Two design concepts, two rounds of revisions - Production, not included <p>Company Letterhead</p> <ul style="list-style-type: none"> - Two design concepts for letterhead, two rounds of revisions - Production, not included (Digital or Print Ready) <p>Supporting Marketing Materials Corporate Overview</p> <ul style="list-style-type: none"> - Two full color design concepts, two rounds of revisions - Production, not included <p>Sales Sheet</p> <p>Key information, who, what, where, services. A leave behind tool.</p> <ul style="list-style-type: none"> - Production, not included 	<p>Website Setup</p> <ul style="list-style-type: none"> - Setup of domain and hosting - WordPress Installation - Mobile/Tablet Ready - Webmaster Email Setup <p>Design</p> <ul style="list-style-type: none"> - Two design concepts, two rounds of revisions - Population of site pages with supporting client content, supporting graphics <p>Analytics</p> <ul style="list-style-type: none"> - Google Analytics Setup <p>Social Media Ready</p> <ul style="list-style-type: none"> - Facebook and Twitter Account integration <p>SEO</p> <ul style="list-style-type: none"> - Basic SEO Setup: URL structure, meta tags including titles and descriptions - Google Webmaster Account: Site verification, XML Site Map creation and submission - Keywords Research, Search Engine Submission - Google Places: Business listing, Map integration 	<p>Branding & Identity + Website</p> <p>Combines all components from Bronze & Silver Package</p>	<p>Branding & Identity + Website + Complete online and social media integration</p> <p>Combines all components from Bronze, Silver and Gold Package plus:</p> <p>Social Media Bundle Facebook Fan Page</p> <ul style="list-style-type: none"> - Setup - Profile Image - Timeline Cover - Website Integration <p>Twitter</p> <ul style="list-style-type: none"> - Setup - Profile Image, Background - Website Integration <p>E-mail Marketing E-Newsletter</p> <ul style="list-style-type: none"> - Setup, Design - Website Integration <p>Digital Forms</p> <ul style="list-style-type: none"> - Setup of forms, surveys - Website Integration (Includes form submissions, auto respond) <p>Online Advertising</p> <ul style="list-style-type: none"> - PPC Advertising, Campaign Strategy - Digital banner production <p>Facebook Advertising</p> <ul style="list-style-type: none"> - Facebook Ads - Sponsored Stories <p>Directory Listings</p> <ul style="list-style-type: none"> - Yellow pages, Yelp, Dex - Yahoo! Local Listing

For additional information or questions, please contact
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