

Spread the word

Discover our full range of marketing, branding, and creative services to grow your business. We partner closely with each client, learn your business, and together, increase awareness and response to your company.

A smart marketing strategy, combined with excellent branding, helps deliver your message to the right people in the right way. Effective branding doesn't just look good - it drives your business.

5 Reasons to Choose Creative Stream

1. **Expertise:** You receive professional marketing, branding, PR, writing and design services directly from one source.
2. **Value:** Enjoy our sensible, flat fee structure, which creates value and eliminates out-of-control, hourly billing.
3. **Responsive:** We're small enough to give you priority attention. We're easy to work with and always accessible. We know you often work late, so when you e-mail us at midnight, it's not unusual for us to respond immediately.
4. **Capable:** We know our business like you know yours. In addition to in-house talent, we've carefully selected and partnered with industry professionals to more fully provide everything you need. Work is always produced from creative professionals.
5. **Results:** We have a successful track record with tech companies, national retail chains, and B2B companies. Increasing your business is our priority.

OneVue

"Thank you for the hard work and devotion you have put forth handling our account. It is obvious you have a genuine interest in our company and our team. We feel like you're one the team members and not just our agency. You provide us with sound advice and guidance that allow us to make better decisions. On behalf of myself and the entire team, we would like to thank for the tremendous level of service and look forward to our continued relationship."

— Andy Pieri, VP Sales & Marketing

National Technology Company

"I second Mike's sentiments; best website we've ever had."

— Joe, Chief Operating Officer

Brix Chocolate

Wow, awesome! Thank you for your prompt attention to this project and quality of work.

— Ryan Wycoff, Sales Manager

Intelligent Mobile Support

"I just want to re-iterate my positive reaction to the brand messaging. It is very nice, simple and clean. Keep up the good work."

— John W. Steidley, Ph.D., CEO



MARKETING + COMMUNICATIONS + CREATIVE

What We Do

- + Marketing consulting
- + Brand development and management
- + Content writing and development
- + Graphic design and creative development
- + Online marketing
- + Social media marketing
- + Website design and content management systems
- + Event and trade show marketing

Our Clients

- + Software & Technology
- + Retail Technology
- + B2B
- + Specialty Retail

We Leverage

- + Marketing
- + Content development
- + Communication
- + Creative principles

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John Centofanti ■ **Principal Consultant** ■ [linkedin.com/in/johncentofanti](https://www.linkedin.com/in/johncentofanti)

John serves as a marketing consultant and content developer for B2B, Technology, Retail, and Non-profit clients throughout the US. His background in the corporate retail environment ranges from Marketing to Store Operations Management, HR, as well as Customer and Employee Relations. The retail chains he's served range from smaller, multi-site chains to publicly-traded, national retail chains with 100+ locations.



In 2006, John founded Creative Stream Marketing, serving national retailers, tech companies, and B2B companies across the US. John has worked with numerous start ups, early stage, and established companies both strategically and in providing marketing services, developing brands and increasing response to their businesses.

John's background spans nearly everything creative for business, including marketing-communications, branding, graphic design, and more.

Steve Dartt ■ **Strategic Partner** ■ [linkedin.com/in/stevedartt](https://www.linkedin.com/in/stevedartt)

Steve is a marketing and advertising consultant, writer, communication strategist, media planner and idea guy, serving a wide array of local, regional and national clients.

Steve has worked as both a sole practitioner and as a corporate director where he has experience building marketing departments from the ground up. He has partnered with the gamut of communication professionals including agencies, artists, designers and other fun, creative types. This experience gives Steve a solid understanding of all of the moving parts inherent in a successful marketing communication program. Steve is an avid learner who enjoys developing ideas through collaboration and he is most likely to include two questions in every conversation: *What if? Why not?*



Steve's in-depth knowledge of marketing and hands-on experience leading projects—from idea to implementation—will give your marketing plans the competitive edge to separate your business from the pack.

Eric Holm ■ **Web Strategist** ■ [linkedin.com/in/ericleeholm](https://www.linkedin.com/in/ericleeholm)

Eric understands how to convert visitors into customers. Having managed sites with over 2000 pages of content, his expertise is leveraging websites to generate business. From the smallest details to the big picture, Eric delivers web strategies that work.



Starting with a holistic approach to online marketing, Eric utilizes content marketing to nurture leads to turn your prospects into customers. This often includes using websites, e-mail, video and social media channels to build your marketplace authority.

Eric leads creative design and content delivery to build awareness across print, web, e-mail, and social media channels. He analyzes online initiatives to find opportunities to improve design, structure, copy, and offers that produce measurable business results.

Marketing Programs

MARKETING & CONSULTING SERVICES

- Develop marketing strategy and provide ongoing consulting.
- Design, write content with call to action, and execute marketing campaigns.
- Develop and manage all communications to current customer base.
- Research and execute new marketing and advertising opportunities.
- Media buying and negotiating.

BRAND DEVELOPMENT AND MANAGEMENT

- Brand development and positioning.
- Corporate identity collateral (stationery, business cards and related).
- Logo design or Word mark design.

CONTENT WRITING AND DEVELOPMENT

- Develop and write content for advertising and marketing collateral.
- Write company tag line.
- Develop and write content for press releases.
- Develop and write content for trade publications/articles.
- Write case studies and white papers.
- Create PDF marketing collateral for web site.

GRAPHIC DESIGN & CREATIVE DEVELOPMENT

- Provide all advertising design and copy writing for trade journals, magazines, and all print or web media.
- Design and write copy for all marketing collateral (anything a customer touches).

ONLINE & SOCIAL MEDIA MARKETING

- Design and write content for new HTML web site or content management system.
- Design, write content with call to action, and execute E-mail marketing.
- Manage and develop content for social media accounts, including Twitter, Facebook, and similar social networking services.
- Maintain web site content.
- Manage all internet advertising.
- Develop and write blog/article content.

EVENT MARKETING & TRADE SHOW MANAGEMENT

- Booth, Space, Signage, and Collateral design.
- Pre/Post-show lead contact.
- Service ordering.

