

looker lab

Small and mid-size businesses are over extended. The last thing they need to manage is multiple digital vendors when it comes to their online presence.

Having a One-Stop-Shop for all your digital needs is ideal no matter what pace you'd like to grow.

Whether it's branding and identity, web design and development, social media, creative content and strategic thinking, Looker Lab takes great pride in crafting and executing a digital plan that coincides with your company's goals and organizational targets.

TESTIMONIALS

How are we a One-Stop-Shop?

We assess where you are in the digital evolution of your business, and strategize what your company needs for growth.

We follow through with all the services below crafting goal orientated platforms, custom design, and content that's engaging and creative.

- Branding & Identity
- Web Design + Development
- Social Media Management
- Social Ads
- Analytics
- Creative Content
- Video
- Animation
- Stop Motion
- Graphic Design
- Lifestyle & Product Photography

REQUEST PORTFOLIO

We take a holistic approach in defining your brand and identity as a company or organization.

Providing the right research on competitors, listening to your inspirations, and asking the right questions of you and your team to help create the best representation of your company that adheres to your mission, creates an emotional impact and a design that not only appeals to your audience / customers / clients, but also motivates and inspires your team.



AXIS
talent partners



viewreau



SR



parabelieve



b*free



in true der

Creating a beautiful site that represents your brand, has a clear call-to-action, with a graceful user experience is imperative to your business.

This is the foundation for most brand's success with converting online views to customers and clients.





VISIT WEBSITE

Why deploy a comprehensive Social Media Strategy?

Because that's where your customers are!

Whether we like it or not, social is where the eyeballs are. At least 59% of people check their accounts once a day and 45% at least 5 times per day!

Consumers are more receptive to your message on social media. Because unlike traditional advertising, your audience wants to see products, services and causes that are relevant to them. Micro-targeting and getting your audience to opt in by following you on social makes that possible.

Brand Awareness. Lot's of businesses think that once they have their website up, people will automatically come to their sites. This is not true! You knew this. But you have to put yourself out there and make the world know your brand or organization is open for business or donations. Targeted brand awareness campaigns can help with that!

Your competition is on social. Show me a company that isn't!

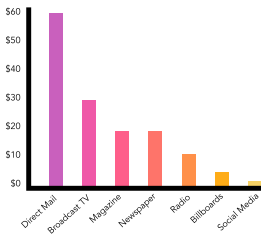
Micro Targeting. Why waste time and money on reaching people who are not going to be potential clients, customers or donors? With each platform appealing to different audiences, you can choose which platforms you want to spend your limited time on. You can also target people with social ads according to their behavior and site visits online.

Cost Effective. Marketing through social media comes at the lowest cost. (see next page for Figure 1.0)

Social Media Marketing improves SEO. More people drawn to your site via social media, means more site visits, which can improve your ranking on Google and Bing.

Brand Loyalty. Bring your audience into the fold, show them educational and entertaining content, and they will organically become more loyal to your brand since you are providing them with content of value.

CPM (Cost per thousand impressions) on Social Media can be as low as \$2.50. This is 3x less expensive than advertising through traditional media.



Social Media platforms are like mini TV channels that demand engaging, educational, and entertaining content.

We will determine which type of content would best serve your audiences and design creative strategies to inspire them to be loyal to your brand, visit your website, and make purchases, donations, or inquire about your services.

We provide this through video, animation, lifestyle, and product photography.

[REQUEST PORTFOLIO](#)

Our team is made up of a diverse group of talent. We add a vast array of various skills and work experiences amongst our team including decades worth of Creativity, Marketing, Branding, Design, and Animation.



Bryan Santiago
Creative Producer



Andrew Wilson
Senior Art Director



Adetutu Adekoya
Social Media Manager



William Fogarty
Copy Editor

Request a Proposal

We will customize a proposal for you based on your needs, where your business is in it's evolution, and what your goals for growth are.

[REQUEST](#)

Schedule a Call

You can schedule a 20 min call with us to assess your needs, provide some guidance, and how our services can help you reach your goals.

[SCHEDULE](#)

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