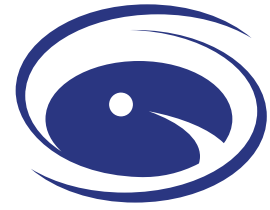


Cazarin Interactive Summary

July 2023



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**Cazarin is for businesses
who need a collaborative
full-service marketing
partner to lift up their
brand and grow sales.**



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Ricardo Ortizcazarín

Vision Architect | President
Janitor when needed



Creating a memorable brand requires effort from everyone as a team. The reason is that consistency is the key to create a memorable brand. Companies spend significant time and financial investment developing a solid brand. However many brands fail at communicating the importance of their brand to all the team members. The key is to assimilate, understand and embrace wholeheartedly your Brand Guidelines.

Messaging that comes from the heart, customer experience that turns heads,

design elements that invite a second look, and more are key ingredients, and the vehicle to communicate this effectively is your Brand Guidelines.

When you think of your favorite brands, chances are their colors, logo, experience with their product or service, or overall design are top of mind. Your favorite brands don't become influential by accident. Brand guidelines are the foundation for a company to build a high-impact and influential brand. In time, brands become instantaneously identifiable, giving customers a reliable and consistent experience.



We Work by these **Core Values**

We Have Integrity

We deliver projects on-time and within budget by being honest with our clients and ourselves.

We are Committed to Quality

We give each project the attention it needs to do the work right the first time. Not taking shortcuts, and holding work to a higher standard—that's our approach.

We Value Relationships

We succeed when our clients succeed. We establish relationships with clients that go beyond the task at hand, and help them solidify their future.

We Operate with Vision and Purpose

We begin by jointly establishing clear goals and achievable objectives for our clients. The best results come through a mutual investment in not only what we do, but how we do it.

We Value Collaboration

We treat our clients as true creative partners. By working together to define our conceptual direction, we create unique and personalized solutions that reflect the working styles of our clients. We call this process Marketing Fusion.

We Create a Great Atmosphere for our Employees

Fostering an engaging work environment for our team allows us to deliver the best possible results for our clients.

Our Vision.

To be the premier marketing agency known for our loyal relationships, achieving results, and exceptional culture.

Our Mission.

To create a higher standard in marketing service relationships.



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Reach. Connect. *Engage.*

Our Brand Positioning.

For businesses who need a collaborative full-service marketing partner to lift up their brand and grow sales.

Our Brand Promise.

We are dedicated to helping you realize your vision.

Our Value Proposition.

We join forces with your marketing team to lead you on the path to success.

Our Brand Essence.

Collaborative Marketing Success



Our Leadership

Our Success is the Result of Dynamic Teamwork.



Ricardo Ortizcazarín

Marketing Strategist / President | Janitor when needed

Founder of Cazarin Web Group, Inc. in April 1998, Ricardo is an accomplished Internet strategist and marketing executive. As an experienced speaker, programmer, sales executive and business owner, he has helped companies of all sizes take advantage of the Internet. From developing and implementing a company Needs Analysis, to evaluating and tracking results—Ricardo is able to skillfully address the needs of his clients.



Trisha Fry

Project Manager | Expert Juggler

With over 15 years of experience in professional management positions and a track record of strong performance in high-volume, high-pressure environments, Trisha skillfully manages administrative, human resources duties and client relations for her colleagues.



David Bartholomew

Director of Production | Go-To Guy

We welcomed David to Cazarin in 2014, as a member of the leadership team. His background includes large scale website and application business analysis, working with airlines and travel vendors around the world. In addition to managing a variety of website projects, David keeps our internal network and systems running smoothly. He also keeps his eye on our hosted websites and applications to make sure your hosted systems are running smoothly.



Matthew Walz

Director of Production | Human Swiss Army Knife

A proven leader, team member, and partner, Matthew takes special pride in the ability to keep initiatives headed in a positive direction and relishes the opportunity to overcome challenges. He has expertise in the wide variety of nuances covering the field of User Interface (UI) with an emphasis on end-user centricity and data collection. With an intricate knowledge of various manufacturing plant procedures, shipping & transportation protocols, and big picture logistics fulfillment – no situation is untenable. Matthew brings a high level of understanding/appreciation for a business strategy with the unique ability to marry the “30,000-foot view” and the “in the weeds” level of detail for more utilitarian decision-making.

Our Core Services



Brand Building

Branding is crucial as it is the visual voice of your company. At Cazarin Interactive, we use strategies and tactics to generate awareness to consumers so that they can know, feel and experience your brand. We elevate brands, both large and small, with cohesive, impactful presentation.



eCommerce Development

We specialize in designing and developing complete eCommerce solutions for companies of all sizes, building custom, scalable eCommerce sites that fit your individual business needs and grow with your capabilities. Our collaborative, one-size-fits-just-one approach means every part of the finished system is built to support your products, grow your sales, and expand your customer base.



Marketing Automation

Let Us Add the Rocket Fuel to Your Marketing Strategy with Sharpspring Automation Integration and Cazarin Interactive Marketing Automation Know-How.

Print Design

There is no denying the power of a great print piece. From brochures and direct mail, to trade show displays and vehicle wraps, we fully concept and execute a wide range of print assets.



Video and Motion

What sets Cazazrin Interactive apart is our ability to provide you with a “one-stop shop” for all your web marketing needs. We partner with the best video production talents around because we believe our clients deserve the most complete, effective digital marketing services available. Take your brand to the next level of digital marketing with Cazarin Interactive today!



Branding



**Strategic
Planning**



**Website
Design and
Optimization**



**Marketing
Materials to
Support the
Sales Team**



**SEO
(Search Engine
Optimization)**



**SEM
(Search Engine
Marketing)**



**Multi-channel
Social Marketing
Campaign**



**Cold Email
Campaign**



**Marketing
Automation**



Web Nurturing



Why Cazarin Interactive?





We become part of your team.

Marketing Fusion™ is Cazarin's application approach and service to help companies that usually can't afford an agency. Create affordable Marketing strategic campaigns to reach tangible results.

**Cazarin's goal
is to become
the marketing
extension of your
company.**



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Marketing Team Bio Talent Review



- CMOs
- Project Managers
- Designers
- Programmers
- Marketing Automation
- Professionals
- Digital Marketers
- Certified Google Experts
- Certified SharpSpring
- Managers
- Social Media Experts
- Marketing Strategists

Technologies We Use





Digital Channels We Use

facebook Ads

 Google Ads

Linked in

 Instagram

 Pinterest

twitter 

 Tiktok

 Threads

 YouTube

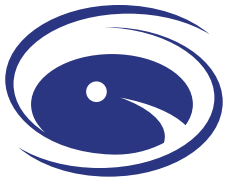
 Affiliate AD Network

 Cold Email Marketing

 SMS

 Demo

 Webinar



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