

Management & Development

We worked with some family farmers in our early days (primarily in the Iowa Hog Market), and Jim Braun gave us a lot of advice on positioning small businesses in a sometimes unfair market.

He said “There are sheep and there are wolves.” Small businesses have to fight for every customer, every sale, every time, and we know what that’s like. And we build assets that are valuable to our clients for years to come, so they get more return on every dollar invested.

So we developed strategies to ensure our long-term survival, and work harder than our larger competitors on a day-in, day-out basis to get ahead. And we push our small business clients to embrace the same technologies, strategies and creative approach we use – to become more wolf and less sheep.

With our small business clients, we focus much more on management than development, so that everything can be accomplished in simple, flexible steps that can be easily achieved and easily affordable.

And for those of you that worked for some of the biggest sheep like garden.com or experienced the bursting bubble, it is now safe to go back online. We can protect you.

- Simple Web Design & Development
- Basic Content Management Systems
- Theme Integration Strategies
- Brand & Product Development

Marketing & Advertising

Each small business has been through the same situations, yet it’s incredible to see how much more unique a small business can be than a multi-national corporation. Old traditions, company culture, and your way of doing things...we don’t impose on any of those.

We help implement change to make those the emphasis of your message – your unique benefit. Some things just can’t be copied, no matter how much money and time gets invested. That why we’re in business too.

So whether it’s growth, reaching out to current customers, or connecting with other businesses and the community – we can help you become more wolf, a sheep in wolf’s clothing, or just a savvy small business that works with a wolf that uses an easel. We will help you make the most out of each and every marketing dollar.

We’ve also got a soft spot for start-ups, and corporations that play nice when it comes to devouring small business. We enjoy a good, fair competition, and can rival the biggest, baddest wolves in the industry...just compare our site with any large web agency or marketing firm and you’ll see how we stand out and why our position in the market is effective.

- Simple Email Marketing Tools
- Branding & Basic Collateral
- Low-Cost Print Design & Advertising
- Small Business Marketing Solutions