

323!

**THE
WHO,
WHAT,
& WHY.**

Through our years of experience, the 323 Media marketing team is a mix of employees, contractors and highly-vetted vendors prepared to deliver a full-service marketing experience. Often seen as an on-demand marketing department, the team is ready to help accomplish your marketing goals.

Focusing on long-term brand building exercises, our team thrives when working with brands that are ready to grow their business. We believe all efforts lead back to the building of the company, whether that is increasing brand awareness, gaining new business or engaging with target audiences.

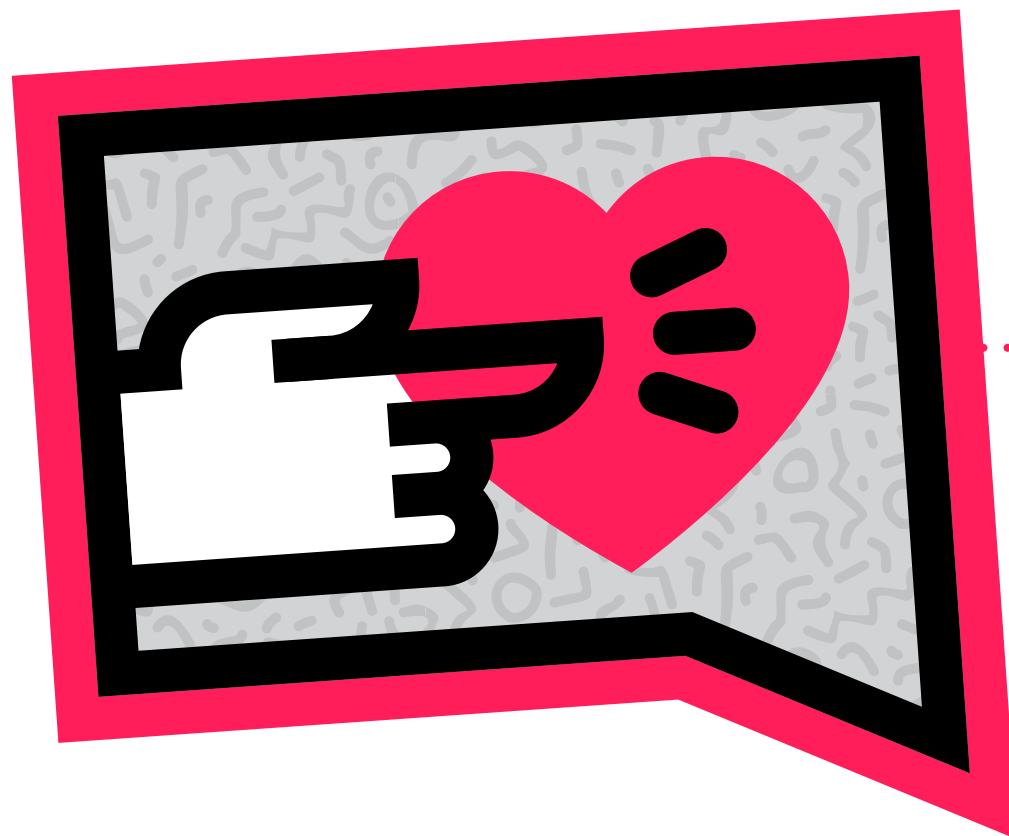
Our key objective is to design marketing solutions that create improved user experiences. From physically doing this in retail spaces, to digitally creating engagement on social media and integrating virtual reality into our content marketing, we are with you every step of the way.



WHO WE ARE



**WHAT
WE
OFFER.**



SOCIAL MEDIA

Your customers and prospects are probably spending more time on social media than they should. You should be there too - at least your brand should. Connect with a mix of great organic content and strategic paid ads to stay top of mind, encourage engagement, and create a community.



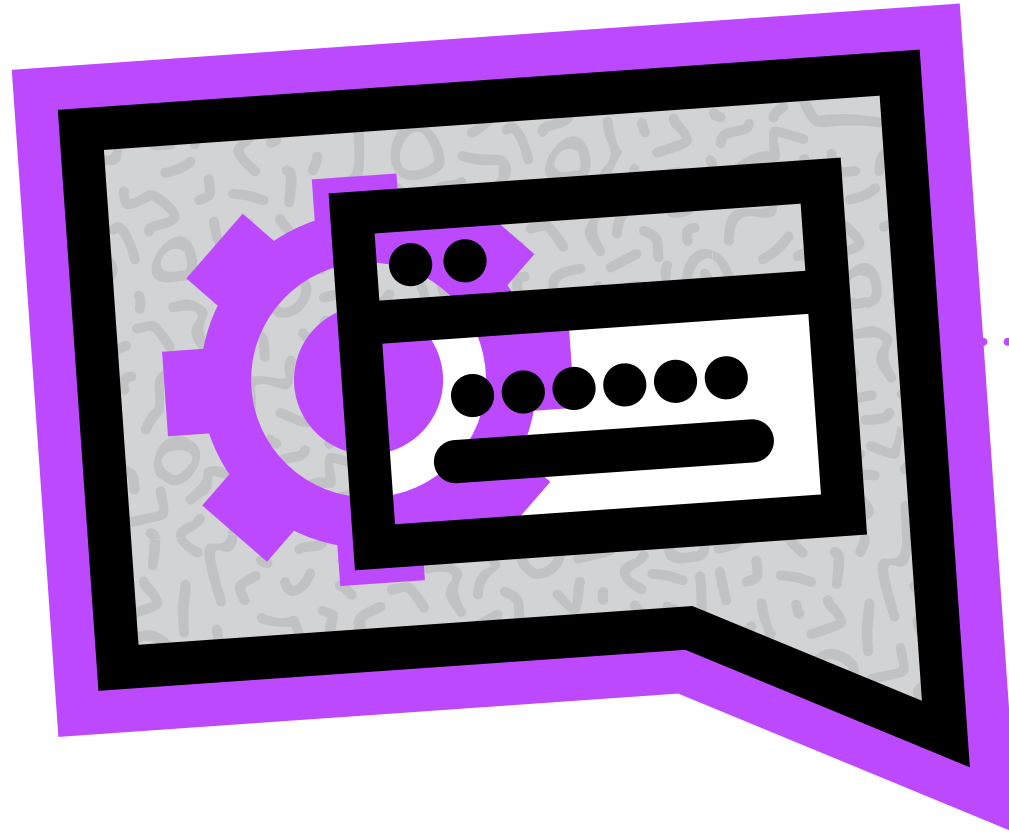
CONTENT MARKETING

The icon isn't wrong, content marketing does make us happy and it should make you happy as well. The outcome is a better user experience and a depth to your marketing that increases brand awareness, boosts SEO and facilitates inbound leads. We have a process to build out your brand and give you the authority in your industry.



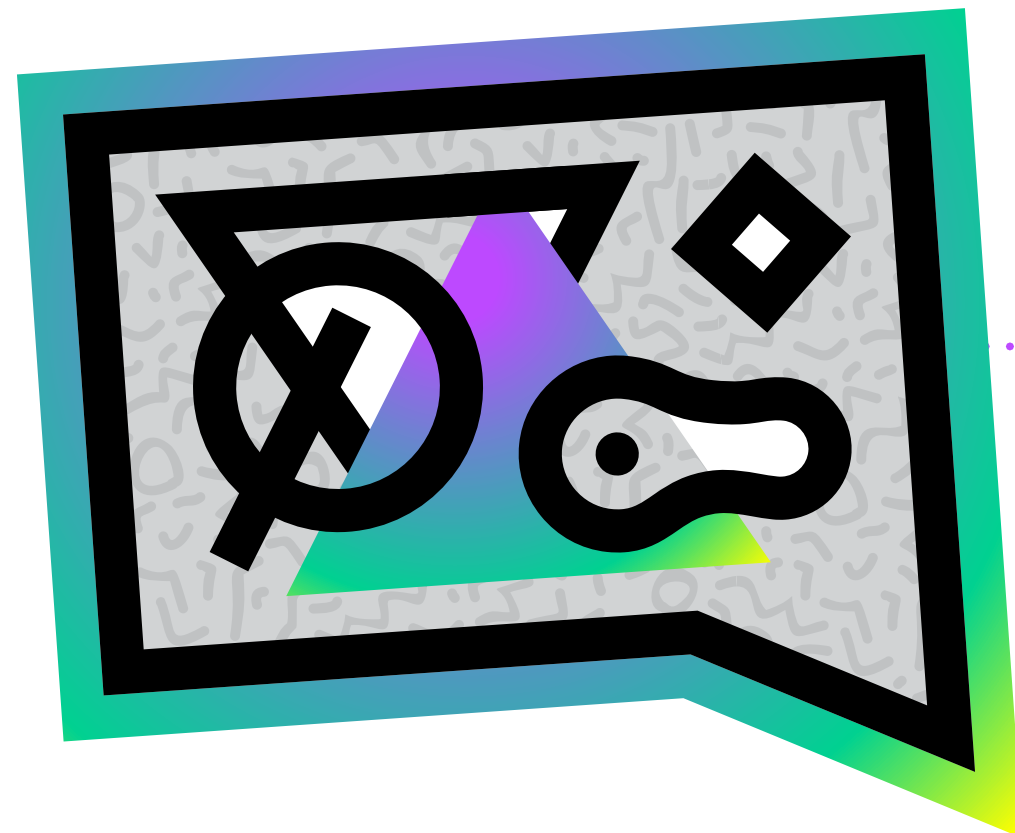
CONTENT WATERFALL

Have you ever wanted to be everywhere at once? Us too. That's why we created a content repurposing platform that allows your video or audio to turn into articles, guest blog posts, graphics, infographics, video snippets and social content. We call it the content waterfall and we're looking forward to seeing how your existing content can be amplified.



SEO

What good is your company, website, or social media if nobody sees it? We can get you seen through strategic advertising, however, long term you want to be found on Google ahead of your competition. Search Engine Optimization is an investment into your business because it proves your market share through brand recognition, industry relevant and authority.



DESIGN

Our design team creates everything from logos to full websites that make your company shine. Whether you're looking to launch with a great brand or refresh your look, our team is there to bring you and your company to life visually.



E-COMMERCE

Did you know our two founders both started their careers in retail? It's true. It's also been a logical progression for them from retail to e-commerce, understanding how the best concierge-like experience on the retail floor can translate to a great online shopping experience that generates more sales, increases conversions and has more happy unboxing moments for your customers.



WHY
YOU
WANT
US.

PARTNERS IN CLIMB

FORWARD FOUNDATION'S ONE DAY ONLINE FUNDRAISER

THE CHALLENGE:

Pivoting planned events and activities to meet the expectations of supporters during COVID-19.

THE SOLUTION:

Creating a fundraiser that is virtual meant there needed to be a level of engagement that could mirror the level of events Forward Foundation had held in the past. Starting with one supporter, Marco Lam, putting his hand up to suggest a Virtual Cycling Challenge and being the one cycling, we created the platform around him to capture interest, accept donations and live stream the event.

STATS:

171% of fundraising goal achieved



Services Utilized



BONNEFIELD

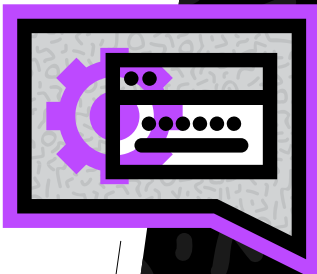
BRINGING THE BRAND TOGETHER

THE CHALLENGE:

After operating for many years, the marketing and sales tools weren’t consistent.

THE SOLUTION:

Refreshing the brand identity and creating guidelines for all marketing assets to unify the look and feel. From a press release, research report and website; the brand is clear, recognizable and represents their position as market leader in agricultural investing.



Services Utilized

SIERRASIL

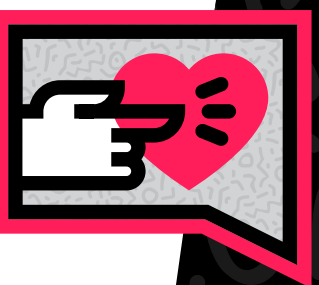
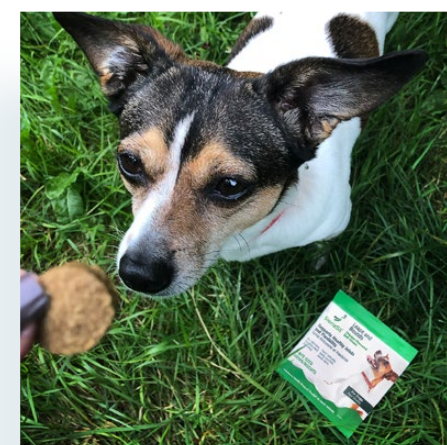
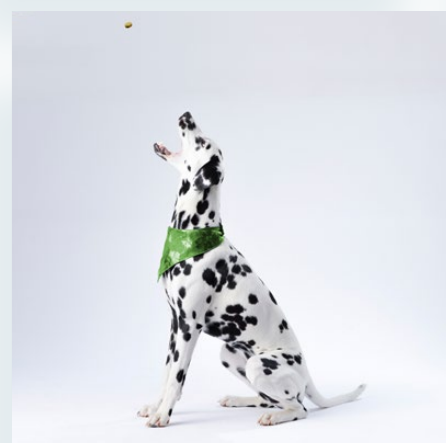
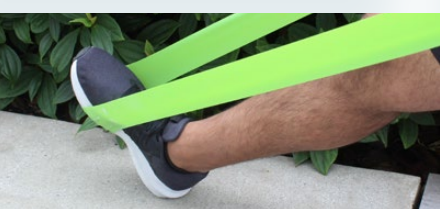
APPEALING TO A BIGGER AUDIENCE

THE CHALLENGE:

Creating a social media strategy that is ongoing with a limited line of products while staying fresh and engaging.

THE SOLUTION:

Focusing on lifestyle, seasonal activities and testimonials, the posting has become a fun mix of posts and contest that doesn't feel expected. From different activities and foods that promote healthy joints to testimonials and tips on enjoying life, the @sierrasil accounts add value to their target customers who are on social.



Services Utilized



SIERRASIL

STREAMLINED E-COMMERCE FOR EVERY CUSTOMER

THE CHALLENGE:

Multiple websites with different information based on jurisdiction regulations meant customers could not easily find the right products to purchase.

THE SOLUTION:

Creating a single e-commerce platform that filters customers automatically by country to the right e-commerce store for consumers or wholesale orders. The simplicity of the website is complemented by automation behind the scenes to keep processes catered to each users location. This respects the wishes of the Canadian and USA regulators and allows efficiency with orders placed by customers.



Services Utilized

GOLF CANADA FOUNDATION

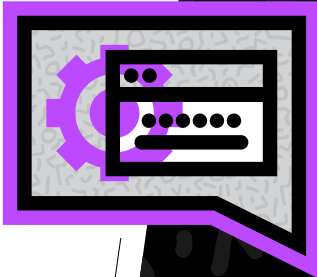
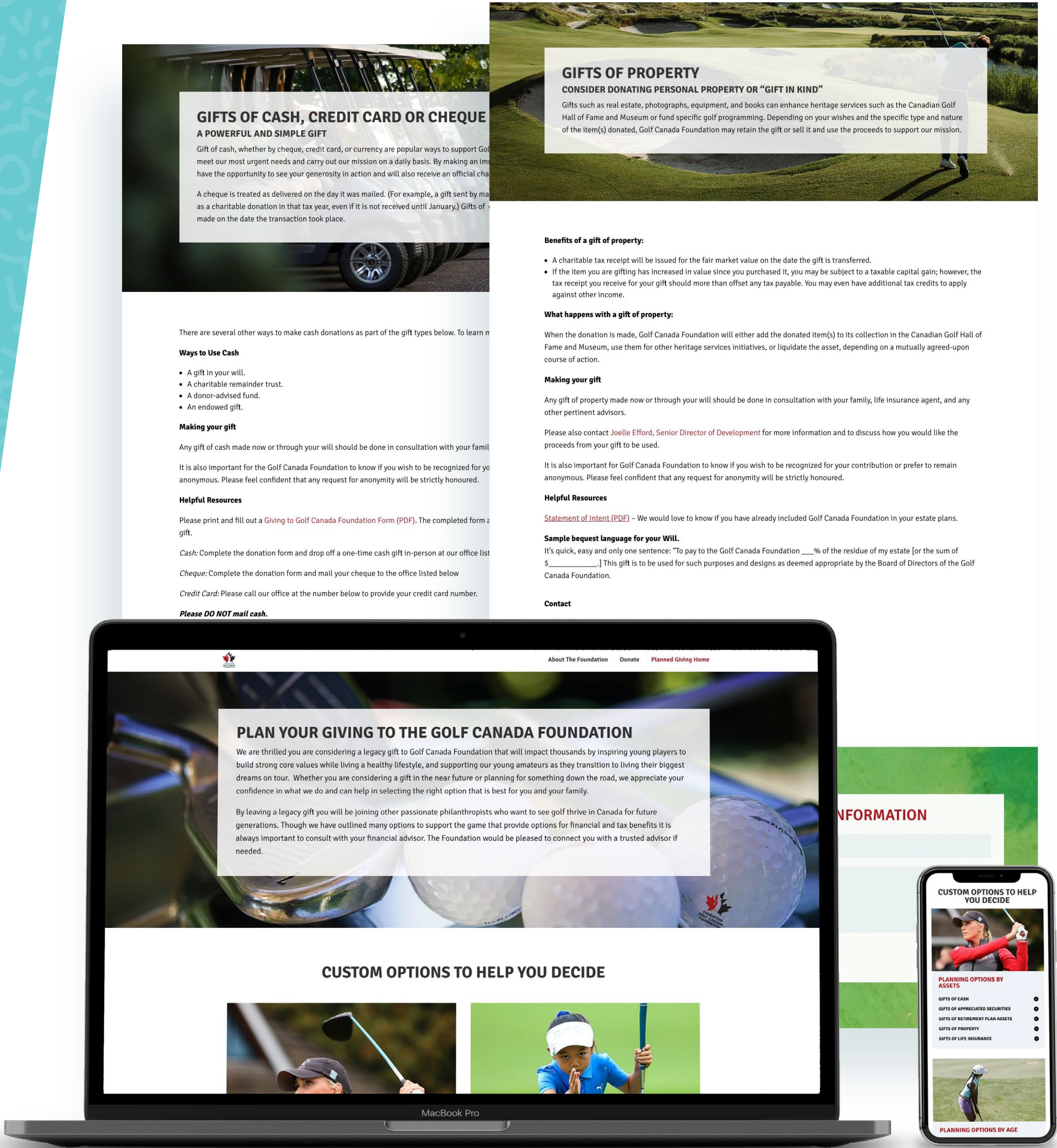
BUILD AN INFORMATIVE WEBSITE TO HELP DONORS WITH THEIR PLANNED GIVING TO GOLF CANADA

THE CHALLENGE:

Create a user friendly experience for a complex set of information.

THE SOLUTION:

Creating a micro-site to filter and sort information was developed to be an extension of the current website, yet keep the focus on the planned giving content. Creating a road map of information, we were able to make a complete transformation of how the content was filtered and divided to easily be found without excess scrolling or clicking to multiple pages.



Services Utilized



STEELIX

BRINGING THE VISION TO LIFE

THE CHALLENGE:

A new company bringing their first product to market needs a professional and polished tool to explain the vision and long term prospects.

THE SOLUTION:

Designing a brochure that tells a story, paints a picture of the future and lays out the pieces that get from vision to reality was a tall task. Approaching this with all stakeholders involved meant the brochure was authentic. What shows here is a start of what's to come and will be updated as each identified milestone is hit to show the plan is in motion with momentum.



Services Utilized




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registered users in the first 90 days.



LET'S WORK TOGETHER.

A partner for all of your marketing needs.

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323!