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**Unleash the power of animation!**

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IF IT'S DIGITAL, WE'VE GOT YOU COVERED.

# Our Services



## Animated Videos

People hate to read, but they love videos! You'll make a bigger impact by delivering your message in a language they understand. With visuals that pop and a story that sticks.

## Landing Page Design

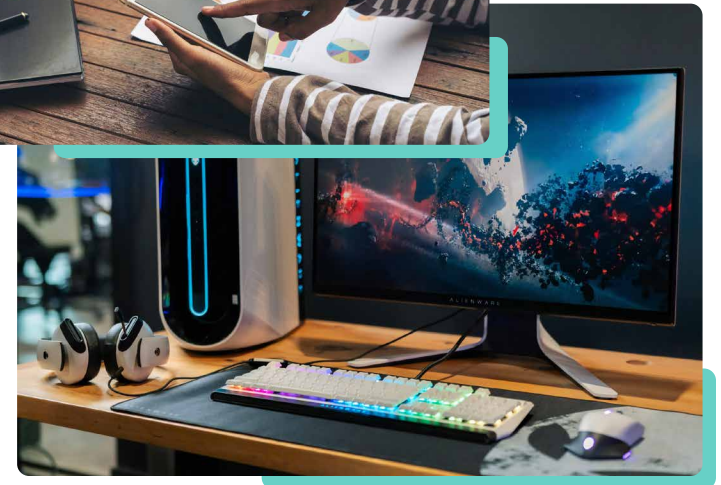
Increase conversions by linking your paid ads to dedicated landing pages. With our design and development services, you're only 10 days away from increasing your profits.

## PDF Production

Imagine no more printing costs, storage problems or throwing away outdated materials. PDF production combines the convenience of updating materials with instant delivery.

## Web Development

Never have website problems again with one of our monthly subscriptions. We'll build your new mobile-friendly website and keep it trouble free with ongoing maintenance.



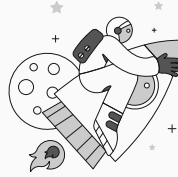
VIDEO GETS THROUGH WHEN OTHER METHODS FAIL.

# Animated Videos

Your customers don't like to read. Instead, give them an animated video and the chances of your message being received and remembered skyrockets!

We make it easy by doing everything from the initial script writing to the final file compression to get your video ready for upload to your website and other platforms.





IT'S NOT ROCKET SCIENCE - VIDEO WORKS!!

# Video Facts

95%

is the retention rate for videos but only 10% of text is absorbed and remembered.

73%

of your customers are more likely to buy after watching an explainer video.

88%

more time is spent on websites with video.

72%

of your customers would rather learn about a product or service through video.

# Use animated videos to make a bigger impact and expand your market.



## 01 | BOOST YOUR SALES

convert more website visitors into paying customers.

## 02 | ENGAGE YOUR AUDIENCE

powerful storytelling creates emotional connections with your customers.

## 03 | RAISE YOUR BRAND'S IMAGE

build trust and loyalty with your audience.

## 04 | IMPROVE WEBSITE PERFORMANCE

increased online visibility drives more traffic.

## 05 | SIMPLIFY YOUR MESSAGE

make complex information easier for your customers to understand.

## 06 | INCREASE MARKET REACH

easy to share your message on the social platforms your customers use.

## 07 | STAND OUT FROM COMPETITION

capture attention in a crowded field.

## 08 | BETTER VALUE

higher ROI than other forms of advertising.

READY TO UP YOUR GAME?

# So many ideas for your new videos



- ✓ Product demos
- ✓ Training materials
- ✓ Explainer videos
- ✓ Social media ads
- ✓ Company intros
- ✓ Customer testimonials
- ✓ Sales pitches
- ✓ Marketing campaigns
- ✓ Event promotions
- ✓ Website intros
- ✓ Investor pitches
- ✓ Safety training
- ✓ Instructional videos
- ✓ Brand awareness
- ✓ Recruitment videos
- ✓ Onboarding materials
- ✓ Trade show displays
- ✓ Client case studies
- ✓ PSAs
- ✓ Fundraising pitches

INCREASE PPC CONVERSION RATES

# Landing Pages

Linking paid ads to your website costs you money when potential customers leave because the content doesn't match your ad or give them the information they want.

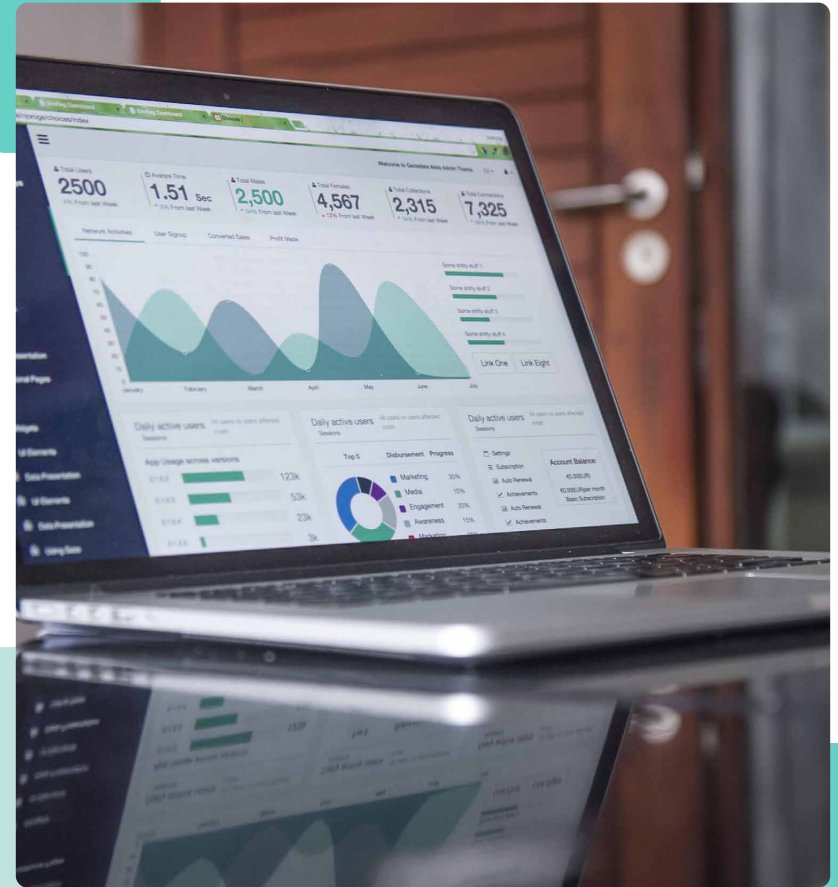
But, switching to dedicated landing pages increase conversions by turning visitors into your customers. How? A targeted message keeps them focused on the page as it moves them through your sales funnel while a strong call-to-action prompts them to act.

## One-time investment. Ongoing rewards.

Unlike your ad spend, landing pages are not an ongoing cost. Invest once for pages to match keywords targeted in your campaign and you'll be rewarded over and over.

- ✓ Higher conversion rates
- ✓ Lower your PPC cost
- ✓ Increase your ROI
- ✓ Decrease bounce rate

Be smart with your money. Dedicated landing pages convert more visitors into customers which maximizes your marketing dollars by making more sales with the same (or even less) money.



# Landing pages are built to turn visitors into your customers. Your website isn't.

## 6 WAYS LANDING PAGES DIFFER FROM YOUR WEBSITE:

01

### PURPOSE

its single focus is to convert visitors into your customers.

02

### NAVIGATION

little to no navigation to keep visitors focused on the page.

03

### CONTENT

only focused, relevant content to match your ad.

04

### CALL-TO-ACTION

one strong CTA leads visitors to your desired primary action.

05

### DESIGN FLEXIBILITY

specific elements drive users towards a singular action.

06

### AUDIENCE

highly targeted and focused on niche audience segment.



Dedicated landing  
pages convert

65%

higher than regular  
website pages.

PRINT IS DEAD

# PDF Production



Have you ever downloaded a pdf from a website? Wasn't it pretty convenient getting the information you wanted instantly instead of waiting days for it?

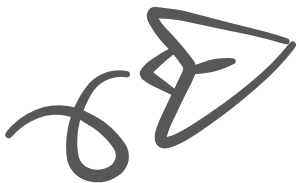
Now imagine how happy your customers would be if they could download information about your products and services on demand or employees could access materials instantly.

It's time to ditch print and embrace technology.



## PDFs improve your business in many ways.

- ✓ Generate leads by exchanging email for download.
- ✓ Get information to your customers faster.
- ✓ Eliminate outdated materials as changes are easily made.
- ✓ Interactive features (clickable links, videos, forms) engage your customers.
- ✓ Track customer interactions to determine effectiveness of materials.
- ✓ Helps your business be seen as an authority in your industry.



WHY WAIT? DITCH PRINT AND SWITCH TO PDF DELIVERY TODAY.

# PDFs offer many benefits to your business and your customers.



Cut your expenses when you eliminate printing costs forever.



No more storing materials or throwing them away when they become outdated.



Instant access to information speeds up your customers' buying process.



Save time as PDFs can be revised much faster than printing new materials.



## Just a few ideas for using your new PDFs.

- ✓ Product brochures
- ✓ Service menus
- ✓ Price lists
- ✓ Annual reports
- ✓ Company newsletters
- ✓ Whitepapers
- ✓ Case studies
- ✓ Infographics
- ✓ User manuals
- ✓ Training materials
- ✓ Workbooks
- ✓ Worksheets
- ✓ Checklists
- ✓ Application forms
- ✓ Legal documents
- ✓ Contracts
- ✓ Non-disclosure agreements
- ✓ Employee handbooks
- ✓ Company policies
- ✓ Press releases

# Web Development



Your website is the center of your marketing world. If you want your business to grow, you need a website that loads fast and works great for everyone across all devices. If it doesn't, your customers leave and you've just lost a sale.

The solution is simple. A mobile-friendly website that works like a dream on ALL devices. Because potential customers are out there searching and your business suffers when your current website isn't doing its job.



## Monthly subscription = trouble-free website

If your hectic schedule makes it difficult to deal with your website, our monthly subscriptions are the answer. Sign up for one of our plans for 12 months to get your new mobile-friendly website with ongoing maintenance and reap these rewards.

- ✓ Saves you time-we do all the work.
- ✓ Saves you money-no separate design costs.
- ✓ Easy to budget-affordable monthly fee.
- ✓ Reduces stress-covers all your website needs.



Ongoing maintenance and testing keeps your content and code up to the latest standards so you'll never have to worry about your website again.

# About Us

Our 30 years of business ownership includes 16+ years in the digital media industry. With experience from both sides of the table, we understand the challenges you face as a business owner. The Sleepy Dog team is ready to help.



CRAIG ROBLEWSKY



NANCY ROBLEWSKY



RUDY



DEWEY

## Tired of being treated like a number?

Then Sleepy Dog is the agency for you. While we're creating amazing animated videos, landing pages and PDFs to boost your business, we guarantee you'll receive good old-fashioned service every step of the way. Contact us to talk solutions or to swap funny dog stories, because we're sure you have some.

# Your goals + our strategies

You know your business inside and out. That's why your insight is so valuable. Describe your problem and we'll use our unique blend of people and technology to craft an effective solution that fits your budget.



## Why will you work with Sleepy Dog?

01.

All work is done in-house to ensure you receive the highest quality and quickest turnaround.

02.

We listen and ask questions to correctly diagnose your problem and develop more effective solutions.

03.

Direct access to people on your project ensures your vision isn't lost in translation.

04.

Limited clientele means we take the time to better understand you and your business.



GO AHEAD. . . WE'RE ALL EARS

# Book Your Chat

Your time is valuable. That's why we invite you to book your free consult using our online calendar. You pick the day and time and we promise not to waste your time by talking about what we THINK you need.

Instead, you start by telling us your problem or asking your questions. We'll listen and ask some follow-up questions of our own. If you like what we have to say, we'll keep talking. How's that sound?

— **NANCY ROBLEWSKY**



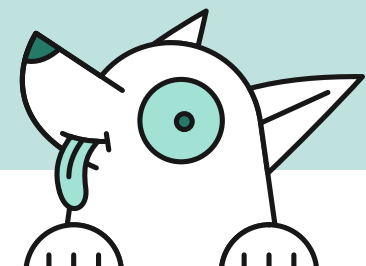
**Book My Chat With Nancy**

## Let's swap some dog stories . . .

We're guessing you probably have some real whoppers and we'd love to hear them. We doubt you need inspiration but any stories relating to the following are usually good.

- ✓ Funniest thing your dog does.
- ✓ Incident involving trip to the vet.
- ✓ Weirdest non-food item eaten.

As fellow dog lovers, we know a story may involve all three things. Anyway, we always appreciate a good dog story and can't wait to hear yours.



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