
COMPANY OVERVIEW

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MONARCH&COMPANY

OUR MISSION

Monarch & Company is a digital marketing agency that combines marketing funnels, traffic generation strategies, and targeted content development to create cost effective and results-oriented systems for digital marketing.



Our goal is simple: to generate brand awareness, garner qualified leads, and build customer loyalty in order to produce results that increase the bottom line.

The way consumers receive information has indeed shifted from an assortment of print and broadcast options, to a litany of digital formats centering around the Internet. This digital phenomenon has compelled businesses to, in turn, shift the way they market, advertise and communicate, using the

tools of the day, namely e-mail, social media, blogs, online advertising and e-commerce.

All the same, beating the competition and winning the sale is still determined by how effective businesses are in using the tools at-hand to reach their markets and convert consumers to customers. In essence, transforming how businesses reach markets and convert leads to sales is not about tools, it's about digital marketing strategies.

OUR SERVICES

Monarch & Company is a digital marketing agency that combines marketing funnels, traffic generation strategies, and targeted content development to create cost effective and results-oriented systems for digital marketing.

Website Development

Our websites are hand-coded by some of the best front end developers in the industry. We take our code seriously because we understand that great code performs.

Monarch & Company utilizes a variety of platforms to meet your website needs. This allows us to develop sites quicker, more securely, and without creative limitations.

Social Media Marketing

Social Media is deeply intertwined with our lives and the lines are becoming blurred between social media, traditional search, and advertising.

The experts at Monarch & Company have the resources to analyze and recommend the best course of action for creating a social media strategy. No two businesses are the same, that is why we offer custom social media marketing solutions tailored for each one of our clients.

Email Marketing

Email is one of the most cost-effective ways to broadcast your message and brand to your audience. We can create, manage and send email marketing campaigns for you based on a custom designed email template to match your brand.

Combine the email marketing, with an integrated CRM and website platform, and the result is a robust marketing machine.

Content Marketing

Bring your customers to you rather than going out and trying to get their attention. With Content Marketing, you earn the attention of your customers and naturally draw them to your business. This means making your business easy to be found and producing interesting content.

Paid Advertising

From social advertising to search advertising, Monarch & Company can assist you develop the the online advertising campaign needed to attract visitors with your brand and convert them into highly qualified leads. We are experts at creating actionable ads, reducing the cost per click (CPC), and maximizing your ROI.

Photography

Monarch & Company creates eye-catching photography that is engaging and shareable, with the final product seamlessly integrated into your website or marketing campaign.

We drive new visitors with skillful SEO and optimization, then convert leads with high-quality photo content and production. Each project is unique and tailored to your needs, always taking into account your timeline, audience, and budget.

CERTIFICATIONS

Monarch & Company is a digital marketing agency that combines marketing funnels, traffic generation strategies, and targeted content development to create cost effective and results-oriented systems for digital marketing.



IDOT PROJECT

Monarch & Company performed sub-consulting work for the Illinois Department of Transportation (IDOT) Disadvantaged Business Enterprise (DBE) Supportive Services program from June 2014 through October 2017.

 **148** DBE Firms Assisted

DBE firms are socially and economically disadvantaged companies.

 **4862** Consulting Hours

Website development and marketing were the major of consulting hours

It is the Illinois Department of Transportation (IDOT) goal to provide assistance to Disadvantaged Business Enterprise (DBE) firms and individuals interested in doing business with the department in ways that ensure equity, access, and transparency. IDOT, in accordance with federal guidelines, strives to facilitate and implement programs that can help current and future business partners open the door to doing business with us.

The department works towards this goal in a variety of ways, most notably through the tools available at our Resource Centers, the Supportive Services Program that is executed through our partnerships with consultants who provide management and technical supportive services assistance, and corresponding supportive services programs that fall under the umbrella Supportive Services Program. This support is provided at no charge to IDOT's DBE firms, to firms seeking IDOT DBE certification, to IL UCP DBE

certified firms who have an IDOT contract, and to prime contractors doing business with IDOT.

From June 2014 through October 2017, Monarch provided 4,862 business management consulting assistance hours to 148 Disadvantaged Business Enterprises in the northern region of Illinois, spanning from Chicago to Rockford, Quad Cities and Kankakee.

Assistance included website development, marketing assistance, business planning, cash flow assistance, excel training, human resource assistance, certification assistance, and computer system assistance for businesses in a variety of industries, including trucking, landscaping, concrete, asphalt, professional services, construction management, land acquisition, general contracting, hydro excavation, concrete cutting, and snow plowing.



IDOT TESTIMONIALS

Francesca and her team are very quick in responding to questions and very detailed with explanations. They are creative, and their quality of work and enthusiasm go above and beyond and has been a true blessing for my company.

- Frank Gonzalez, President



Green Thumb Brown Boots is a professional lawn care service. We began serving the public sector, and needed a more sophisticated filing system that could accommodate anticipated growth and integrate those systems to produce a number of reports. We were amazed by the computer solutions and cloud filing system the team at Monarch developed for our company. They are not only technically savvy, but also thorough, super fast and a pleasure to work with.

- Cathy Blasear, President

Humir Construction is a well established sewer engineering company that needed to update its website. We became aware of Francesca Hindmon at Monarch & Company, and the awesome work she does with website design and production. We heard she was reliable and would get the work done expeditiously. We were thrilled. Monarch excelled beyond our expectations in terms of production quality.

- Juan Arreola, President



SEASONAL CONCEPTS PROJECT

Seasonal Concepts is a landscaping and outdoor living design company. They specialize in brick paving & patios, landscaping and hardscaping. Seasonal Concepts had solidified a high-end residential customer base in the west suburbs of Chicago. Growing beyond that base using traditional advertising exclusively would have produced marginal results.



The landscaping and lawn care markets are not unlike all the other consumer markets today. They've moved to digital formats to gather information about the goods and services they need and/or want to buy.

Monarch developed a marketing funnel to create a systemized approach to increase sales. The company's website was updated to increase the number of leads generated and to enhance its branding image through graphic design. The new design incorporated

21 separate, responsive photo galleries, landing pages, and online forms.

We increased the company's online traffic through local search marketing, social media marketing and advertising, and email promotions. The goals are to source a minimum of 130 Sales Qualified Leads that will generate more than \$700,000 in annual sales.

Visit: www.seasonalconceptsinccom

SEASONAL CONCEPTS TESTIMONIAL



In looking to enhance our marketing strategy for Seasonal Concepts, I interviewed and received multiple proposals from companies that had some great ideas on how to take my business to the next level. The proposal and the process that stood out most to me were from Francesca Hindmon at Monarch & Company.



My previous vendors had a tough time understanding our target market and how to get the message out in the most efficient way. Francesca worked with me to dive into our company, our history, our goals and create a marketing strategy that has received an incredible amount of response, inquiries and compliments.

Those compliments have led to more traffic, more past customers coming back, and an impressive site for our new clients to navigate. All of which has led to more sales!! Most importantly she has become a partner in our mission."

- Tony Sindt, President

Monarch & Company

Give Us a call today to get your project started. We are here to help and proud to be a woman-owned firm.

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