

THE IDEA. THE EXCITEMENT THAT DRAWS PEOPLE IN.

# EIGHT LEGGED MEDIA

We produce sparks from ideas by working hard, hammering out ideas fanatically to create something special. Passionately exploring all the possibilities, we know everything starts with a spark. So there you go.

No fluff. No flowery nonsense. Just honest hard work.



# Welcome To Our World

**It's** all about the idea. The spark. The piece of excitement that draws people in. We produce sparks by working hard, hammering out ideas fanatically to create something special. Passionately exploring all the possibilities, we know everything starts with a spark. So there you go. No fluff. No flowery nonsense. Just honest hard work. Raise your hand if you already knew this from the cover.

**We** embrace concepts others will not, and bring those concepts to our clients with the end result being multi-pronged campaigns that incorporate brand strategy, creativity, technology, and analytics that make past strategies look down right boring. With more than a decade of experience, we have helped our clients all over the world to create eye-catching and head-turning creative solutions.

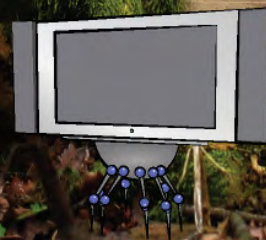
**We look forward  
to working with  
you.**

---

*We work with your marketing team to create the right message for your brand, and help you select the most effective vehicles to distribute that message to the industry. We work directly with ASI, PPAI, Sage, Distributor Central, and the rest to ensure you're not wasting money with your media spend. Do you know what kind of ROI you're getting from your marketing spend? We do.*

Welcome to our world. It's not at all like the world you used to, but make yourself at home. Don't shy away from what's behind the open door, it's really not terrifying, we promise.

Give yourself a chance to play in our sandbox. We have a feeling you're going to find it liberating, and habit forming.



# Word From Our Principal



**E**ight Legged Media opened its doors in June 2007 with an idea that we could do something different. Electronic marketers typically listened to the wants and needs of their clients, but what if in addition to that someone actually listened to the wants and needs of the client's clients?

With that in mind, we entered the promotional products industry to test our theories, and you know what? They worked. We found that by just listening to, and making adjustments based on, distributor recommendations, they became much more responsive to digital forms of advertising.

We take great pleasure in creating new tools that expand our clients' reach, brand identity and market share, but our driving force is to utilize new ideas in creative ways. Creativity is our passion.

It's a good thing we like sharing.

**Dustin Harris**

Principal/Chief Creative Officer

“We strive  
to develop  
**truly**  
**engaging**  
content”



**Eight Legged Media**

Getting Noticed. It's what we're known for.

# Who We Are

**Eight Legged Media started with the mantra, “There has to be a better way.”** In 2007, that meant a better way to manage email marketing so it could be the powerhouse marketing tool it once was. In 2021, we strive to bring those same high standards to marketing efforts across the promotional products industry. We want to hold vendors accountable to their results, and drive engagement through unique, eye catching content.

We deliver marketing solutions that transform brands and grow businesses. We look forward to joining you on your journey whether you need a tour guide for the day, or a sherpa for the long haul.

**2007**

We expected more from email marketing. It was over used, over priced, and boring. We heard those complaints, and changed the game to make email work again.

**2009**

We introduced ePages, our proprietary electronic catalog platform. We made it free to use, and added a share on social media tool that has become standard with our competitors.

**2012**

We became more than just email. We began the process of becoming a marketing agency for the promotional products industry. We introduced design, and editorial services.

**2021**

DASH launches and includes email marketing, digital catalogs, content creation, workflow automation, lead capture, and performance tracking. art, and supplier catalogs.



# What We Do

**We build you a custom strategy based on your business needs and brand objectives.** Then we fuel it with writing, graphics and videos from our in-house creative departments.

All of our marketing and creative teams work together to keep your goals top priority, and your content cohesive – which we'll tell you is a core ingredient to success.

**We believe in the power of experiences.** Regardless of their form, great experiences are capable of connecting people and instilling in them a truly unforgettable feeling that all of us can begin creating, right here, today. Simply put, experiences build relationships, relationships build brands.



## Questioning

Our unique process starts off with the dig. It's all about us really getting under the skin of your business so that we understand it as well as you. We have a set of questions specifically designed to collect precisely the right information. This means we can efficiently generate an accurate brief, and start work on your project, fully understanding your requirements.



## Planning

Often overlooked or seen as a waste of time, it is the most important aspect of any marketing program. It builds on your brand's message, determines strategy, announces your target audience, and spells out what your annual spend will be. Why not let us do the planning for you? We have years of experience, and know how to get it done the right way.



**Eight Legged Media**

Getting Noticed. It's what we're known for.



## Buying

You have money to spend, but either don't know where to spend it, or have always spent it the same way every single year. You might not remember who your ASI rep is. That's okay, we can find out and make sure you're getting your money's worth. Let's make sure every dollar is actually making you money by staying on top of the analytics.



## Development

This is where so much important work is done. We use the brief and our understanding to work, and work, and work. We explore all the possibilities, we generate ideas and then develop them into solutions. We use our work / play ethos to look at your brief from different angles, to make sure we are providing you with the right solution.



## Discussion

An essential part of our process is 'you.' We have found that direct communication between you and our designers is the best way to achieve results. After we have developed our ideas we encourage an open and honest discussion. We'll discuss all the design options with you; the good points, the bad, and never duck the tough decisions.

# Our Main Skills

When you partner with Eight Legged Media, you are working with a team of professionals that focus on delivering engaging campaigns for use within the promotional products industry. We develop cohesive marketing programs that generate results while working directly with your other vendors. Let us act as the central hub for all your marketing needs. We are the experts in marketing to the industry, and have over 40 years of combined history to prove it.



**Email Marketing.** With four email lists and a total reach of 170,000 distributor sales people, we can connect with way more people than a message in a bottle.



**Marketing Services.** Our digital branding and creative advertising skills are what set us apart from others. Isn't it time you do something groundbreaking?



**Eight Legged Media**

Getting Noticed. It's what we're known for.





## Email

More powerful than a tradeshow, print publication, banner ad, direct mail, and social media combined. Did we mention it's also less expensive than all that too?



## Design Services

This covers a very wide range of topics from digital to traditional, from websites to catalogs. Our designers work within your brand guidelines to blow up your engagement rate.



## Video Creation

You know you want it. You know you need it. You have no idea where to start. We're here for you. Whether it is live action or motion graphics, we can guide you on the journey.



## Editorial Content

Education. SEO. Foundation. These are why you needs fresh, relevant content. Let's discuss what we can do to get you noticed in the industry and throughout the social landscape.



## Marketing Strategy

Why waste time with a plan? You like wasting time and money right? You find that you're more creative when you are racing to make a deadline. In case you didn't know, we're being sarcastic.



## Media Buying

You're going to spend money on marketing, but do you know how to get the best bang for your buck? We do. Let us review your current spend, talk to your vendors, and increase your results.

# Email Price Guide

Email Marketing strikes many as old-fashioned. More fashionable venues like social media and mobile marketing get all the attention, and some people will even try to tell you that email marketing is dead. Unfortunately for them, reality doesn't agree. In fact, with a strong content marketing approach, email is more powerful than ever before, in part thanks to social media. We have developed four promotional product industry lists with a total reach of over 170,000 distributor sales people.



**The Deal List**  
As low as \$75/Email

---

Reach 40,000 distributor sales people with an average open rate of 15%.



**The VerticallySocial List**  
As low as \$99/Email

---

Reach 40,000 distributor sales people with an average open rate of 12%.



**The Standard List**  
As low as \$150/Email

---

Reach 75,000 distributor sales people with an average open rate of 11%.



**The Gold Standard List**  
As low as \$150/Email

---

Reach 15,000 distributor sales people, including the ASI Top 50 with an average open rate of 25%.



# We help business form a strategy to grow their brand using great design.



Ideas can be strange and ugly, but when they mature those ideas become beautiful brand building beasts just waiting to lick your face and call you mama.

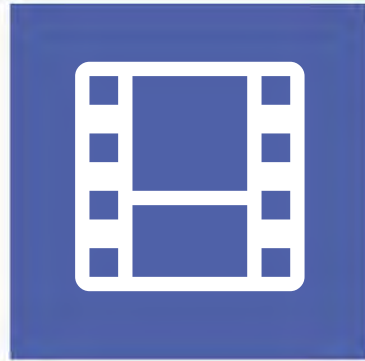
# Marketing Services Price Guide

Ho-hum blog posts, uninspired emails and landing pages, portrait mode, self shot iPhone videos with your finger covering part of the lens, and a half-hearted approach to social media will not bring the desired results. We love this stuff. Let us bring our passion for marketing to your passion for your business. When you hire a marketing agency, you get the benefits of of a marketing team for about the cost of one employee. The added benefit - You'll be amazed at the results.



**Design Services**  
\$150/hour

Design requires a creative expert. There's a difference between a \$25 flyer and one that's customized to you.



**Video Creation**  
Starting at \$500

The aftermath of an effective and well-created video will get you a huge profit.



**Editorial Content**  
\$150/hour

We know how to succinctly position your business to motivate distributors to take action.

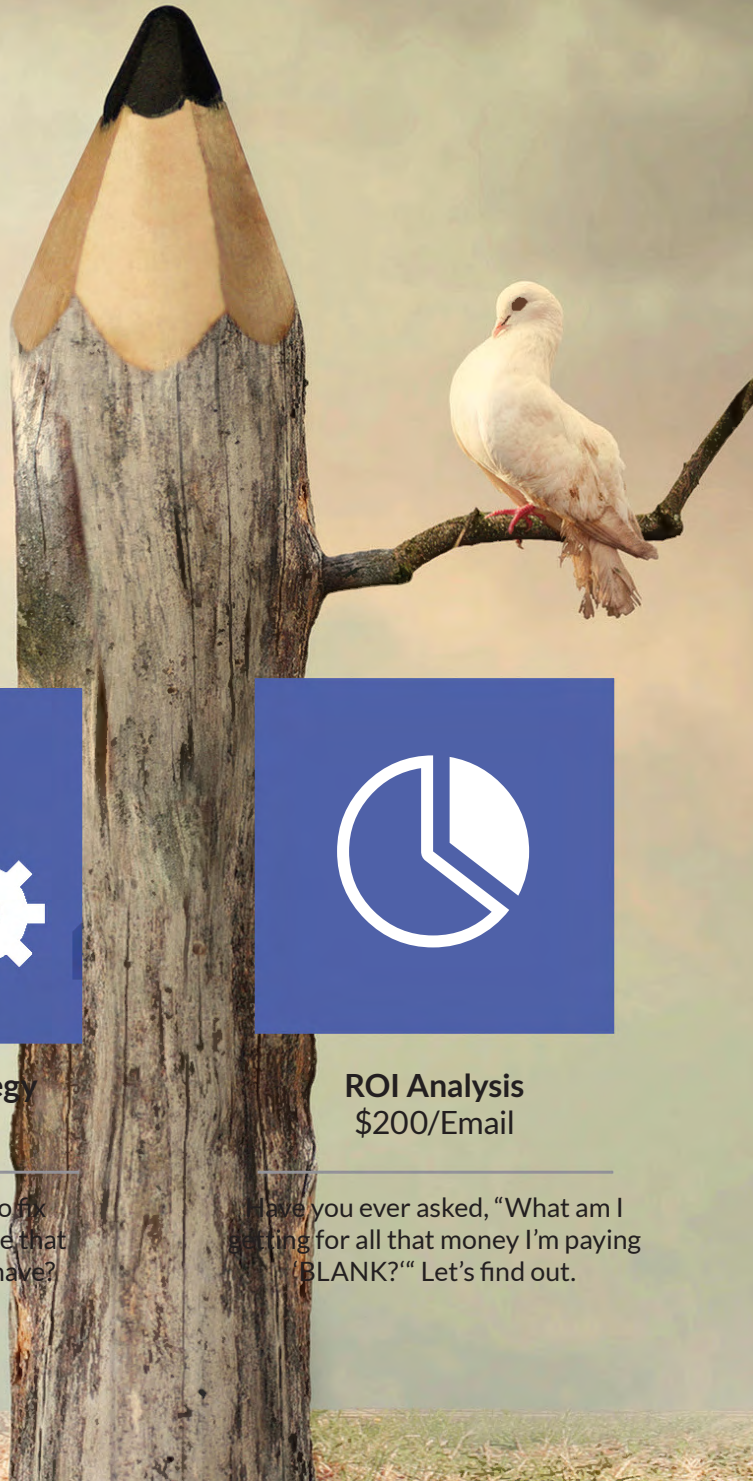


**Website Development**  
As low as \$4,500

We know how to make you stand out from the clutter with sites that are customized for your business.



**Creativity  
is in our  
soul**



**Media Buying**  
\$200/hour

---

We see the Big Picture, and act as the point of contact for all media reps, thus freeing up your time.



**Marketing Strategy**  
\$200/hour

---

Have you ever tried to fix something in your home that maybe you shouldn't have?



**ROI Analysis**  
\$200/Email

---

Have you ever asked, "What am I getting for all that money I'm paying [BLANK]?" Let's find out.



**Marketing Retainer Services**  
Save up to 50% off list price

---

By investing in an agency, you get the benefit of an entire marketing department for a nominal fee.



**Eight Legged Media**

Getting Noticed. It's what we're known for.

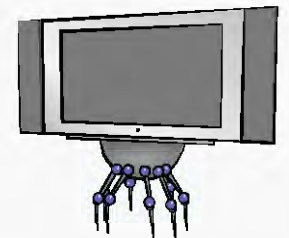
# Closing Thoughts

You know who you are as an individual, and who you are as an organization. You know how to easily describe your mission, your product offerings and your target audience. Right? Or do you really?

To define your business, ask yourself questions such as:

- What does your company stand for?
- What principles do you value? Do you support certain causes or organizations?
- What is important to you, as a business?
- Are you witty and sarcastic?
- Or are you serious and uptight?
- Are you very conservative and professional? Or are you more casual and fun?

Now that you have your story, and your voice, let's shout it as loud as possible to the entire industry. Let's get them engaged. Let's get you noticed. It's what we're known for.





**CORPORATE ADDRESS**

645 N Dee Rd  
Park Ridge IL 60068

**KEEP IN TOUCH**

phone: 877.485.6334  
info@8lmedia.com  
[www.eightleggedmedia.com](http://www.eightleggedmedia.com)