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# COMPANY PRESENTATION

# ABOUT

Market 8 transforms brand experiences by focusing on strategies that are fundamental, effective and measurable.

Market 8 is an integrated agency based out of Midtown West, the hip new hub of Atlanta's creative community. We are irremediable workaholics who will internalize your project. Inevitably when working on your project, it becomes part of us; it molds our thoughts and ignites our creativity.

We are often referred to as a group that thinks "outside the box," because with the diverse backgrounds of our team members, our recommendations often transcend marketing to deliver extra value to your business.

We're just as excited as you about your project; your success is our success. Our approach is holistic. The process often begins with a meeting where we help you jot down some concise notes on what your customer really wants and then we shape those ideas into a business and marketing strategy, implement it with you, and help you measure the results.

We hope to enjoy working with you soon.

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For the pleasure of delivering great results.

# THINK TANK

## The marketplace is changing fast.

Business success is increasingly dependent on emotional intelligence: the ability to listen, to bring people together, and to understand ideals, motivations and needs.

Regardless of the size of your business and who your audience is, it is crucial that you have clear answers to these questions:

Who is [your brand]?

What does [your brand] do?

Why is [your brand] relevant?

Would anybody care if [your brand] didn't exist?

Success can no longer rely only on having a good product. The business model focused solely on selling and promoting products is gone forever. In today's landscape, a company's success hinges on its ability to deliver a positive emotional idea to the customer. This idea is something that people can understand and learn about. It's an idea that grows in their minds, one that they can engage with emotionally.



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# YOUR BRAND HAS A STORY TO TELL

And by telling it effectively, you can create measurable interest and tangible results.

Telling great stories through well-designed experiences will make your customers remember and ultimately love your brand.

When your brand communicates well, you create a context of expectations. The product becomes emotionally prequalified before the purchase is made.

But here's the catch: content and messaging cannot be pushed effectively through mass media. Today, ideas are exchanged more immediately and intensely than ever before; we live in a world defined not by mass consumption, but by participation.

Today, brands do not need intermediaries in order to have a direct interaction with customers. The means of message deliveries are being democratized for the first time in history.

Furthermore, a well-delivered message will impact real-life experiences that will be transmitted through relevant networks.

Market 8 focuses on creating compelling messages that connect high-value B2B and B2C brands with their audiences across multiple touch points, both offline and online, then measuring the results and closing the loop on all initiatives.

By partnering with Market 8, your company will be able to utilize digital platforms as effective lead and revenue generation engines.



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## OUR TEAM



Eduardo Esparza, MSIE

Eduardo drives the branding and communications strategy discovery process for Market 8 clients. His broad experience includes leadership positions in strategic planning, operations, finance, business process consulting and marketing for several multi-billion dollar companies across many industries including the luxury home design, manufacturing, and industrial distribution among other.

Eduardo also serves in the board of directors of the Atlanta chapter of the Business Management Association, the leading business-to-business marketing organization in the US. Eduardo is the father of a beautiful 3 year-old girl, and enjoys the arts, photography, graphics, mountain biking and declares himself an audiophile.



Sandra Ghaoui, MBA, BSIT

Sandra leads the digital strategy definition as well as all implementation and production aspects of Market 8's client engagements. She has led implementation of CRM systems and is a HubSpot Inbound Marketing certified specialist. Sandra's pragmatic mind translates strategy into reality by concisely defining key metrics and implementing business decision processes that will drive continuous improvement to all digital marketing initiatives. She recently led the implementation of CRM dynamics for Francois & Co., and directed their product development efforts. The mother of a charming little girl, Sandra is a tennis fanatic (she does play quite well), and enjoys playing with Simon, a beautiful Persian cat.



Lucas Lamah, MBA, BSIT

Lucas leads all implementation of social engagement platforms for Market 8 clients; ensuring that their brand identity turns social. He has led the development of the beiruting.com brand in Facebook, and has developed social branded games for several brands in the Middle East such as Smirnoff among other products. Lucas also leads all the development of websites and branded experiences in Facebook. He recently directed several Accenture ERP

implementations in France. Lucas is a seasoned socializer and his techniques and deep understanding of Facebook algorithms is key for the success of Market 8 clients' social media programs. Lucas is a mountain biker and enjoys traveling the world with his Mark IV camera.



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## OUR TEAM



Riad Chebli, MBA

Riad Chebli is Market 8's director, post producer and visual emotions creator. He takes care of the video and motion graphics of Market 8 and leads the videography teams. He has deep roots in the TV-commercial and music video business in which he was raised and has extensive knowledge in all sorts of video formats and compression. In addition to his work for Market 8, Riad is a distant learning videography professor at the "Konrad Wolf" School for Film and Television in Germany and at the St. Joseph University in Lebanon. Riad recently worked in iPhone and iPad Applications design and programming. He also does research in picture enhancement and stereoscopy. When not at work, you'll find him in the kitchen or in some market shopping for food ingredients trying to discover new tastes. As he says, "the mood goes with the food."



Steve Webb, BA, English

Steve Webb creates great stories on paper. Steve is a marketing and writing professional with extensive experience in internal and external corporate communications, business writing and editing. He has a proven ability to enhance brand visibility through corporate messaging – including news articles, press releases and brochures. Steve's journalism and research skills allow him to create compelling advanced content for white papers and business cases. Steve is also skilled in working with media contacts and arranging interviews with C-level management. Steve is a literature and music enthusiast, the recent owner of two stray cats who like to hang out with him while he works at the computer, and is a coffee connoisseur who enjoys the best brews known to man in his free time.

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# METHODOLOGY

Market 8's holistic approach helps identify opportunities for your brand to become more relevant and memorable to your customers. These opportunities are the starting point for targeted initiatives for which we assign priorities and budgets with you, and then work on implementing and measuring the results with you. To uncover this value, we follow a 4-step approach:

Define Your Message

Choose the Channels of Interaction

Enrich Your Customer Experience

Measure and Improve



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# SERVICES

## ONLINE

Brand Strategy  
Customer Insight Workshops  
Research & Segmentation

Digital Brand Strategy and Identity  
Social Media Strategy: Lead  
Generation vs. Loyalty vs. Branding  
SEO Diagnostics & Implementation  
Digital Marketing Plan

Website re-design  
Custom Content Management  
Systems (CMS)

Social Media Marketing & Promotion  
Lead Nurturing - eMail campaigns  
Integration of Call to Action Motives  
through Touch Points  
eLoyalty programs

Content Creation - copywriting  
Rich Media  
Video  
Branded Social Media Pages  
Custom Facebook Applications &  
Gaming

Metrics Dashboards

## OFFLINE

Branding – Image guidelines  
Product Presentation  
Photography  
Video  
Collateral Design



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# PARTIAL WORK LIST

SMIRNOFF – Facebook Branding Experience – Night Exchange custom application

BEIRUTING.COM – Facebook Experience, website design, video & photography, social media management

FRANCOIS & CO – Complete digital marketing engagement – web design, social media management (including copy-writing), photography, video, digital marketing measurement console, print media design (collaterals & advertising), product design. Inbound marketing framework implementation

UNISOURCE WORLDWIDE – Revamp of its industrial products unisourcedirect.com site. Inbound marketing framework implementation

THE SUZUKI SCHOOL – Branding assessment and Inbound marketing framework implementation

THE EXECUTIVE-MAGAZINE – Digital strategy consulting, digital benchmarking and best practices study. Visual definition across all digital platforms: web, mobile, ipad. Revenue model and ongoing market response platform

References upon request



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## FOR MORE INFORMATION



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## CONTACT

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