



*Sage*TM design group

Creative Solutions to Grow Your BusinessTM

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Our Mission

At Sage Design Group we want to be the go-to-place for ideas that help **CREATE, INSPIRE** and **GROW** profitable businesses through meaningful human connections. We strive to foster results oriented communication campaigns to enhance our client's image, improve their sales and maximize their ROI.



Annette C. Sage, Owner / Founder / CEO

Sage Design Group is an advertising agency founded by Art Director and Marketing Expert Annette C. Sage, who has over 20 years of experience in the industry. Its advertising philosophy takes the traditional marketing funnel concept and integrates advocacy in its campaigns to keep up with today's interconnected economy.

In addition to an extensive array of creative offerings, Sage Design Group's services include marketing communication, brand management, social media marketing, SEO, content marketing, and Public Relations. Throughout the years, Annette has helped entrepreneurs grow large billion dollar brands.

Our Work

1

- **Graphic Design**
- *Professionally crafted visual content to communicate messages*

2

- **Web Design**
- *Disciplines and techniques used to create beautiful interfaces*

3

- **Photography**
- *The art of recording light to create professional looking images*

4

- **Video Production**
- *Directing, storytelling, animation, editing, and video production*

5

- **Presentation Design**
- *Combining media elements to tell a story & persuade an audience*

6

- **Writing / Editing**
- *The art of using words in advertising and telling compelling stories*

Graphic Design

If this turns you on, don't turn us off.

Be smart, don't start.

JOIN TOGETHER

A little bit of this can go the wrong way.

Be smart, don't start.

JOIN TOGETHER

If you're drinking more, your're learning less.

Be smart, don't start.

JOIN TOGETHER

Crossings C
Coversings faces the elegance and simplicity of Japanese style of living, with the clean lines of the 'Y' Art Nouveau, & Crafts movement. The choice of colors and for the possibilities.

Baba Chic Collection

Individually crafted, Mediterranean style mosaics, borders, inserts and dots. This style represents a marriage of the influences of Mariah and Marcella. Composed of handcut limestone, terra cotta, marble and recovered, handpainted tiles. No two pieces will be exactly alike.



Perhaps the most significant architecture in Florence, known the world for blue on white yet also especially for blue on white yet also expressed through a wider palette, these exuberant patterns have a rhythm and vitality all their own.



Orvi Collection

The Orvi Collection

THE FOUNTAINHEAD

AYN RAND

ISBN 0-465-19137-2

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CAN. \$27.99



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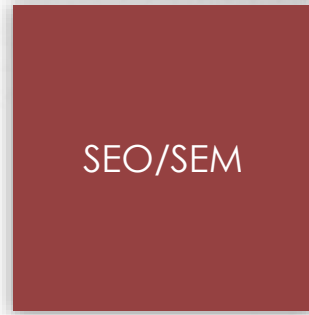
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Diverse Ideas.
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Mercedes-Benz

Web Design



Photography



Video Production



Presentation Design



Pitch Decks



Education

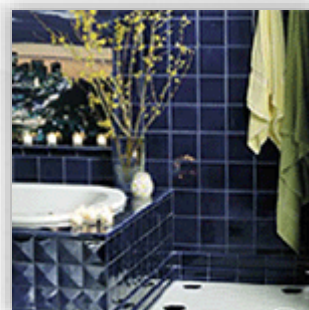


Marketing

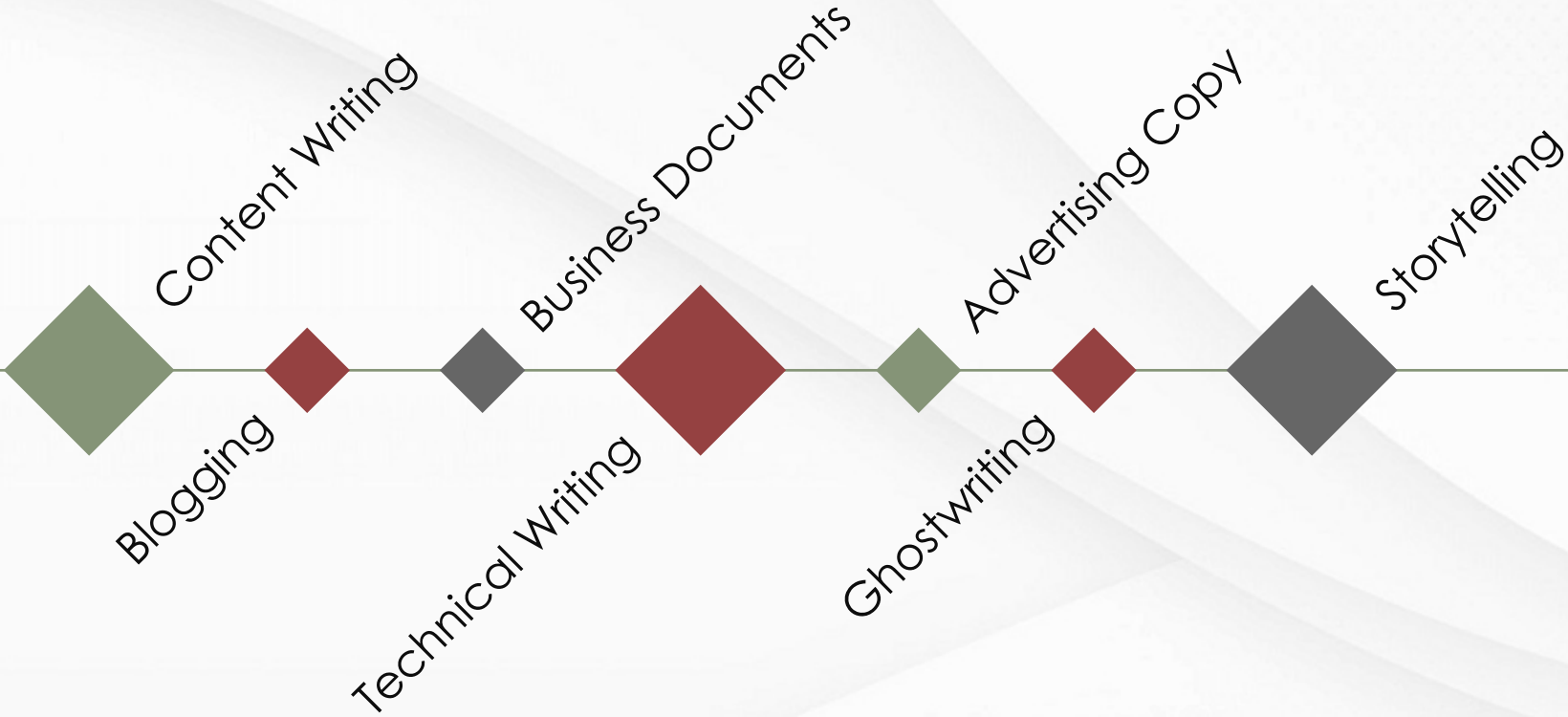
Events



Engagements



Writing / Editing



Our Services

1

- **Advertising & Marketing Strategies**

- *We help grow your business and open doors to greater opportunities*

2

- **Branding & Brand Management**

- *We help you create a brand identity that your audience connects with*

3

- **Creative Content Creation**

- *Strategic process of creating entertaining and educational materials*

4

- **Public Relations & Communications**

- *Effective PR communication results in trustworthiness of your brand*

5

- **Business Development**

- *We help you network and align with strategic partners*


6

- **Traditional & Digital Marketing**

- *We combine traditional and digital best practices for optimal results*



Sage Design Group's goal is to create positive awareness of your company - locally, regionally or in the worldwide marketplace. We work to enhance profitability, improve your image, grow your customer base, and maximize sales through effective targeted marketing strategies. Sage Design Group can assist you in creating a brand identity that will give you a competitive edge and open doors to greater business opportunities.



Your **brand** helps your audience define who you are, what you do, what differentiates you from your competitors, and the unique value you provide.

The power of your **brand** helps you gain a stronger position in your niche market and communicate clear messages that engage prospects and motivate them to buy.



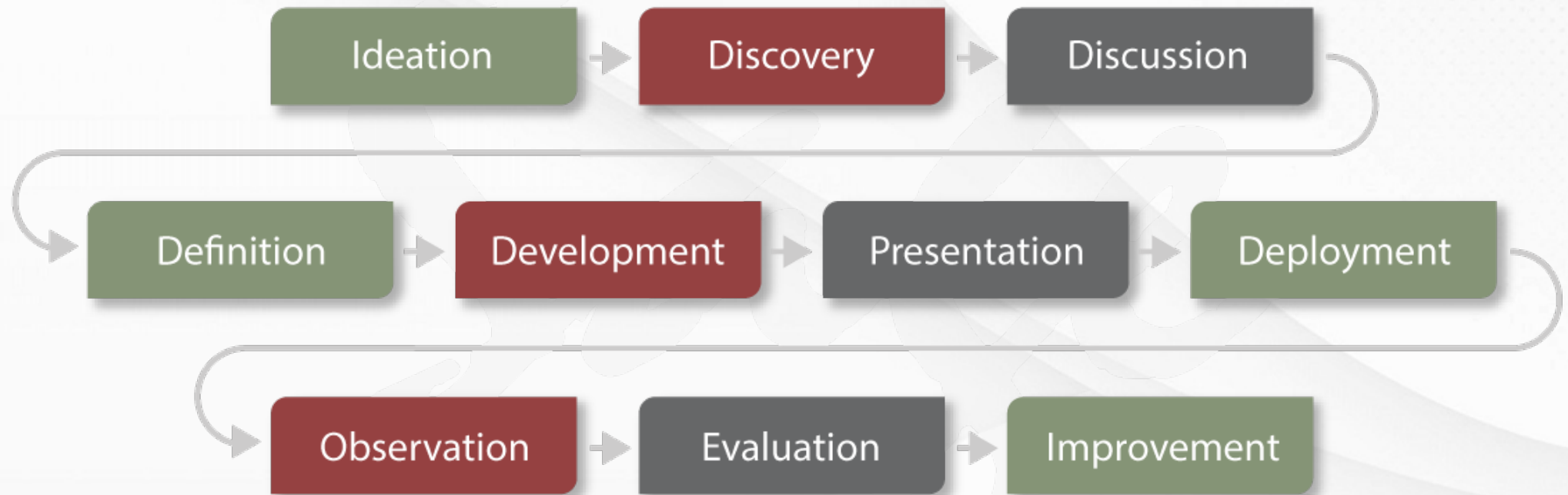
“

Remember the Bob Dylan rule:
it's not just a record,
it's a movement.

”

— Seth Godin (Author, Entrepreneur)

Branding Process



Branding Process

- **Ideation** – Generating, developing and communicating new ideas.
- **Discovery** – Researching and understanding the strengths and weaknesses of brands in your market to develop your own.
- **Discussion** – Brainstorming with stakeholders: customers, suppliers and partners.
- **Definition** – Determining the brand position and USP (unique selling proposition), objectives, differentiation, credibility, and personality (what for, whom, and why?)
- **Development** – Building a communication strategy that conveys the business objectives.
- **Presentation** – Creating consistent visual brand identity standards (logo, colors, style, imagery, and content)
- **Deployment** – Implementing the programs outlined in the marketing communications strategy across chosen media channels.
- **Observation** – Monitoring consumer behavior and competitive response. Collecting data and tracking results.
- **Evaluation** – Analyzing data and measuring the brand's overall performance.
- **Improvement** – Making revisions and adjustments for stronger positioning, better traction, and reaching higher potentials for your brand image.

“

72% of marketers think **branded content** is more effective than advertising in a magazine.

”

- Custom Content Council

Benefits and Purpose of Content Marketing



“60% of consumers feel more positive about a company after reading custom content on its site.”

- Content Plus

Organizational Goals of Content Marketing

Brand Awareness

Customer Acquisition

Lead Generation

Customer Retention and Loyalty

Website Traffic

Engagement

Thought Leadership

SALES

Lead Management and Nurturing

Content Marketing Tactics



“Marketers spend nearly
33% of their budgets
on content marketing.”

- Content Marketing Institute

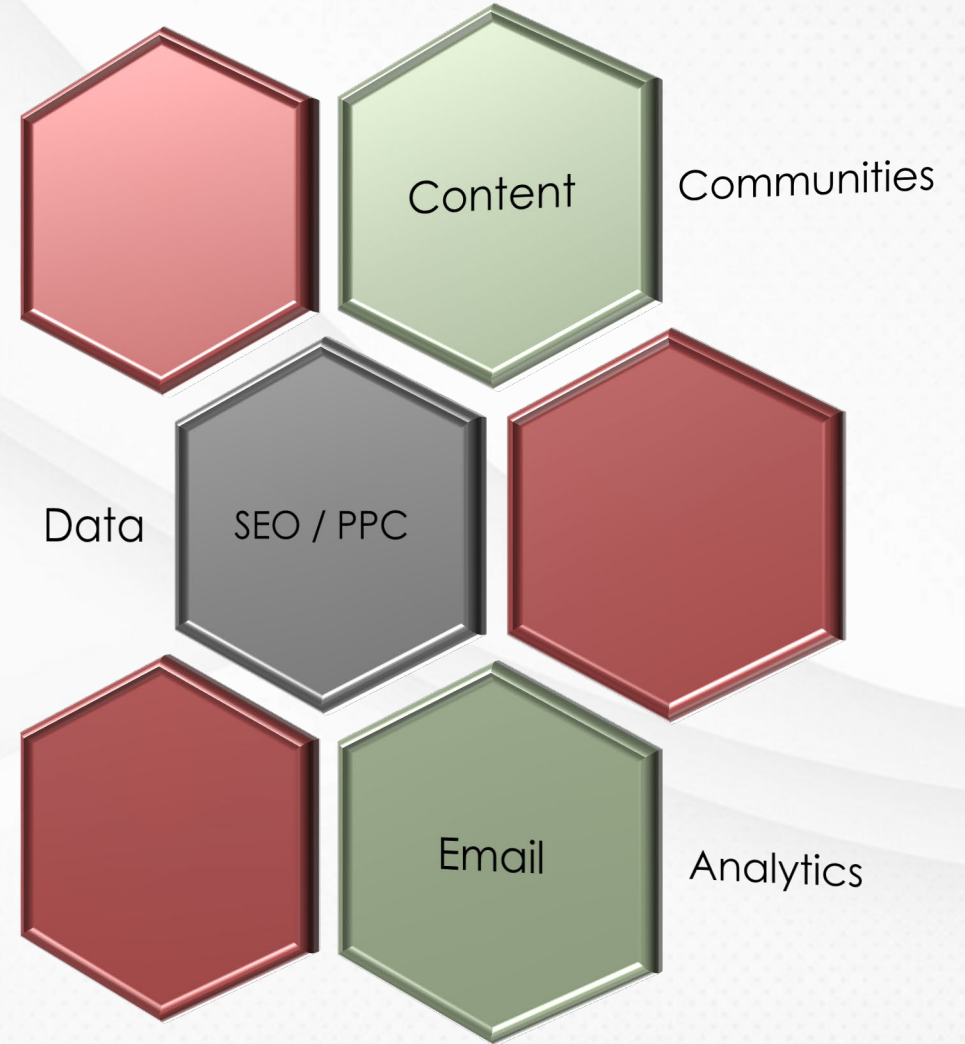
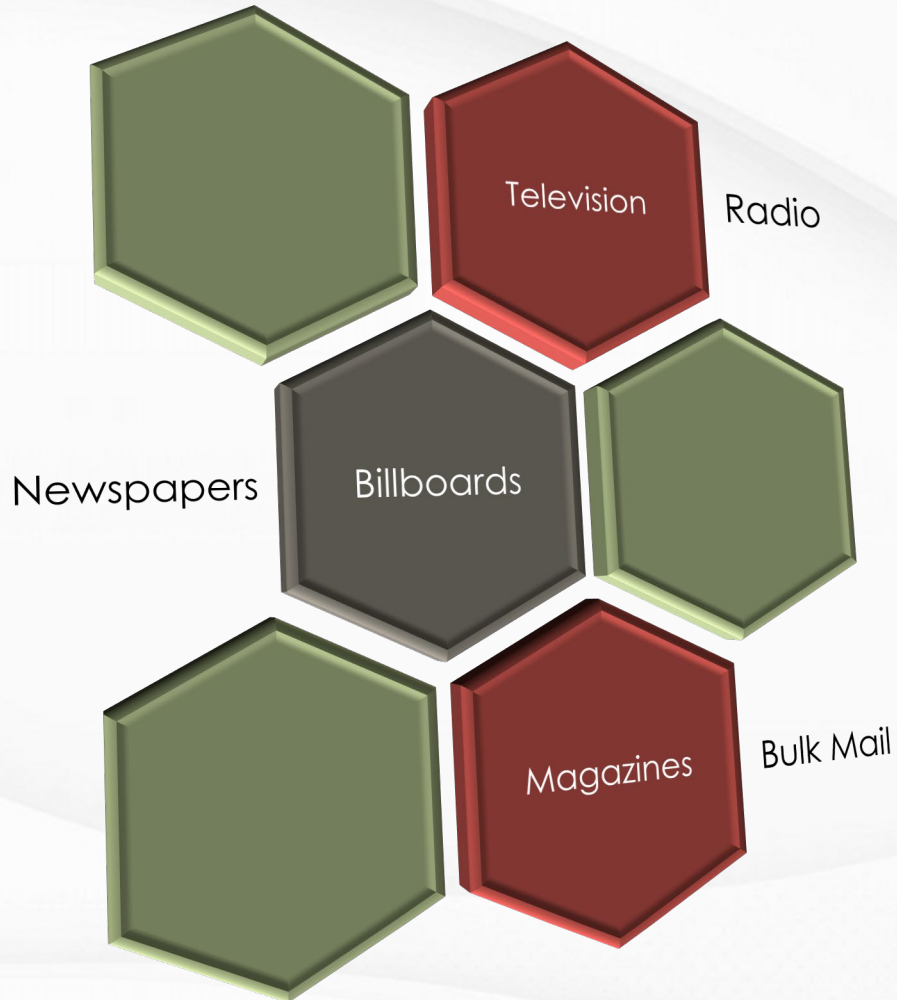
Traditional & Digital Marketing



Traditional

&

Digital



Traditional

- Limited Audience
- Delayed Communication
- Expensive
- Results Harder to Measure
- No Direct Interaction with Customer
- More Permanent and Impactful
- Tangible
- Outbound
- Difficult to Target Specific Audience
- No Personalization
- Longer to Implement
- ROI Based on Product



Digital

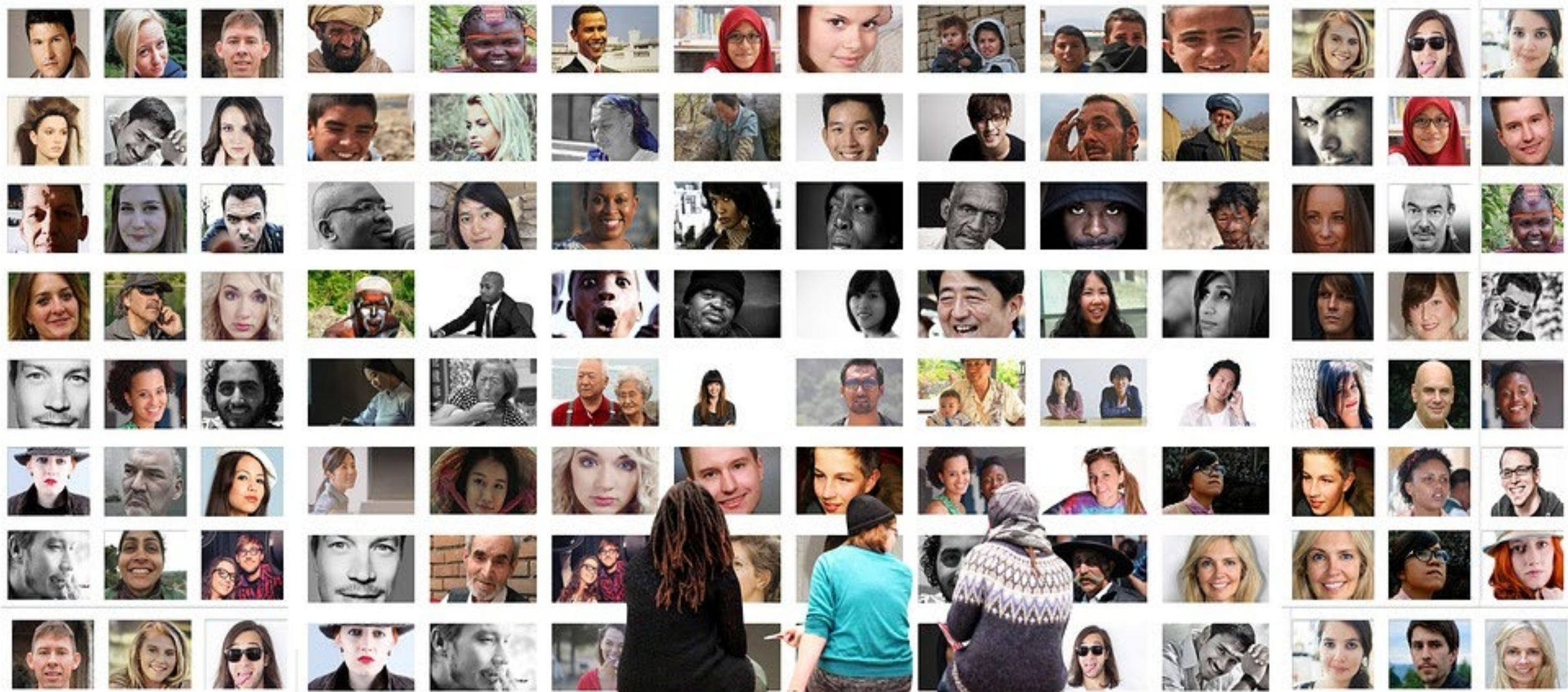
- Broader Reach
- Immediate Communication
- Cost Effective
- Measurable Results
- Easy Customer Interaction
- Potential Customers and Less Permanent
- Non-Tangible
- Inbound
- Target Audience Effectively
- Personalized Advertising
- Fast and Easy to Implement
- Higher ROI than Traditional Advertising



Partnerships + Teamwork

You can't do it alone.

Strategic alliances with industry partners can give you a network of professionals and open doors to growth opportunities within and between organizations.



“

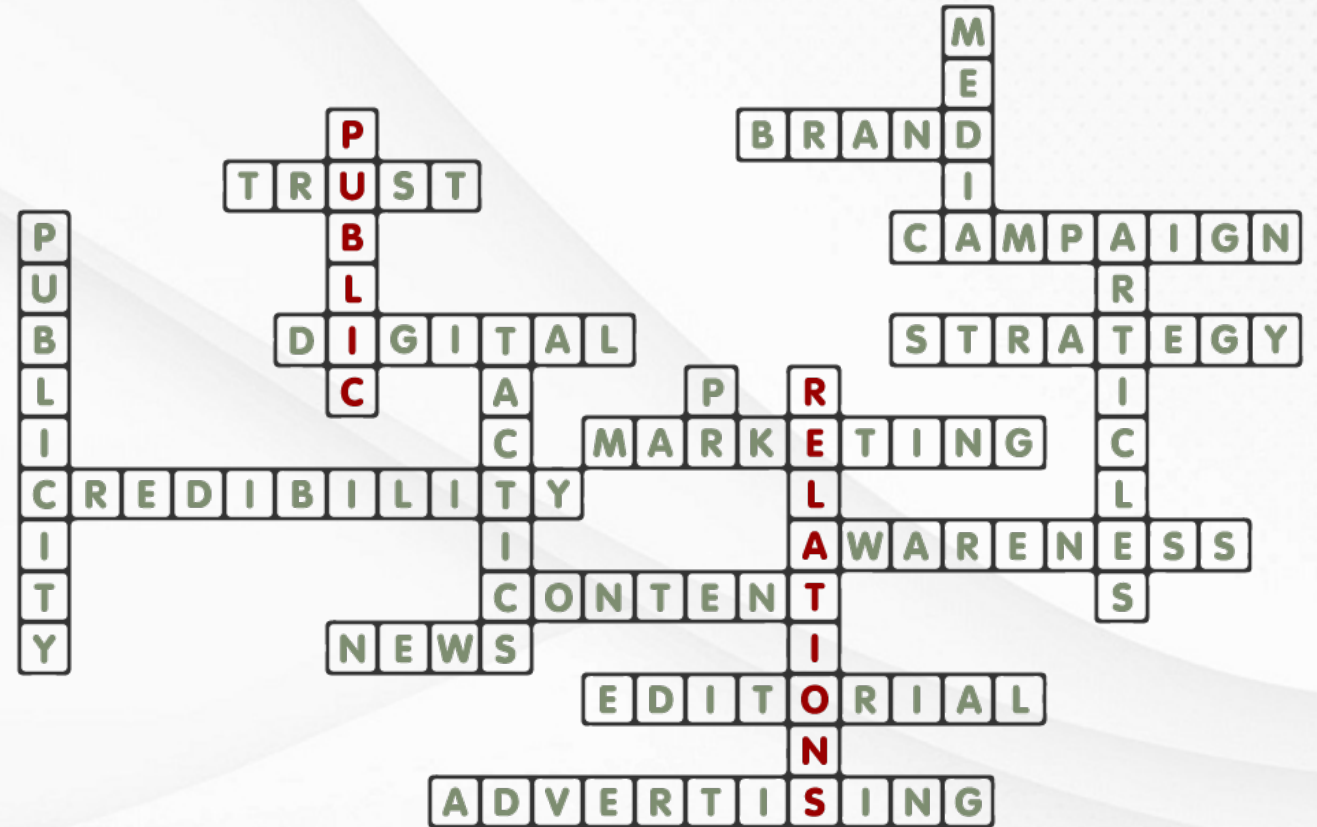
Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

”

– Public Relations Society of America

PR & Communications

A good Public Relations (PR) strategy can be one of the most cost-effective marketing tactics to grow your business. Many startups and entrepreneurs often overlook or are unclear about the benefits of PR when creating their business plan. When properly implemented and at the right time, effective PR results in long-lasting relationships, credibility and trustworthiness of your brand built over time.



90%

of users listen to
recommendations
shared from friends.

- Voltier Digital



Some of Our Clients

| | | |
|--|-------------------------------------|--------------------------------|
| Disney | Los Angeles Times | Doctors without Borders (MSF) |
| Mr. Brainwash | McNall Advertising | First Take Film Festival |
| Geena Davis Institute on Gender in Media | Camargo Associates | Chords 2 Cure |
| Electronic Sports League (ESL) | Santoshia at Little Beach, Tasmania | Art Knows No Borders |
| Radix Promotions and Marketing | Marketing Automation University | Green Bag America |
| Pacific Holdings Group | Precious International Jewelry | LA Mounting |
| Tokana | Kinder Ready™ + Elementary Wise™ | Counsel Right |
| 123-local-dentists | my-bio-zen | Dr. Hannah |
| BusinessLeads.com | B&E Auto Repair | At Home Aging |
| ITT Technical Institute | Military Strategic | Citizens for Sheltered Animals |

“

“Best Advertising Agencies of San Francisco of 2021” – Expertise.com

“Top San Francisco Brand Marketing Companies and Startups – The Future of Brand Marketing” – pr.expert

“Best Public Relations (PR) Startups in San Francisco of 2021” – Startup Pill

“It was great working with Annette! We were extremely happy with her professionalism as well as her creativity and skills!” – Isabell von Alvensleben, Chords2Cure

“She knows her stuff, has a nicely balanced creative and technical mind and is always great to work with.”
– Jason Romrell, Counsel Right

“In addition to being a great team player, Annette is talented and full of initiative and creative ideas. She has a can-do attitude and gets things done.” – Zev Posner, businessleads.com

”

Contact Us

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