



fresh ideas served daily

David Hassmann Design
8827 Teaberry Drive
San Antonio, Texas 78250
www.davidhassmann.com
210.573.7379

Brand Identity

Are you a start-up needing a full brand identity package with a logo, stationery, messaging and the works? Or maybe you're an established company needing to brand a new product utilizing existing graphic standards. Either way, we have the expertise to create the right materials you need to let the world know you are here to serve them.

Marketing Strategy

Marketing is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. Strategic marketing is based on a clear understanding of the consumer and the market landscape, a unique value proposition, consistent messaging, and realistic goals. We will help you prepare the optimal campaign to reach your most qualified targets and move them forward in the buying cycle. Tools include direct marketing, web marketing, even guerilla marketing when the budget is super tight.

Advertising Campaigns

Once your strategic plan of action is in place, advertising will get your product in front of your target audience and influence them to take action. Will your audience respond better to a magazine ad, a TV commercial, billboard advertising, or a radio spot? We will help you identify the best method for your goals, then handle the creative design, production, and media placement to help generate the sales you are looking for.

Web Design and Development

Our custom websites are designed to effectively promote your company and products, and provide the all functionality you need – both for your company and for your client base. We specialize in open source content management systems (CMS) that include Joomla, Wordpress, Concrete5, and Drupal. Features include database applications, ecommerce, Flash animation, hosting and more.

Search Engine Optimization

SEO has become one of the most important elements for your web program to succeed. If you're not found in the search engines, well we all know how well that works! Let us help your website succeed in the search ranking game, gaining visibility and increasing sales. We have a whole bag of tools to make sure you're moving in the right direction... starting with effective keyword and key phrase research, and continuing with on-going on-page optimization, code optimization, and search engine marketing. Our annual package will make sure once you make it to the top of the engines, you stay there.

Graphic Design

Whether your needs are for a brochure, trade show graphics, signage or billboard advertising, we can handle your graphic design and print collateral needs with precision and impact. This is where our roots are at and we still enjoy it today!

Contact us today for a free consultation.