



# IStrategyLabs

# Our Philosophy and Methods for Solving Clients' Problems



Interactive Strategy - Experiential Marketing - Content Creation

the world is dramatically  
different compared to  
10 years ago

marketing clutter is choking  
our mindscape and age old  
methods of reaching  
~~consumers~~  
**PEOPLE**  
don't work anymore

agencies are letting  
clients down everyday  
because they're focused  
on monetizing the people  
in the cubical next to  
them rather than giving  
clients what they need  
**RIGHT NOW**

if you've ever been pitched  
by a slick creative director  
but ended up with a pimply  
faced junior art director on  
your account, you know  
what we mean

we started iStrategyLabs to  
be a different, better way of  
solving our clients'  
problems

almost every problem  
clients come to us with is  
about the need to sell  
something

we sell products and  
services to people - but we  
also sell ideas, movements,  
belief systems

we're not shy about  
SELLING

that's why you'll hire us

our approach is simple

it's not proprietary and

there is no process

we just create ideas that sell

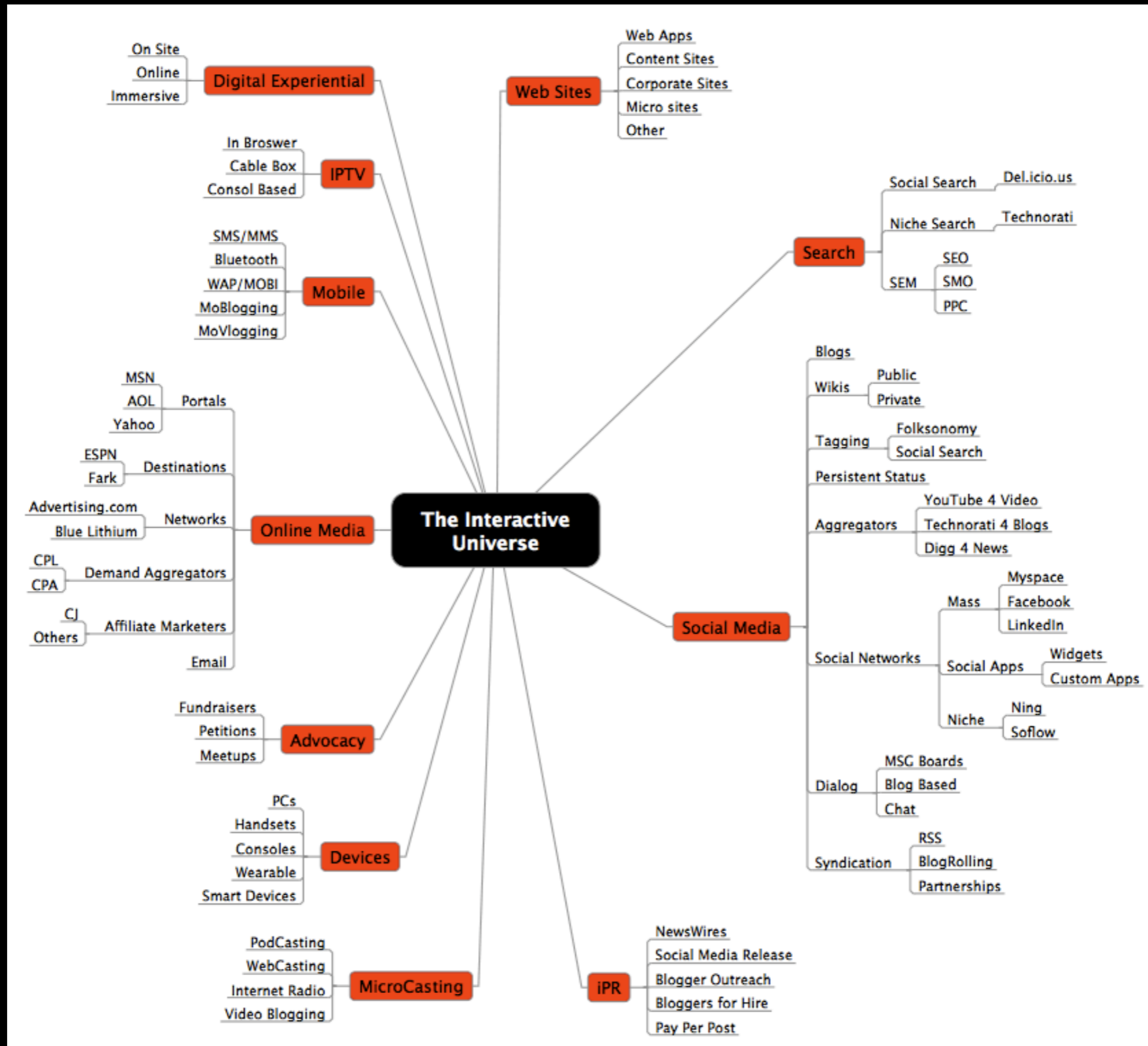
then we bring them to life

digitally and physically

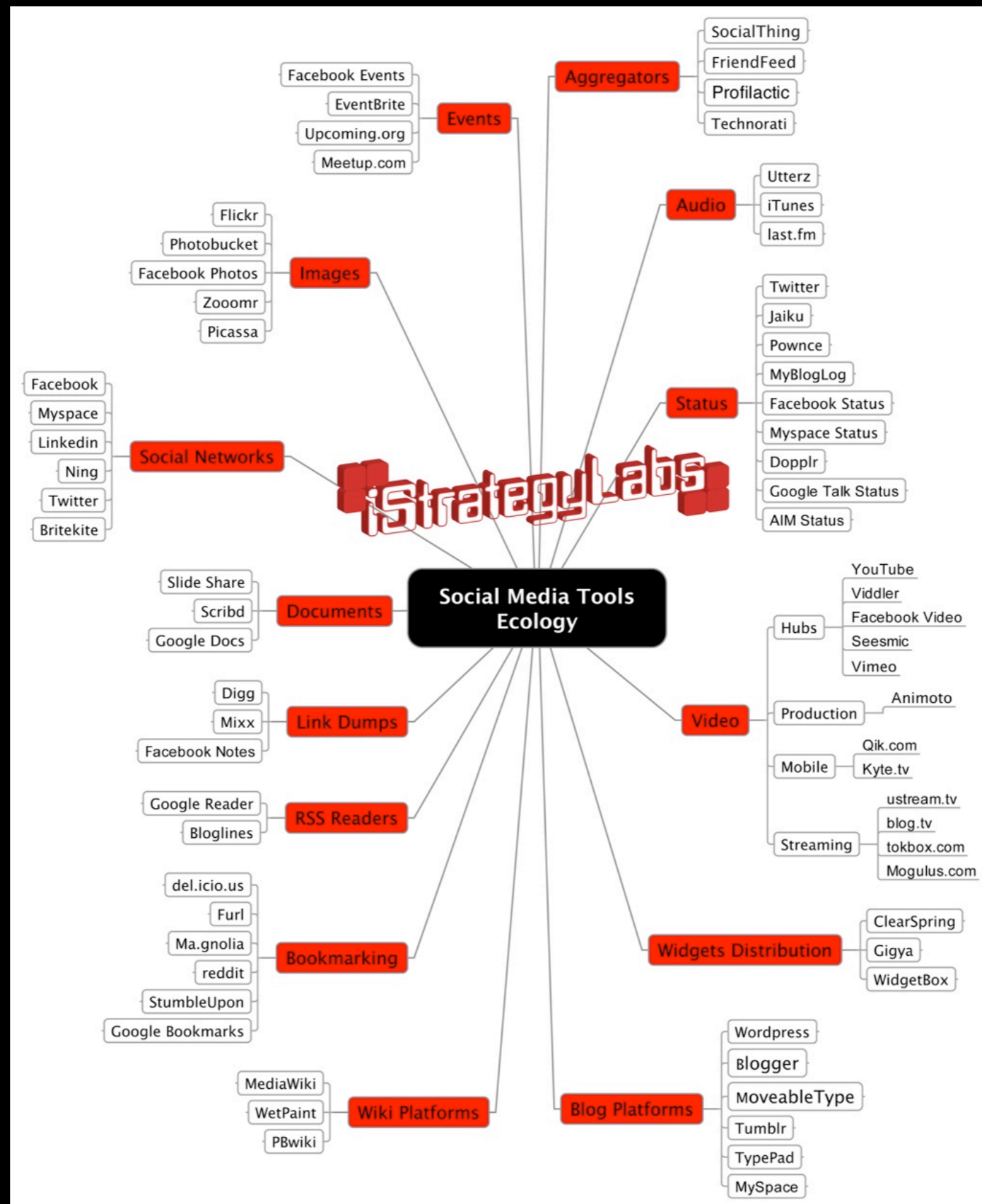
that's it. really.

that's what makes us  
“An Idea Foundry”

# we start with digital possibilities



# we drill down in each area





and bring together experts from  
various fields who can solve  
your problem better than  
anyone



we don't have a staff

we have a talent pool

we're on demand

and in demand

because we give you only what  
you need

right now and at the right price

so if you need ideas that sell









give us a call

we'll share some free ways  
to market smarter

after we've proved to you  
that we get it - only then  
should we work  
together






# What we do best:

## • Interactive Strategy

-  Social media marketing
-  Performance based online media planning and buying
-  Social application development (widgets, blogs, etc.)
-  Content seeding for viral distribution
-  Influencer identification and outreach
-  Conversation/competitor/content monitoring
-  Web and social analytics
-  Anything else powered by 1's and 0's

# What we do best:

## • Experiential Marketing

-  Buzz, stunt and guerilla marketing tactics
-  Event production and promotion
-  Brand ambassador programs
-  Anything that brands need to do in the physical world
-  Especially if we marry that to a digital strategy...

# What we do best:

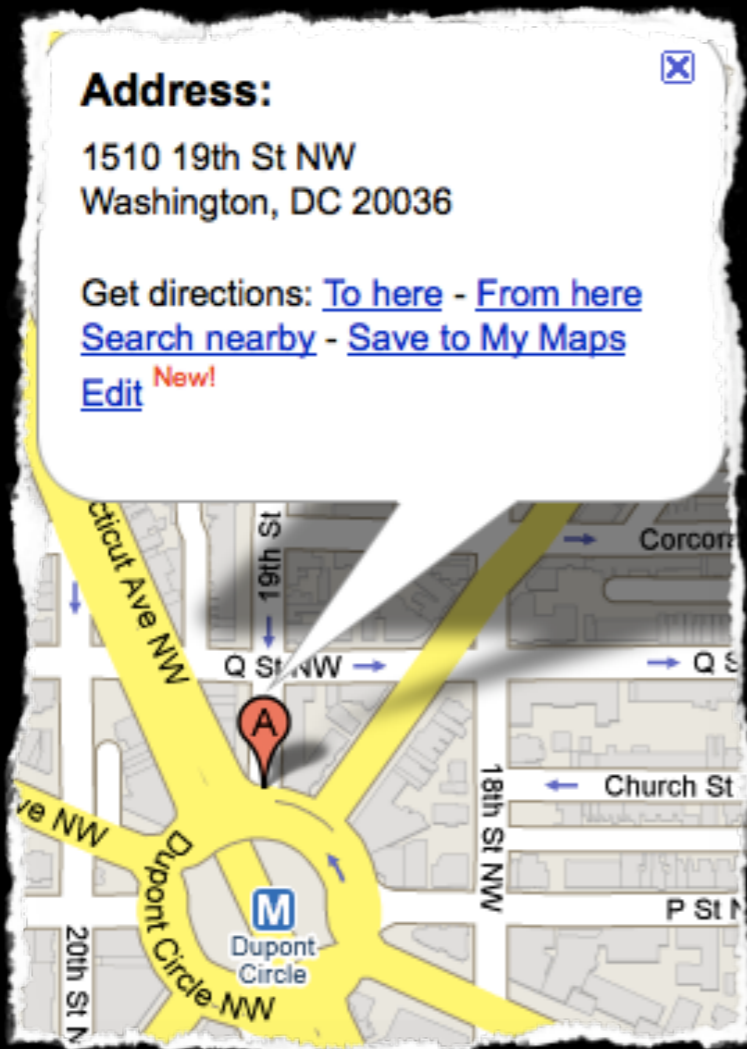
## • Content Creation

- Videography, photography, animation, copy writing
- Live-streaming, podcasting, blogging, vlogging
- Social media distribution and seeding

# Who we do this for:

- GEICO
- American Eagle Outfitters
- Strength.org
- Washington.org
- DC.gov
- Studentcity.com
- Youthmarketing.com
- InterAct
- ShareMeme
- and more...

# Contact Us



Our HQ is in Dupont Circle in Washington DC, with team members around the world.

But you can always reach us here:  
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