



CKPcreative is a marketing communications agency delivering excellence in the areas of custom editorial, Internet marketing, social media, media relations and digital project management.

Craig Peters, President and Founder, has more than two decades of traditional and digital experience serving a variety of industries.

Among his many professional pursuits, Craig blogs daily at lohad.com, reports on the massive ad:tech New York conference for the popular business site [Adrants](http://Adrants.com) and is a judge for the annual ad:tech Interactive Awards.

CKPcreative maintains an extensive network of high-caliber professionals, bringing powerful expertise to bear in support of any given project as needed. This networked approach to staffing delivers executive-level thinking and execution to clients at extremely competitive fees.

CKPcreative, LLC, is an S-corporation based in Pennsylvania.

CAPABILITIES

content development

pr and media relations

e-mail marketing

social media strategies

blogging

search engine optimization

search engine marketing

additional services

It's often said that "content is king." Indeed, depending on your specific business, content development may be one of the most cost-effective tactics available to support lead generation, sales, media relations and customer service.

Appropriate and authoritative content can lift your brand-building and marketing efforts to a higher level. Amateur content can undermine customer trust and destroy your company's reputation.

CKPcreative's custom editorial capabilities include:

- full assessment of your Web site content needs
- search-optimized content development
- custom copywriting for speeches, whitepapers, advertorial outreach and more

Online or offline and for whatever line of business you're in, CKPcreative can meet any and all of your editorial needs.

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Excellence in media relations is about developing a newsworthy core message that resonates with your intended audience ... but it's also much more than that.

It's about communicating that message in undiluted fashion and in the proper tone of voice across all materials – from press releases to executive biographies to product fact sheets to Web site pages to media pitch letters and more.

CKPcreative's PR and media relations capabilities include:

- development of internal and external communications materials to maximize PR and media opportunities
- customized list development and targeted outreach to traditional and new media
- working with long- and short-lead media, online and offline, on a national, regional and local basis

PR: It's not just about writing and issuing a press release.

CKPcreative will work with you to develop a PR and media relations plan that fits your specific needs.

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Smart e-mail marketing means knowing how to respect the recipient's inbox ... how to add value ... how to maximize deliverability ... how to build and maintain a quality list.

When you send an e-mail campaign, you need to know who didn't receive it and why. You need to know who opened your e-mail and who clicked on any links in your message. You need to observe best practices so you don't get blacklisted ... or sued.

CKPcreative's e-mail marketing capabilities include:

- e-mail and newsletter design and development
- e-mail list maintenance and hygiene
- e-mail deployment and post-deployment metrics

Whether your e-mail outreach is directed to hundreds or to hundreds of thousands, CKPcreative will help you click that "send" button with maximum confidence.

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As Michael Mendenhall (CEO, Hewlett-Packard) notably said, “Brands are no longer defined by campaigns, but by consumer ecosystems.”

Social media networks empower companies and brands to develop their own ecosystems, but proceed with caution:

Participating in social media in a way that’s not authentic can quickly lead to ridicule from the very community you seek to join.

CKPcreative capabilities in social media include:

- developing and implementing branded content programs for social media networks
- developing and implementing social media marketing and media relations outreach strategies
- tracking brand conversations in social media

The social media waters are murky and ever-shifting. Don’t worry: CKPcreative has been navigating them since before the term “social media” was coined. We’ll get you where you need to go.

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Blogs can be excellent tools for enhancing your company's relationships with customers and potential customers. They can have positive effects on branding and public relations and can dovetail with virtually all your communications efforts.

From a marketing perspective, targeted advertising on blogs and one-on-one editorial outreach to bloggers can serve as extremely cost-effective sales and communication tactics.

CKPcreative capabilities in the world of blogging include:

- developing and implementing a corporate blogging plan and blogging policies for employees
- developing and implementing marketing outreach (advertising and editorial) to bloggers
- ghost-writing blog content

Craig Peters, President of CKPcreative, has blogged daily since June 2005 at lohad.com. He's ready to help you develop smart blogging strategies that can help drive your business.

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Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a Web site from search engines via organic (as opposed to paid) search results.

Optimizing a site primarily involves editing its content and associated coding to increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

CKPcreative's SEO capabilities include:

- search-optimized content for Web sites
- search-optimized press releases
- metatext services for sites large and small

For SEO projects of any size, CKPcreative will deliver what you need ... cost-effectively and without any smoke and mirrors.

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Search engine marketing (SEM) is among the most effective online marketing tactics available today. It can also be a time-consuming proposition, given that campaign optimization is an ongoing process that requires ongoing focus.

Ad copy needs to be tested and revised regularly. Costs, clickthroughs, conversions and ROI should be tracked and assessed constantly to get the most from your marketing dollars.

CKPcreative's SEM capabilities include:

- keyword development and ad creation
- ongoing campaign management and optimization
- comprehensive campaign reporting

Whatever the size of your search engine marketing budget, CKPcreative will design a program that maximizes your resources and sales potential.

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CKPcreative can also provide these additional services:

Digital Project Management For when you have a one-off project need and don't know where to turn, or if you're currently working with an agency and need the knowledge to make sure you're getting the proper bang for your buck.

Brand Marketing Looking to find and articulate your brand voice so you can implement consistent marketing communications across all touchpoints? CKPcreative has done this for some of the best-known brands in the world.

Other Marketing and Media Services From buying online media to training key spokespersons for your PR outreach, CKPcreative works with the top professionals in their fields. If we can't do it, we can recommend someone who can.

Your needs are as unique as your company. Contact CKPcreative today. Together we'll develop a strategic plan that makes the most of your message ... and your dollars.

CURRENT AND RECENT CLIENTS

4Women	MATHCOUNTS
Adaptive Marketing	MBNA
AEG/ThemeSTAR	Microsoft
AquaBella Organic Solutions	Montclair State University
Block Center for Integrative Cancer Therapy	Nettology
BP Media Relations	New England Partners
Chestnut Productions	New Line Home Entertainment
Chelsea House Publishing	Oscar-winning filmmaker Kirby Dick
Circus Vargas	P&F Communications
Cirque du Soleil: Saltimbanco	Petsurance
City Lights Home Entertainment	Poundhounds
D.C. Lottery	Regent Releasing
Disney On Ice	Ringling Bros. and Barnum & Bailey
Feld Entertainment	RLF Communications
Indiepix	Running Subway
Institute for Vibrant Living	Snap-On Smile
Judy Garland In Concert	Student Success
kajeet	The Hired Guns
Kappa Publishing	Thomas & Friends Live! On Stage
Kenneth Peters Center for Recovery	Toktumi
Koch Entertainment	Tower PR
LindiSkin	Trex
Lucid Circus	Yami Yavitz Marketing Corp.

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