

Where the LOVE OF Advertising,
Media, Journalism, Technology
& COMMUNITY COLLIDE.



FALLBROOK ADVERTISING & MEDIA GROUP

ADVERTISING | BRANDING | MARKETING | PROMOTIONS

- SMALL & LARGE FORMAT PRINTING
- WEB DESIGN | DEVELOPMENT & SEO
- VIDEO PRODUCTION | DRONE SERVICES
- BRANDING | VISUAL COMMUNICATIONS
- PUBLISHING | COPYWRITING
- PRODUCT & SERVICE PROMOTIONS
- DIGITAL & SOCIAL MEDIA MARKETING
- PRODUCT PHOTOGRAPHY & PHOTOSHOOTS

HEROIC

Micro & Small Business Marketing and Digital Collective



BUSINESS DEVELOPMENT

You have a new product or service and want to tell the world, but don't know where to start? Allow us to be your advertising mentors... We'll guide you through everything digital & print.



DIGITAL MARKETING STRATEGY

We believe that staying relevant and competitive in the business world is key to success. By incorporating AI into your processes, our team can help you optimize, make data-driven decisions, and gain an advantage over your competition.



CLIENT/CUSTOMER MANAGEMENT

You love what you do, have great customers, but lately your costs are going up. Let us help you get more customers by communicating with your current customers and turn them into your biggest promoter.

WE'VE BEEN THERE...

When you're building a startup micro-biz, expanding to a small-biz or a seasoned business ready for some EXTREME marketing, you want someone who has been there before. Someone that knows the pitfalls and heartaches of launching a new brand and is as obsessed with perfecting your product as you are.

Perhaps more importantly, you need a technical team that has business and product-market experience and that can be a relatable with a "non-developer-lingo" type guide throughout the process.

We've been entrepreneurs, startup founders, and digital business builders collectively for 25+ years with the launch of our own websites, digital apps, video ads, etc and have taken that knowledge to help other entrepreneurs apply efficient startup methodology to their own brand and digital products.



BRANDING VISUAL COMMUNICATIONS & GRAPHICS

From your website, social media accounts to your letterhead to a trade show booth... it's really important that your brand remains consistent regardless of where, when, and how your audience is engaging or evolving.

An inconsistent brand creates confusion. It's a basically an identity crisis. You want people to be able to recognize your business & brand immediately and stand out from your competitors.



BRANDING SERVICES

- Brand Identity & Style Creation
- Professional Logo Design
- Business Cards & Stationary
- Business Presentations & Decks
- Flyers, Postcards & Posters
- Signs, Banners & Displays
- Print & Social Media Ads
- Window & Vehicle Spot Graphics
- Retail Product Packaging

WEBSITE DESIGN & DEVELOPMENT SEO & ANALYTICS

Need a custom website that's optimized for all devices and easy for customers to use? We've got you covered. Our search engine optimization (SEO) services will help your website get found on Google, and our content creation and copywriting services will make sure your messaging is on point.

Plus, our analytics tracking and reporting will help you measure your website's performance, while our ongoing maintenance and support will ensure it stays up-to-date and functioning at peak performance. Trust us to handle all your website design and development, SEO, and analytics needs.



WEB & SEO SERVICES

- Custom website design for unique branding.
- Responsive design for all devices.
- User experience design for intuitive navigation.
- SEO to improve search engine visibility.
- Keyword research for high-impact content.
- Content creation and copywriting services.
- Analytics tracking and reporting for performance analysis.
- Ongoing maintenance and support for peak performance

SOCIAL MEDIA & DIGITAL MARKETING ANALYTICS | CAMPAIGNS

Want to connect with your audience and drive sales? Our social media and digital marketing services are designed to do just that. We develop and execute social media strategies, including paid advertising campaigns on social and search, influencer marketing, and email campaigns.

We also conduct analytics tracking and A/B testing to optimize your campaigns and offer ongoing monitoring and support to ensure they stay on track. Let us help you reach your full potential in the digital space.



SOCIAL & DIGITAL MARKETING

- Social media strategy development & execution.
- Paid advertising campaigns on social & search.
- Content creation and copywriting for digital.
- Influencer marketing & outreach for audience growth.
- Email campaigns for engagement and sales.
- Analytics tracking & reporting for campaign success.
- A/B testing to optimize ad & email campaigns.
- Ongoing monitoring & support for campaign success.

VIDEOGRAPHY & PRODUCTION

COMMERCIAL DRONE SERVICES

Need video content that brings your brand to life? Our videography and production services offer professional scriptwriting, high-quality video production, and post-production editing, as well as drone videography and aerial photography.

We also provide live event coverage and customized video content for social media and digital marketing, along with creative direction and consultation services. Let us help you create engaging and impactful video content that resonates with your audience.

VIDEOGRAPHY SERVICES

- Professional videography & production services for your brand.
- Scriptwriting, storyboarding, & pre-production planning.
- High-quality video production & post-production editing.
- Drone videography & aerial photography for stunning visuals.
- Customized video content for social media & digital marketing.
- Live event coverage & streaming services.
- Product & service promotional videos to showcase your brand.
- Creative direction & consultation to bring your vision to life.



PRODUCT/BUSINESS PHOTOGRAPHY & PHOTOSHOOTS

CUSTOM PHOTOGRAPHY TAILORED TO YOUR BRAND

Want to showcase your brand and products in the best possible light? Our product/business photography services offer professional studio and on-location photo shoots, high-resolution images for print and digital use, and post-production editing.

We also provide photography consultation to ensure your vision is achieved, along with customized photography packages to meet your specific needs. Let us help you capture stunning visuals that showcase your brand and products in the best possible light.

PHOTOGRAPHY & PHOTOSHOOTS

- Professional product photography for online store or website.
- Business photography to showcase your brand and products.
- Studio and on-location photo shoots to capture your vision.
- Customized photography packages to meet your specific needs.
- High-resolution images for print and digital use.
- Post-production editing to enhance the quality of your photos.
- Photography consultation to ensure your vision is achieved.
- Ongoing support to ensure your photography needs are met.



PUBLISHING CONTENT WRITING & COPYWRITING

Society is constantly evolving communication technologies having indeed made it possible for almost anyone to "be a writer." With that said, just because you can doesn't mean you should.

Our capabilities run the gamut - from website and social media copy, to speech and other presentation writing, to content for ad production (be it print, radio, television or online). We are also creatively seasoned in ghostwriting for feature, business and technical articles, as well as regularly published communications like newsletters, eblasts and blogs.

Policy/procedure manuals - we've written them. Press releases making just about every type of announcement you can think of - it's our second nature. Poetry and novels - well, we're working on it...



PUBLISHING SERVICES

- **Publishing services for print & digital content.**
- **Content writing & copywriting services for various industries.**
- **Blog & article writing to increase brand awareness.**
- **Press release writing and distribution for media coverage.**
- **Product descriptions & catalog copywriting for e-commerce.**
- **Website copywriting to improve search engine visibility.**
- **Brand messaging & voice development enhancing your brand's identity.**
- **Editing & proofreading services for error-free content.**

Our team has the experience to build a unique and compelling solution for your visual needs. From concept creative to the final print, we can develop a powerful message that your customers can connect with, no matter the size of your business.

- **Biz Cards, Postcards, Flyers, Brochures...**
- **Custom Signs, Banners, Posters...**
- **Custom Tents, Flags, Table Covers...**
- **Custom Window/Wall & Floor Graphics**
- **Custom Backdrops & Displays**
- **Custom Banner Stands & "A" Frames**
- **Custom Apperral & Promo Merch...**
- **Stickers, Decals, Labels & more...**



Where the LOVE OF Advertising,
Media, Journalism, Technology
& COMMUNITY COLLIDE.

FALLBROOK ADVERTISING & MEDIA GROUP

ADVERTISING | BRANDING | MARKETING | PROMOTIONS

FOR ADDITIONAL INFORMATION

MIKE GRAF
949.294.7171

mike@fallbrookadvertising.com

STEVE BRITSCHGI
949.439.4175

steve@fallbrookadvertising.com

FallbrookAdvertising.com

760.477.7507